

● ● ● FAST FACTS



LAUNCHED: 1975

MISSION: Exciting kids about their world.

FEATURE STORIES: An energetic mix of articles on wildlife, entertainment, science, technology, extreme sports, adventures, amazing kids, and world wonders.

DEPARTMENTS: Just Joking, Extreme Weirdness, Fun Stuff, Art Zone, Amazing Animals, Guinness World Records, Cool Inventions, Weird But True, Sports Funnies, Back Talk, Bet You Didn't Know, and Video Game Central.

EXTRAS: Large pullout posters or maps, collectible trading cards, contests, stickers, cover wraps, and more. Kids Pulse Reader Surveys: Reader surveys conducted online after each issue to solicit timely reader feedback.

TARGET AUDIENCE: 6- to 14-year-old boys and girls.

RATE BASE: 1,100,000

READERSHIP: 4 million+

FREQUENCY: 10 issues/year

PRICE: \$19.95 annual subscription; \$4.99 per single copy

WEBSITE: kids.nationalgeographic.com



DID YOU KNOW?
Hammerhead sharks can give birth to 40 babies at once.



 NATIONAL GEOGRAPHIC

CONTACTS



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Danny Walsh, danny@smythmedia.com



DID YOU KNOW?

A British man grew a giant zucchini that weighed as much as a large sheepdog.



MEET WILL

A psychographic profile of the typical
National Geographic Kids reader.



Meet *National Geographic Kids* reader, Will. He just turned ten years old and is excited about finally being in double digits! Will loves playing in his treehouse, exploring in his backyard, and playing tag and soccer with the neighborhood kids. When it comes to school, his favorite subject is science, and he loves reading books about animals and mysteries. His classmates are always impressed with the “Weird But True” facts that he shares at lunchtime. At home, Will is known as the recycling guru because he’s in charge of taking all paper, plastic, and glass items to the recycling bin outside. When he’s not in school or playing after-school sports, Will takes on his little brother in video games on his Wii, plays games on the family computer, and takes pictures with his digital camera. Will is looking forward to his family vacation in July...snorkeling in the Keys. He’s hoping to spot a shipwreck!



DID YOU KNOW?

A goat's pupils
are rectangular.





Demographics

MEDIAN AGE:	10 years old
AGE 8–14:	61.4%
BOYS:	56.5%
GIRLS:	43.5%
READERS PER COPY:	3.7
MEAN READING TIME:	1.7 hours
MEDIAN HHI:	\$87,500
PARENT MEDIAN AGE:	41 years old
Read <i>National Geographic Kids</i> the first day they get it:	78.7%
Think the magazine ads are fun to look at:	76.2%
Would like to go to college:	97.1%
Play sports:	93.0%

Decision Makers

The percentage of readers that influence or decide on the following household purchases:

Snack foods:	89.0%
Breakfast cereal:	88.9%
Vacation location:	84.9%
Computer:	44.5%
Car:	34.2%

SOURCE: NATIONAL GEOGRAPHIC KIDS 2009 PULSE SURVEYS



DID YOU KNOW?
A rabbit's teeth never stop growing.





Parent Involvement

- Read *National Geographic Kids* often/sometimes: 85.1%
- Read *National Geographic Kids* preview/see what child is reading 55.5%
- Read to/with child: 54.2%
- Read for their own enjoyment: 42.0%
- Say their child tells them about *National Geographic Kids* often/sometimes: 96.9%
- Rate *National Geographic Kids* excellent/good: 97.3%
- Says *National Geographic Kids*' is better than the other kids magazines: 84.1%

Activities

	BOYS	GIRLS
Read books	99.4%	99.3%
Watch movies on DVD/video	97.1%	97.2%
Play board games	95.1%	94.6%
Watch TV	94.2%	95.9%
Listen to music	94.2%	98.9%
Play sports	93.2%	92.8%
Play online games	89.6%	92.6%
Play video games	89.6%	77.8%
Surf the internet	81.3%	81.9%
Own a digital camera	66.0%	74.2%

SOURCE: NATIONAL GEOGRAPHIC KIDS 2009 PULSE SURVEYS



DID YOU KNOW?
Bolts of lightning can shoot out of an erupting volcano.



2012
● ● ● INTERACTIVE
EDITION

on the iPad



If you touch the cover you'll experience National Geographic Kids like never before!

The Interactive Edition of *National Geographic Kids* is available on the state-of-the-art Adobe platform, offering readers the opportunity to experience the brand through multiple touch points and interactivity. The Interactive Edition brings the magazine and its extraordinary content, photographs, and visual graphics to life, amplifying the amazing stories and fun franchises that are featured in the print edition. Fabulous photography, engaging games, and full-screen videos will take advantage of the iPad's large screen and touch navigation to entice kids to learn more about the world around them.

Advertisers can also benefit from the Interactive Edition's enhanced opportunities, including:

- Live links
- Slide show
- Scrollable frames
- Video
- Photo 360
- Panorama overlay
- Audio overlay
- Custom creative opportunities

Contact your National Geographic Brand Manager or Bob Amberg, Brand Director on 212-610-5511 or ramberg@ngs.org.



DID YOU KNOW?

Each of the 2.3 million stones in Egypt's Great Pyramid of Giza weighs as much as a pickup truck.



NATIONAL GEOGRAPHIC

2012

INTERACTIVE EDITION RATES AND DATES



National Geographic Kids Interactive Edition Pricing (net)

Full Page Static Inclusion	\$20,000
Resizing	\$2,000
Live Links	\$5,000 per link
Slide Show (10 images max)	\$20,000
Scrollable Frames (4 pages max)	\$20,000
Video (:15 or :30)	\$20,000
Photo 360	\$20,000
Panorama Overlay	\$20,000
Audio Overlay	\$20,000
Custom Elements	TBD

2012 Interactive Edition Closing Dates

ISSUE	MATERIALS DUE
February	11/20
March	12/28
April	1/29
May	3/5
June/July	4/9
August	5/21
September	6/25
October	7/30
November	9/3
December 2012/January 2013	10/8

Contact your National Geographic Brand Manager or Bob Amberg, Brand Director on 212-610-5511 or ramberg@ngs.org.



National Geographic Kids games become interactive!



DID YOU KNOW?
Young gorillas play tag like human kids do.



NATIONAL GEOGRAPHIC



Cool Clicks, Awesome Videos, Fantastic Facts, and a Whole Lot of Fun!

Kids.nationalgeographic.com is a website that Inspires kids to care about the planet—and the people, places, and animals in it. This site targets kids ages 8-12 and is jam-packed with games, videos, and photos from all over the world (and across the galaxy!).

NEW FEATURES INCLUDE:

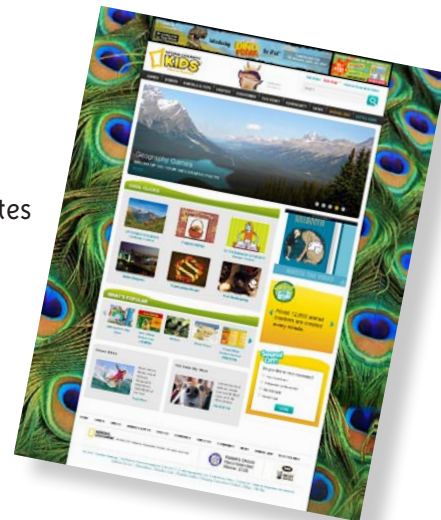
- Immersive, high-quality video
- Authentic kid-to-kid storytelling in blogs by real kids around the world
- Original games and interactive adventures
- Compelling visual Creature Feature animal profiles
- “My Shot” photo-sharing community

THE TOP THREE MOST POPULAR SECTIONS ARE:

- Games
- Animals/Creature Feature
- Videos

Online Overview

- 1.9M unique visitors a month
- 35.6M page views per month
- Average time spent is 11.5 minutes



Source: Omniture, October 2011



DID YOU KNOW?

An elephant once water-skied on the Hudson River in New York City.



● ● ● AWARDS



2011

FOLIO EDDIE AWARD: Bronze Consumer Parenting/Family/Youth Category (*National Geographic Kids*)

ASSOCIATION OF EDUCATIONAL PUBLISHERS

National Geographic Kids September 2010 35th Birthdays: WINNER Whole Publication, One-Theme Issue; and Whole Publication, Anniversary / Commemorative Edition.

PARENTS' CHOICE GOLD AWARD (*National Geographic Little Kids*)

PARENTS' CHOICE SILVER AWARD (*National Geographic Kids*)

WEBBY AWARD WINNER, Youth Website (*National Geographic Kids*)

2010

MIN: Most Engaged Media Brand Award (*National Geographic Kids*)

WEBBY AWARD WINNER, Youth Website (*National Geographic Kids*)

2009

PARENTS' CHOICE GOLD AWARD (*National Geographic Little Kids*)

AEP DISTINGUISHED ACHIEVEMENT AWARDS:

Series: "Animal Rescue" (*National Geographic Kids*)

Interview/Profile: "Blind Ambition" (*National Geographic Kids*)

Periodical of the Year (*National Geographic Little Kids*)

2008

PARENTS' CHOICE GOLD AWARD (*National Geographic Kids*)

AEP DISTINGUISHED ACHIEVEMENT AWARDS:

Golden Lamp Award (*National Geographic Little Kids*)

Periodical of the Year (*National Geographic Little Kids*)

Interview/Profile: "Welcome to the Green Issue: Interview with Cameron Diaz" (*National Geographic Kids*)

News Story: "The Coyote Next Door" (*National Geographic Kids*)

Series: "Animal Rescue" (*National Geographic Kids*)

One-Theme Issue: "Special Green Issue" (*National Geographic Kids*)

FOLIO EDDIE AWARD: Bronze Award in the Family Parenting Category (*National Geographic Kids*)

...and the list goes on and on!



DID YOU KNOW?

Two unmanned spacecraft have been traveling through outer space for 33 years.





Full Run Rate ALL RATES ARE GROSS

RATE BASE: 1,100,000

	OPEN	3 TIMES 4%	6 TIMES 6%	10 TIMES 8%	12 TIMES 10%
ALL COLORATIONS:					
FULL PAGE	\$102,520	\$98,420	\$96,370	\$94,320	\$92,270
1/2 PAGE	61,515	59,055	57,825	56,595	55,365
1/3 PAGE	44,425	42,650	41,760	40,870	39,985

GUARANTEED PREMIUM POSITIONS:

COVER 4	133,280	130,615	127,950	125,285	122,620
COVER 3	112,775	110,520	108,265	106,010	103,755
COVER 2	117,900	115,540	113,185	110,825	108,470
COVER 2 / SPREAD	235,800	231,085	226,370	221,650	216,935
CENTER SPREAD	225,550	221,040	216,530	212,015	207,505

DEMO BUYS: *National Geographic Kids* has the ability to offer a BOYS ONLY demographic buy as well as a GIRLS ONLY demographic buy. For details on pricing and rate base specifics, please contact your brand manager.

Contract Manager

CYNTHIA RAMROOP, Contract Manager, Advertising Department
 1145 17th Street, NW • Washington, DC • 20036 • PHONE: 202-775-6781
 FAX: 202.828.5658 E-MAIL: CRAMROOP@NGS.ORG

No charge for bleed. Payment must be made by closing unless advertising is placed through an accredited agency. In such event, full payment is due in the month of issue. Agency Commission—15%. No prompt payment discount allowed. For information on business reply cards, inserts, or special configurations, please contact your brand manager. All products and services must be approved by the publisher before acceptance of insertion order. *NATIONAL GEOGRAPHIC KIDS* reserves the right to decline any advertisement(s) deemed inappropriate or incompatible to the mission of the National Geographic Society.

ADVERTISING CONTRACTS AND ORDERS

All orders for print advertising must be in written contract form or a signed letter on company letterhead by the agency placing the advertisement. For in-house advertising where no agency is involved, the orders must be in written contract form or a signed letter on the advertiser's company letterhead. Verbal reservations, orders or cancellations are not accepted. All written orders must follow these stipulations: Orders must specify the issue, edition, ad size, color and rates. All orders must reflect the rates agreed to by the agency or the in-house client and the publisher prior to the submission of the document and will be billed as such. Placement of an insertion order with the publisher shall mean acceptance of all the terms and conditions of this rate card. Disclaimers removing or limiting an agency's responsibility for payment, or any other terms in conflict with this rate card, are not accepted. Agency waives any defense of sequential or conditional liability to timely payment. Cancellations or changes will not be accepted after the published closing dates for each issue. Any positions specified on contracts or orders, except covers, shall be considered requests only and not conditions of purchase. Orders for second, third and fourth cover positions are non-cancelable within 60 days of the closing date for the issues specified. Upon issuance of a new rate card affecting contracts already in force, insertions will be billed at the new rates corresponding to the contracted discount level. Execution of an order is subject to publisher's approval of copy, including display, text and illustration. The publisher will not be bound by any conditions, printed or otherwise, appearing on orders or copy instructions when such conditions conflict with the regulations set forth in this rate card. Contracts must be completed within one year from the date of first insertion. Rate holders and short rates will be applied when applicable.

AGENCY, ADVERTISER, AND PUBLISHER AGREEMENTS

Rates and regulations are subject to change without notice. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control. All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the publication). The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism. Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the conditions of the rate card applicable to the issue in which the insertions are published.



DID YOU KNOW?
 Penguins swim faster and deeper than any other bird, just like a submarine.





Advertising Page Dimensions

Book Trim: 8" x 10 1/2", Saddle-stitched, Web Offset

BLEED (width x depth)	BLEED	TRIM	SAFETY	NON-BLEED
Page	Inches 8 1/4 x 10 3/4	8 x 10 1/2	1/4	7 x 9 1/2
Spread*	Inches 16 1/4 x 10 3/4	16 x 10 1/2	1/4	15 x 9 1/2
1/2 Vertical	Inches 4 1/8 x 10 3/4	4 x 10 1/2	1/4	2 7/8 x 9 1/2
1/2 Horizontal Spread*	Inches 16 1/4 x 5 3/8	16 x 5 1/4	1/4	15 x 4 1/2
1/2 Horizontal	Inches 8 1/4 x 5 3/8	8 x 5 1/4	1/4	7 x 4 1/2
1/3 Vertical	Inches 4 1/8 x 10 3/4	4 x 10 1/2	1/4	2 x 9 1/2
Cover Wrap**	Inches na	na	1/4	7x4

* Spreads: For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter. For body copy/headlines, allow 1/8" on each side of gutter. ** When cover wrap prints on 75# stock, please use 110 line screen to offset ink density.

2012 Advertising Closing Dates

	SPACE/MATERIALS	SUPPLIED INSERT	ON-SALE
February	11/20	12/5	1/10
March	12/28	1/11	2/14
April	1/29	2/15	3/20
May	3/5	3/21	4/24
June/July	4/9	4/25	5/29
August	5/21	6/6	7/10
September	6/25	7/11	8/14
October	7/30	8/15	9/18
November	9/3	9/19	10/23
December 2012/January 2013	10/8	10/24	11/27

Material/Production Inquiries:

Callie Norton
National Geographic Kids
Production Manager
1145 17th Street NW
Washington, DC 20036
Phone: 202-775-6170
Fax: 202-857-7222

Material Delivery:

www.adshuttle.com
Proof to:
QuadImaging
Attn: Shelly Brandis
1900 West Sumner St.
Hartford, WI 53027
Phone: 262-673-1534

Supplied Insert:

Quad Graphics
1900 West Sumner Street
Hartford, WI 53027-9244
Attention: Megan Van Duinen,
NG Kids, (ISSUE MONTH)
To schedule an appointment
for deliveries call 414-566-2100.

ALL ORDERS AND CONTRACTS SHOULD BE ADDRESSED TO YOUR BRAND MANAGER.



DID YOU KNOW?
Scientists once thought Stegosaurus had a second brain in its hip.



National Geographic Kids: Guidelines for Advertising

NG KIDS prefers bleed ads in the magazine. NG KIDS reserves the right to decline any advertisement(s) deemed inappropriate, inaccurate, or misleading to its intended readers. Furthermore, the publisher reserves the right to decline advertisement(s) whose subject matter is inconsistent with the mission of the National Geographic Society. NG KIDS does not accept advertisements that contain content related to alcohol, tobacco, sex, drugs, weapons, extreme violence, or other content that may be upsetting or confusing to children in our readership ages 6-14. The word "ADVERTISEMENT" will appear in a type size equal in size and weight to the magazine's normal editorial typeface horizontally near the center top of ad page if the following criteria apply:

1. Creative that contains games, puzzles, or interactive elements that may be misconstrued as editorial games.
2. Advertisements that carry the magazine's name or logo.
3. Creative that resembles editorial or that could be misinterpreted as editorial.
4. Ads that include contests, sweepstakes, or giveaways.
5. Any ads containing educational products for children.
6. Fractional ads that share the same page with editorial.

PROOFS

Please supply two hard copy contract-quality proofs, at 100% size, matching each uploaded digital file to Shelly Brandis at Quad imaging. (see contact info above)

COLOR CALIBRATION

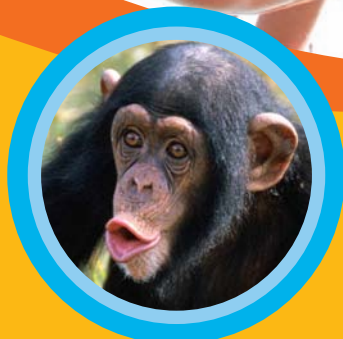
SWOP standards. Please visit <http://www.swop.org/certification.html#cert> for a complete, up-to-date listing of SWOP approved color proofs. Use SWOP calibration control guide. Proofs should contain a full color bar (like the GATF or Brunner strips) with dot gain, solids, overprints, and tints. The solid color patches should be within +/- .05 of a current SWOP standard reference.

DIGITAL ADVERTISING SPECS

Press-ready PDF files only. *National Geographic Kids* prefers creative to be submitted using **AdShuttle**. <http://www.adshuttle.com>. The site provides a detailed "Ad Creation Guide" to ensure your files are correctly prepared. Call 866.774.5784 for support.

FILM/LINE SCREEN

Use 150 line screen on all files.
Please note: *National Geographic Kids* is printed computer-to-plate.



DID YOU KNOW?

A human has about the same number of body hairs as a chimpanzee.

