



NATIONAL GEOGRAPHIC

KIDS



FAST FACTS

Launched:	1975
Mission:	Exciting kids about their world.
Feature Stories:	An appealing mix of articles on wildlife, entertainment, science, technology, extreme sports, adventures, amazing kids, and world wonders.
Departments:	Video Game Central, Just Joking, The Green List, Fun Stuff, Art Department, Amazing Animals, Guinness World Records, Cool Inventions, Wildlife Watch, and Weird But True.
Extras:	Large pullout posters or maps, collectible trading cards, contests, stickers, cover wraps, and more.
Advisory Board:	500 subscribers serve on an advisory board and contribute their ideas to the planning of the magazine. Reader surveys after each issue solicit reader feedback.
Target Audience:	6- to 14-year-old boys and girls.
Rate Base:	1,325,000
Readership:	5.3 million
Frequency:	10 issues
Price:	\$ 19.95 annual subscription \$ 4.95 per single copy
Awards:	Association of Educational Publishers 2004 & 2005 Distinguished Achievement Award for Periodical of the Year; Folio "Eddie Silver" 2006
Web site:	kids.nationalgeographic.com



DEMOGRAPHICS

Usage

Share NATIONAL GEOGRAPHIC KIDS with parents	73%
Share NATIONAL GEOGRAPHIC KIDS with siblings	47%
Share NATIONAL GEOGRAPHIC KIDS with friends	33%
Average time spent reading:	90 min+
Readers per copy:	4.0

Parent Involvement

89% of parents are reading NGK themselves
 57% are reading NGK with/to their child
 51% read NGK for personal interest/enjoyment

Duplication

<i>Nickelodeon</i>	31%
<i>Boys Life</i>	16%
<i>Sports Illustrated for Kids</i>	23%

[Source: 2006 Readership Survey, NGS]

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DEMOGRAPHICS

Subscribers

4.0 readers per copy

Age

Average Age	9.6 years
Under 8	19%
6-11	75%
8-12	69%
13-14	10%
15 & above	2%

Gender

Boys	56%
Girls	44%

Households

Average parent age	41.5 years
Average household income	\$87,500
Personal computer in home	88%
Internet access	85%

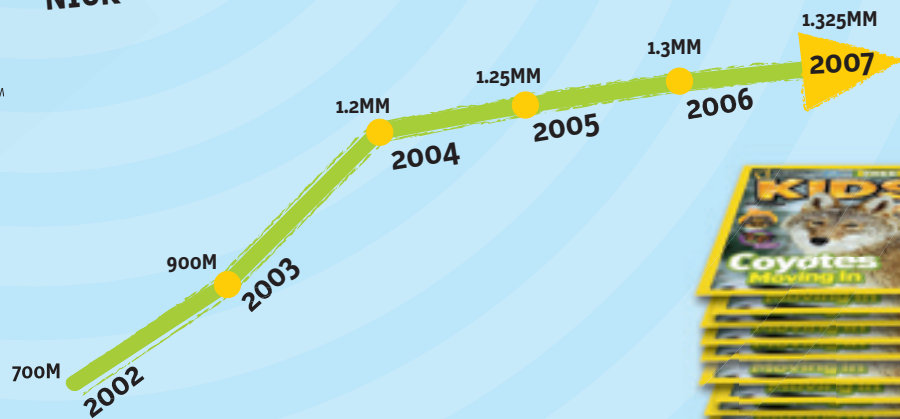
[Source: 2006 Readership Survey, NGS]

We're the biggest... and still growing!

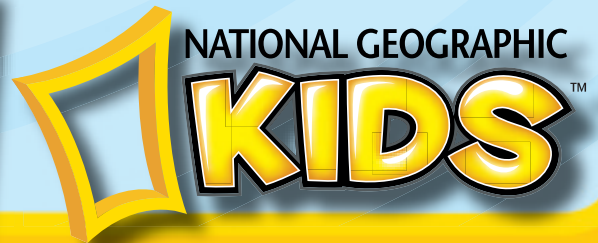


The largest magazine in the category!

89%
Growth in
Rate Base!



SOURCE: June 2007 BPA Statement, Publisher's Rate Card.





RATE CARD

RATE CARD #9 — EFFECTIVE WITH THE FEBRUARY 2008 ISSUE

FULL RUN RATE

Rate Base: 1,325,000		3 Times	6 Times	10 Times	12 Times
All Colorations:	Open	4%	6%	8%	10%
Full Page	\$92,990	\$89,270	\$87,410	\$85,550	\$83,690
1/2 Page	55,795	53,565	52,445	51,330	50,215
1/3 Page	40,295	38,685	37,875	37,070	36,265
Guaranteed Premium Positions					
Cover 4	120,885	118,465	116,050	113,630	111,215
Cover 3	102,290	100,245	98,200	96,155	94,105
Cover 2	106,940	104,800	102,660	100,525	98,385
Cover 2 / Spread	213,875	209,600	205,320	201,045	196,765
Centerspread	204,580	200,490	196,395	192,305	188,215
BOYS Rate Base: 700,000					
All Colorations:					
Full Page	59,120	56,755	55,575	54,390	53,210
GIRLS Rate Base: 420,000					
All Colorations:					
Full Page	35,475	34,055	33,345	32,635	31,930

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 NATIONAL GEOGRAPHIC KIDS representative. 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.

Girls Buy

NG Kids Girls Buy reaches more girls
Than Girls Life and Discovery Girls...

420,000

Circulation
(100% Composition)

\$35,475

2008 Open
P4CB Rate



TARGET YOUR BEST PROSPECTS IN NG KIDS!

 NATIONAL GEOGRAPHIC

Boys Buy

NG Kids now offers effective, cost efficient targeting of our boy subscribers...

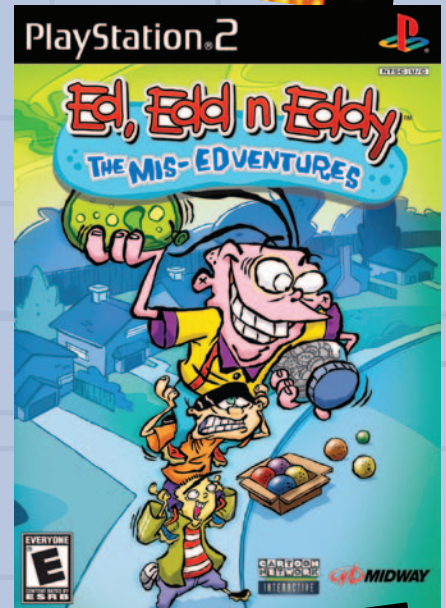
700,000

Circulation

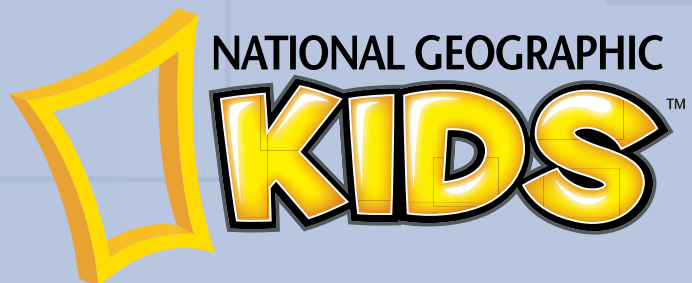
(100% coverage of our Boy Subscribers)

\$59,120

2008 Open P4CB Rate



A NINTENDO COLLECTOR'S CARD AND SWEEPSTAKES PROMOTION GENERATED A TOTAL OF 17,000 ENTRIES!



NATIONAL GEOGRAPHIC



PRODUCTION

Advertising Page Dimensions

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

BLEED:

Bleed (width x depth)		Bleed	Trim	Live
Page	Inches	8 1/4 x 10 3/4	8 x 10 1/2	7 1/8 x 9 3/4
	Millimeters	206 x 273	203 x 267	181 x 248
Spread*	Inches	16 3/8 x 10 3/4	16 x 10 1/2	15 1/4 x 9 3/4
	Millimeters	413 x 273	406 x 267	387 x 248
1/2 Horizontal Spread**	Inches	16 3/8 x 5 3/8	16 x 5 1/4	15 1/4 x 4 3/8
	Millimeters	413 x 130	413 x 127	387 x 111
1/2 Horizontal**	Inches	8 1/4 x 5 3/8	8 x 5 1/4	7 1/8 x 4 3/8
	Millimeters	206 x 130	203 x 127	181 x 111
1/3 Vertical**	Inches	3 x 10 3/4	2 5/8 x 10 1/2	2 x 9 3/4
	Millimeters	76 x 273	70 x 267	51 x 248

*** Spreads:** For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter. For body copy, allow 1/8" (3 mm) on each side of gutter. For headlines, split copy at gutter between words or letters, and allow 1/8" (3 mm) safety on each side of gutter.

**** Fractional Bleed Ads:** 1/4" (6mm) safety necessary to accommodate right- or left-hand placement.

NON-BLEED:

Non-Bleed (width x depth)	Inches	Millimeters
Page	7 x 9 1/2	178 x 241
Spread	15 x 9 1/2	381 x 241
1/2 Horizontal Spread	15 x 4 1/2	381 x 114
1/2 Horizontal Page	7 x 4 1/2	178 x 114
1/3 Vertical	2 x 9 1/2	51 x 241
Cover Wrap*	7 x 4	178 x 101

* Cover wrap prints on 75# uncoated stock. Please use 110 LS to offset ink density.

2008 Advertising Closing Dates

All orders and contracts should be addressed to your account manager.

	Ad Space Close	Materials Close	In Home Dates	Newsstand On Sale
Feb	11/16	11/26	1/3-8	1/15
March	12/21	12/28	2/7-12	2/19
April	1/28	2/4	3/13-18	3/25
May	3/3	3/10	4/17-22	4/29
June/July	4/7	4/14	5/22-27	6/3
Aug.	5/19	5/27	7/3-8	7/15
Sept.	6/23	6/30	8/7-12	8/19
Oct.	7/28	8/4	9/11-16	9/23
Nov.	9/2	9/8	10/16-21	10/28
Dec./Jan.	10/6	10/14	11/21-26	12/2

National Geographic Kids: Guidelines for Advertising

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 as 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.

Material/Production Inquiries:

Debra Schwartzberg
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Advertising Dept.
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Material Delivery:

Please address inquiries to
Prod. Mgr.
QuadImaging
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N63 W23075 Main Street
Sussex, WI 53089
Phone: 414.566.7131

over



PRODUCTION
continued

MEDIA

High-End Formatted Options

Scitex RMX and UFS Optical
ISO9660 CD-ROM

Mac/PC Formatted Options

CD-ROM

Media Labeling Requirements

Agency and Contact Name
Phone Number
Ad Number/Name and List of Contents
Vendor Contact
Return Address (for return of material)

PROOFS

Content and Position Proofs

Supply 2 hard copy contract-quality proofs matching each digital file along with the media.
Proofs must be provided at 100% size.

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.

DATA FORMATS

High-End File Format Options

TIFF/IT-P1 (FP, CT, LW). You may send an HC file instead of an
LW file, but not both.
Scitex: Native (CT, LW, and FLYT), Handshake (CT and LW)
Resolution:
Require LW files at 72 resolution (dots per mm)
Require CT files at 12 resolution (dots per mm)
Offset: 0.0 offset preferred

Desktop File Formats

PDF/X-1a. For instructions on how to create a file compatible
with your version of Acrobat, please visit this Web site:
http://www.quadarm.com/publisher_sites/kids/ps.asp

NG Kids no longer accepts native desktop file formats.

MISCELLANEOUS INSTRUCTIONS/STANDARDS

Desktop Instructions

Build pages to trim size and extend bleed beyond page edge.
Use stylized fonts and do not apply style attributes to basic fonts.
All elements must be at 100% size.
Avoid rotation and cropping of images in layout program.
Include all fonts, images/scans, and logos/artwork.
Resolution: Continuous tone rastered images should be at 2x
the line screen or greater. (300 or greater is hi-res for 133 line
screen.) Bitmap files should be at 1000 dpi or higher.
Do not nest EPS files in other EPS files.
All images/scans must be in CMYK mode for 4C ads.
All images/scans must be in Grayscale mode for B&W ads.
Font information should include manufacturer, font name,
and version.
Four-color solids should not exceed SWOP density of 300%.

Additional Instructions

Supply one composite LW and CT per ad.
Ad image area should be no more than trim plus bleed.
Black text should be merged with the LW file.
Use 150 line screen on all files.

FILM/LINE SCREEN

Please note: NATIONAL GEOGRAPHIC KIDS is printed computer-to-plate.



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