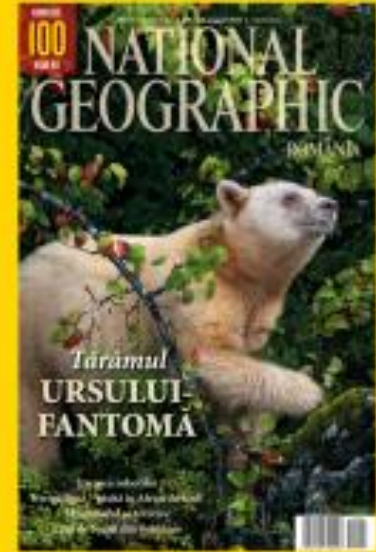


# NATIONAL GEOGRAPHIC ROMÂNIA

## NG International

Flagship of NATIONAL GEOGRAPHIC Society since 1888



- For 124 years NG is the flagship of the highest-quality photojournalism in the world.
- Third place worldwide as the most read magazine
  - **60 millions readers around the world**
  - **8.2 millions copies sold monthly**
  - **The most read magazine in Europe (2.5 million readers)**
- **48 international prizes** among which 17 are “**General Excellence**”, the most important title for magazines.
- There are 33 local-language editions plus the English-language edition.

## NG Romania

### Values

- 9 years in Romania.
- Magazine of culture, relaxation and entertainment based on true values of the nature
- Top magazine, reliable, with trustful sources of information.



### Editorial

- A magazine for everybody, easy to read and understand
- It's presenting the world in all aspects: nature, wild life, society, culture, history.

## Readers



**260,000 readers per issue**

Men: **131,000**

Women: **130,000**

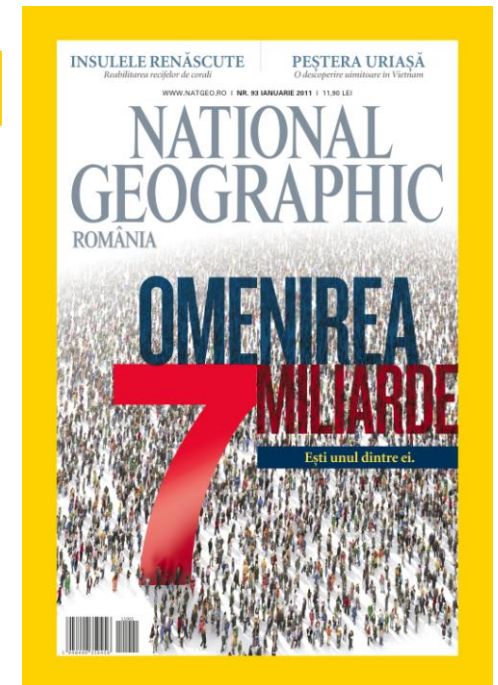
Age 20 - 45 years old: **154,000**

High Education: **104,000**

High Household income: **157,000**

Live in large cities: **171,000**

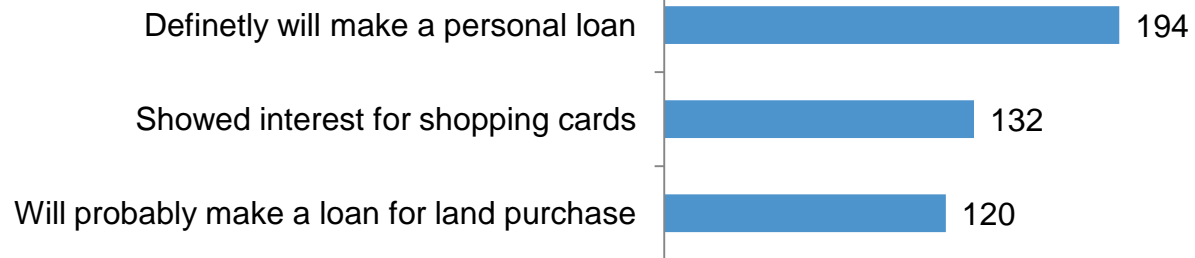
High social status : **127,000**



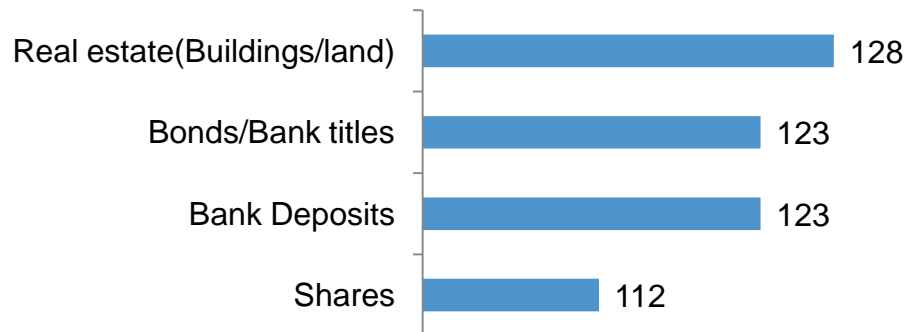
An affinity index over 100 shows that NG readers are interested to contract bank loans / insurance



Affinity Index



Intend to invest in:

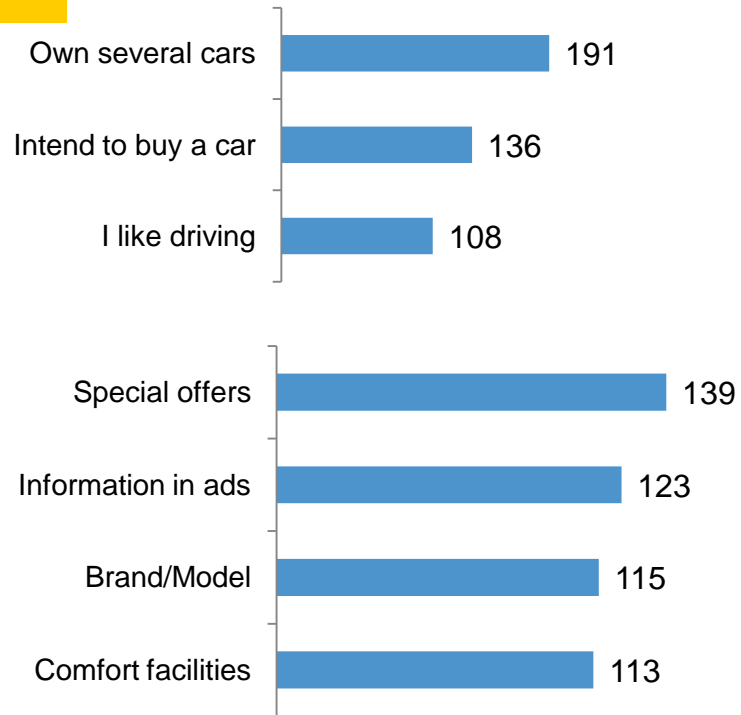


Source: SNA, Jan10 – Jan11, 50K+



An affinity index over 100 shows that NG readers are oriented to driving automobiles

Affinity index



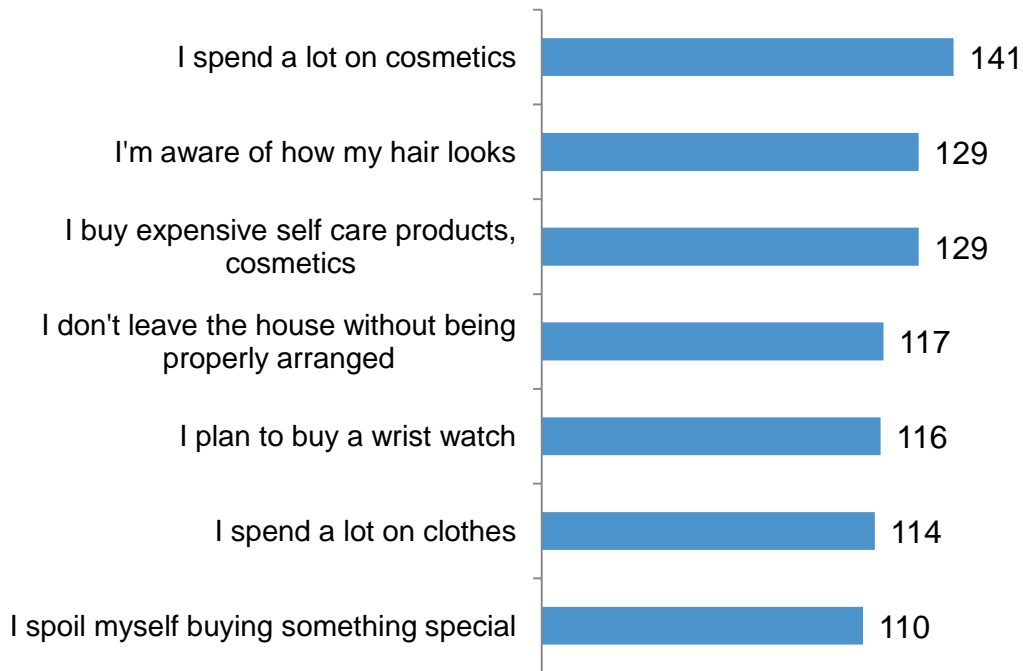
Mentioned as the main criteria when making a decision to buy a car:





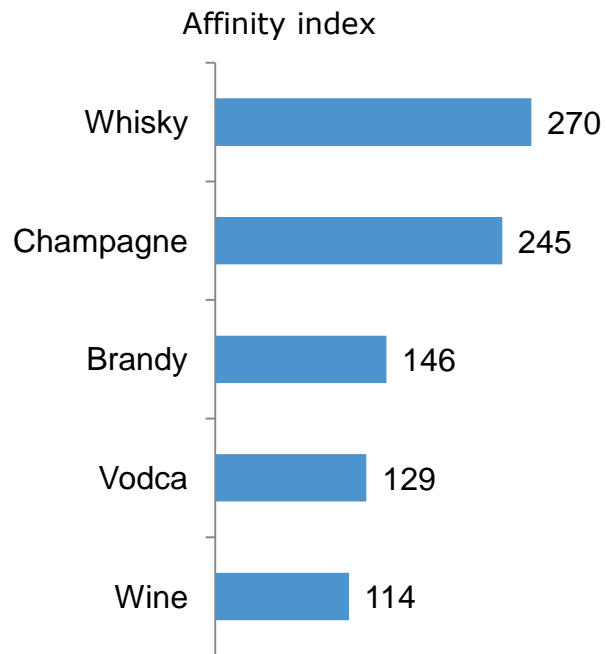
An affinity index over 100 shows that NG readers are oriented in using cosmetics products, buying of known brands of clothing and accessories

Affinity index

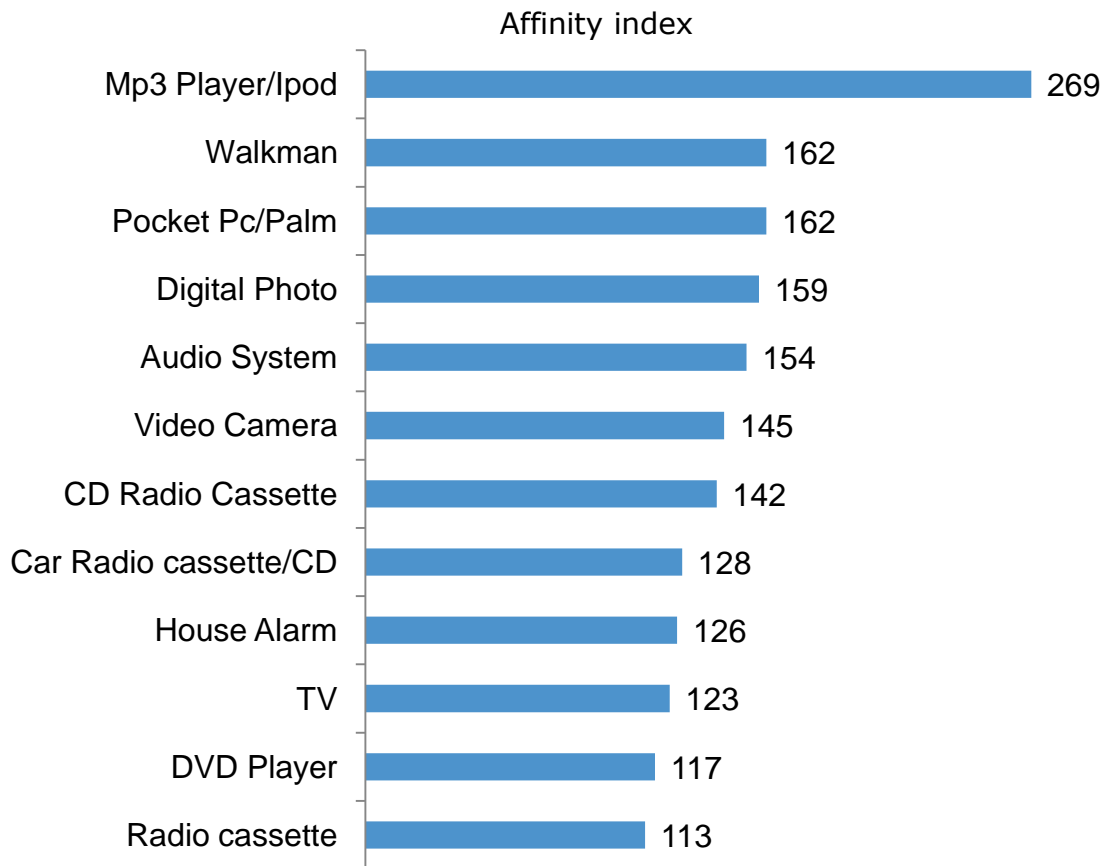


*133,000 of our readers say that advertising reminds them to buy a specific product, and for 105,000 of them information from commercials is helpful to decide what to buy*

An affinity index over 100 shows that NG readers are oriented in consuming quality alcoholic drinks



An affinity index over 100 shows that NG readers are oriented in purchasing electronics

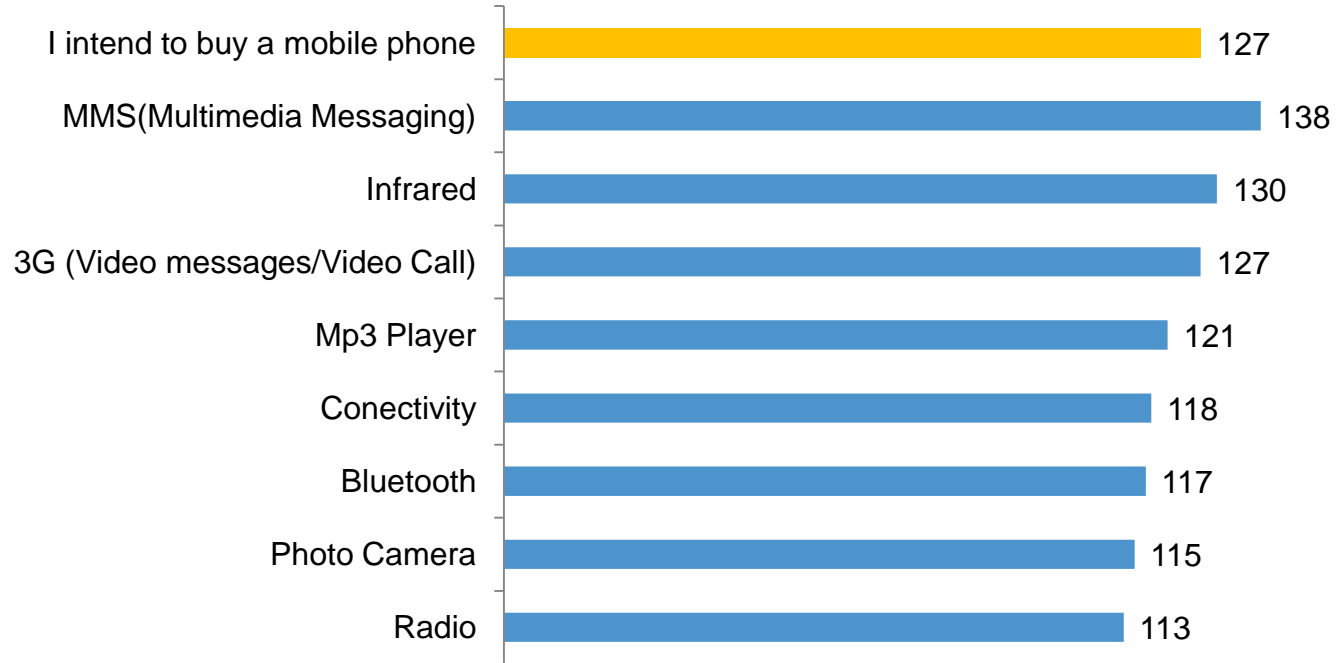


An affinity index over 100 shows the interest of NG readers in mobile phones



Affinity index

Phone specifications importance:



## Core Data

**Publisher:** Sanoma Hearst Romania

**Frequency:** monthly

**Book-size:** 124 pages

**Distribution:** national

**Print run:**

**Circulation:** 14,700(BRAT – Jan – Jun 2011)

**Audience:** 260,000 readers per issue

**Size:** 174.5 x 254 mm

**Paper:** interior - 90 g ART, cover 150 g ART

**Price:** 12.90 lei

**Ratecard:** € 5,900



# Contact

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Published by



along with: National Geographic Traveler, FHM , Esquire, Casa si Gradina, Villa Design, Cosmopolitan, BEAU MONDE, Story, mami, femeia de azi, FEMEIA., Harper's Bazaar, Marie Claire

# Rate Card

Format	Rate Card
1/1 page	€ 5,900
2/1 page (spread)	€ 11,800
1/2 page	€ 4,200
1/3 page	€ 3,000
Cover 4	€ 8,900
Cover 3	€ 6,800
Cover 2	€ 8,600
Opening Spread	€ 14,200
Junior Page (1/2 page portrait)	€ 5,600



Insertions Costs (for 1,000 copies)		Format Costs (for 1,000 copies)	
Random Insert	€ 46	max. 4 pages	€ 79
Certain Page	€ 49	max. 8 pages	€ 115
Glued	€ 51	max. 16 pages	€ 229
Stitched	€ 63	more than 16 pages	€ 344



## Production deadlines

Format	Dimensions	Area
Spread	349 x 254 mm	330 x 235 mm
1 Page	174.5 x 254 mm	155.5 x 235 mm
1/2 vertical page	82.5 x 254 mm	82.25 x 235 mm
1/2 horizontal page	174.5 x 126 mm	155.5 x 120 mm
1/3 vertical page	58 x 254 mm	
1/3 horizontal page	174.5 x 84.5 mm	

### Media

Our preferred method of delivery is CD-ROM, but we can also accept digital transmissions (FTP, e-mail). Each disk should be properly labelled and accompanied by a full directory printout.

### Proofs

Each page should be accompanied by a proof. Please specify the type of the proof: - Content only proofs - not accurate for colour (prints on laserjet printers, digital proofs not accurate for colour etc.) - Content accurate proofs - digital proofs, Matchprint, ColorArt etc. This type of proof must contain a colour calibration bar.

### Bleed, Trim Marks and Page Size

Our standard bleed size is 5mm. Trim marks should be included in the final .PDF, .TIF or .PS files. Please ensure that all page elements required to appear entirely within the trimmed product are placed at least 5mm inside the trim. Similarly, please ensure that all parts of items intended to be trimmed off are placed at least 5mm outside the trim.

Month	AD Booking	AD Material	On the Market
January	2-Dec-11	9-Dec-11	4-Jan-12
February	10-Jan-12	17-Jan-12	1-Feb-12
March	3-Feb-12	10-Feb-12	1-Mar-12
April	5-Mar-12	14-Mar-12	3-Apr-12
May	3-Apr-12	9-Apr-12	1-May-12
June	7-May-12	14-May-12	1-Jun-12
July	5-Jun-12	11-Jun-12	3-Jul-12
August	2-Jul-12	9-Jul-12	1-Aug-12
September	6-Aug-12	13-Aug-12	1-Sep-12
October	3-Sep-12	10-Sep-12	2-Oct-12
November	5-Oct-12	12-Oct-12	1-Nov-12
December	5-Nov-12	12-Nov-11	1-Dec-12