



NATIONAL GEOGRAPHIC KiDS

MEDIA KIT 2019



THE WORLD'S BIGGEST SELLING CHILDREN'S MAGAZINE



We specialize in: Edutainment
Our Mission: To get kids excited
about their world

*‘Our readers are having so
much FUN they don’t even
realize that they’re
LEARNING’*

NATIONAL GEOGRAPHIC KIDS A GLOBAL BRAND

- 18 editions worldwide
- Global circulation of **1.5 million**
- **Largest-selling kids'** magazine globally
- 8 websites
- 5 electronic editions
- Global readership of **5.6 million**



NATIONAL GEOGRAPHIC KIDS

Mission: To get kids excited about their world!

Readership: Boys and girls aged 6 – 13 - (50/50 Split)

Languages: English and Afrikaans

Frequency: 12 issues per year

Print run: 26 000 (English:15 000 & Afrikaans: 11 000)

Circulation: 10 000

Readership: 40 000

Price: R32 per issue
R349 annual subscription (Less than R1 p/d)

FB Fans: 7900

Subscribers: 1363

Digital stats: www.natgeokids.com/za 100 000 impressions per month



WHY NATIONAL GEOGRAPHIC KIDS SA?



CURRICULUM-ALIGNED, EXCITING STORIES ABOUT OUR WORLD...

National Geographic Kids is an exciting monthly magazine which gives boys and girls a whole new way to learn and explore their world. Packed full of fantastic facts about science, geography, history, popular culture and exciting things to make and do, a National Geographic Kids school subscription is a great resource for schools.

A National Geographic Kids school subscription supports pupils' literacy and learning through exciting stories about the natural world, exploring different cultures, world news and perplexing puzzles - all broken into bite-sized chunks that are easy to digest.

Our powerful imagery, jaw-dropping facts and fun features engage even the most reluctant readers - who can't put it down!

- ✓ **12 Issues** guaranteed per year
- ✓ **Engaging literacy resource** & perfect for **reluctant readers**
- ✓ **Rich, curriculum aligned content**
- ✓ Makes **learning fun** (Ages: 6-12 years old)
- ✓ **Maximum parent involvement** (91% of our parents read National Geographic Kids with their children)
- ✓ Kids are **fully engaged** when reading
- ✓ No other kids mag that **targets both girls and boys** and is **loved by parents** showcased in a **superior editorial environment**.
- ✓ Helps Kids with **homework** and **school projects**
- ✓ NG Kids SA offers **engaging and intelligent content** designed to **inspire kids about their world, environment and animals**.





THE WORLD'S
MOST POPULAR
CHILDREN'S
MAGAZINE



GENDER
NEUTRAL TO
INSPIRE BOTH
BOYS AND GIRLS



IMPROVES
LITERACY AND
HELPS WITH
HOMEWORK



CURRICULUM-
ALIGNED TO
MAKE LEARNING
FUN



INSPIRES KIDS

To explore the world around
them



CURRICULUM CONTENT

Easy to digest, perfect for
reluctant readers



CLASSROOM FUN

The South African edition was launched in **2004.**

Its mission is to excite children about their world.

NATIONAL GEOGRAPHIC KIDS RATES AND SCHEDULES

VALID FROM 2019



The magazine is published **12 times a year.**

NGK is the world's best-selling children's magazine.

MATERIAL SPECIFICATIONS

SIZE	TYPE (mm) Height x width	TRIM (mm) Height x width	BLEED (mm) Height x width
FULL PAGE	258 X 190	275 X 210	285 X 220
1/2 VERTICAL	258 X 92	275 X 105	285 X 110
1/2 HORIZONTAL	127 X 190	136 X 210	141 X 215
1/3 VERTICAL	258 X 59	275 X 70	285 X 75
1/3 HORIZONTAL	86 X 190	90 X 210	98 X 215

ISSUE	ADVERTORIAL DEADLINE	AD BOOKING DEADLINE	MATERIAL DEADLINE	INSERT TO PRINTERS	ON SALE
Jan 19	9th Nov 18	16th Nov 18	26th Nov 18	28th Nov 18	17th Dec 18
Feb 19	23rd Nov 18	30th Nov 18	10th Dec 18	2nd Jan 19	21st Jan 19
Mar 19	11th Jan 19	18th Jan 18	28th Jan 19	30th Jan 19	18th Feb 19
Apr 19	8th Feb 19	15th Feb 19	25th Feb 19	27th Feb 19	18th Mar 19
May 19	15th Mar 19	22nd Mar 19	1st Apr 19	3rd Apr 19	22nd Apr 19
Jun 19	12th Apr 19	19th Apr 19	29th Apr 19	1st May 19	20th May 19
Jul 19	10th May 19	17th May 19	27th May 19	29th May 19	17th Jun 19
Aug 19	14th Jun 19	21st Jun 19	1st Jul 19	3rd Jul 19	22nd Jul 19
Sep 19	12th Jul 19	19th Jul 19	29th Jul 19	31st Jul 19	19th Aug 19
Oct 19	9th Aug 19	16th Aug 19	26th Aug 19	28th Aug 19	16th Sep 19
Nov 19	13th Sep 19	20th Sep 19	30th Sep 19	2nd Oct 19	21st Oct 19
Dec 19	11th Oct 19	18th Oct 19	28th Oct 19	30th Oct	18th Nov 19



To discuss opportunities for promoting your brand in National Geographic Kids, please contact:



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ADVERTISEMENT RATES

FULL PAGE DISPLAY	R18 480
DPS DISPLAY	R36 960
IFC/IBC	R20 790
OBC	R23 100
ADVERTORIAL COLUMN	R9605

All advertising rates exclude agency commission and exclude VAT. Advertorial rates include standard production and photographic costs. Many other bespoke opportunities available on request.

DIGITAL RATES (www.natgeokids.com/za)

STANDARD SIZES (pixels)	CPT
LEADERBOARD (728 X 90)	R154
MPU (300 x 250)	R244
OVERLAYS	R554v
CHANNEL TAKEOVER	R613
DIGITAL SPONSORED ARTICLE	R13 860

Free Afrikaans translation offered for English ads.



**TEAMWORK IS THE
KEY TO OVERALL
SUCCESS**



 **NATIONAL
GEOGRAPHIC
KIDS™**

 **NATIONAL
GEOGRAPHIC**

Photograph by Oliver Klink , 2008 International Photo Contest

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