



 NATIONAL  
GEOGRAPHIC

# TRAVELLER

MEDIA PACK

2026

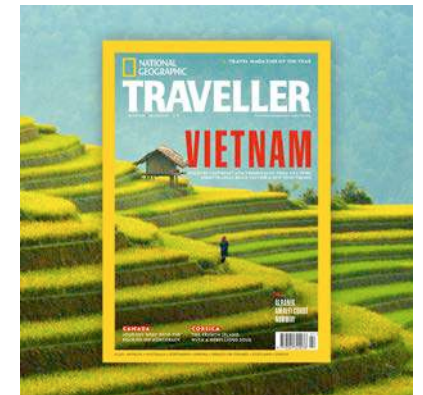
**UK  
TRAVEL  
MAGAZINE  
OF THE  
YEAR**



## I UK TRAVEL MAGAZINE OF THE YEAR 2025

*National Geographic Traveller* (UK) is part of one of the most iconic brands in the world, known for its work in award-winning journalism, expeditions, science and education. It seeks to extol great storytelling, authentic travel experiences and 'you-are-there' photography, with insightful information to help would-be explorers travel widely and safely.

It aims to inspire those who are passionate about experiencing the world, championing sustainable travel and celebrating journeys with a local and cultural perspective. The 10-issue-a-year magazine has established itself as one of the UK's leading consumer travel publications, having achieved a number of accolades including Newsstand Magazine of the Year 2025 at the Newspaper & Magazine Awards and Travel Magazine of the Year 2025 at the TravMedia Awards.





## **DIGITAL**

[nationalgeographic.com](https://nationalgeographic.com) receives over 1.3 million unique visitors a month in the UK.

## **IPAD APP**

With over 600,000 downloads from the App Store, the iPad app shares the print magazine's content.

## **SUPPLEMENTS**

*National Geographic Traveller* (UK) guides are produced as in-depth reviews of some of the world's most dynamic and fast-growing tourist destinations.

## **SUBSCRIPTIONS**

With over 15,000 paying subscribers, *National Geographic Traveller* (UK) is one of the most subscribed-to travel magazines in the UK.



# FAST FACTS



## LIFESTYLE

UK readers favour high-street retailers such as:

**WAITROSE | M&S | JOHN LEWIS | WHSMITH**

Average household income

**£100,000+**

### DEMOGRAPHICS

(% ABOVE NATIONAL AVERAGE)

CITY SOPHISTICATES 181%

LAVISH LIFESTYLES 129%

EXECUTIVE WEALTH 91%

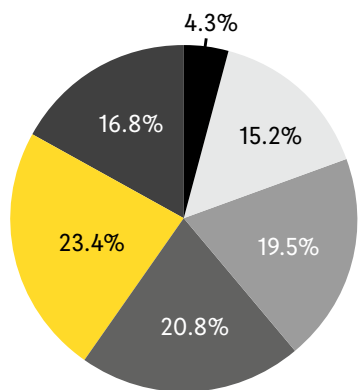
CAREER CLIMBERS 69%

MATURE MONEY 31%

SUCCESSFUL SUBURBS 19%

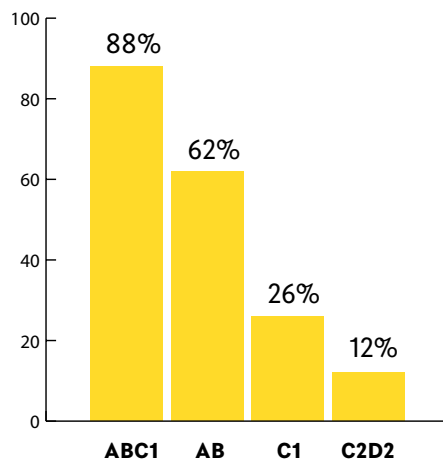
(INFORMATION SUPPLIED BY CACI LTD)

## AGE

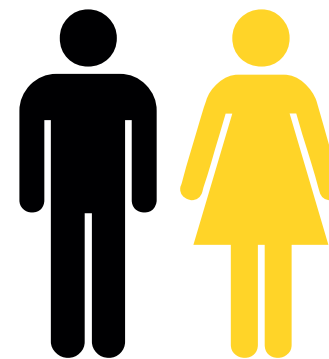


■ 15-24 ■ 35-44 ■ 55-64  
 ■ 25-34 ■ 45-54 ■ 65+

## SOCIAL GRADE



## GENDER



MALE  
42%

FEMALE  
58%

Younger, higher female demographic who purchase premium brands and are interested in:

- CULTURE
- FOOD
- ADVENTURE TRAVEL
- LUXURY TRAVEL
- TRAVEL NEWS & INFO

## STATISTICS



FEMALE  
58%



FEMALE  
44%

■ 25-34 - 53%  
 ■ 35-44 - 23%

■ 25-34 - 35%  
 ■ 35-44 - 22%



**56,000**  
FOLLOWERS



**251,000**  
FOLLOWERS



**119,000**  
FOLLOWERS



**33,500**  
SUBSCRIBERS



**1,276,683**  
UNIQUE UK VISITORS A MONTH



**74,715**  
CIRCULATION



**Our guides offer organisations the opportunity to tell their story to our readers through the pages of *National Geographic Traveller (UK)*, overseen by the in-house editorial and design teams.**

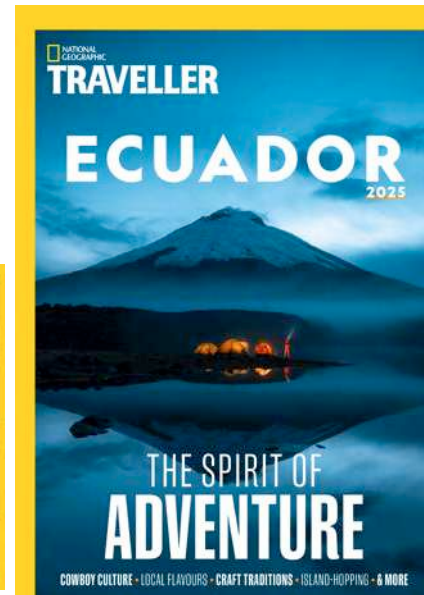
Guides are designed for organisations that have a particularly engaging story to tell, fully in keeping with the *National Geographic Traveller (UK)* brand and ethos. They're written by one or more of our journalists following a trip to the destination specifically for the purpose of writing about it.

As sponsor of a guide, you'll have the opportunity to discuss the direction of the article with our project editor at the beginning of the process. The journalist will then visit the destination and the feature will be designed by our in-house team in the style of one of our regular features. Our team will give clients the opportunity to fact-check the pages before publication, to

ensure the correction of any factual mistakes, such as spelling, or incorrect image usage.

In accordance with CAP/ASA guidelines, to ensure it qualifies as a *National Geographic Traveller (UK)* guide, clients will not be able to request changes that deviate from the style and tone, or the design and images selected. If a client wishes to make editorial or design changes, we can accept these, but we will be unable to carry or feature the 'yellow border'.

On the contents page there will be an acknowledgement of any client relationship. e.g. 'This guide was sponsored by XYZ'.





## PRINT & ONLINE FEATURES

Branded Content features offer the opportunity for organisations to tell their story through eyewitness or third-person features, in keeping with the *National Geographic Traveller* (UK) brand and ethos.

Both styles of features are written by one of our journalists, with eyewitness requiring a trip to the destination.

As sponsor of the feature, you will have the opportunity to discuss the direction of the article with our project editor at the beginning of the process. The feature will be designed by the *National Geographic Traveller* (UK) team in the style of one of our editorial features.

As sponsor, you will have the chance to fact-check the feature before publication.

The piece will be identified as 'Branded Content' in the publication, as well as on our website destination pages.

At the end of the feature, there will be an acknowledgement of any partnership – for example, 'This feature was sponsored by XYZ Tourism Board'.

Digital opportunities are also available to engage with a UK-targeted audience on [nationalgeographic.com](http://nationalgeographic.com) – from display banners and articles to social campaigns and articles.



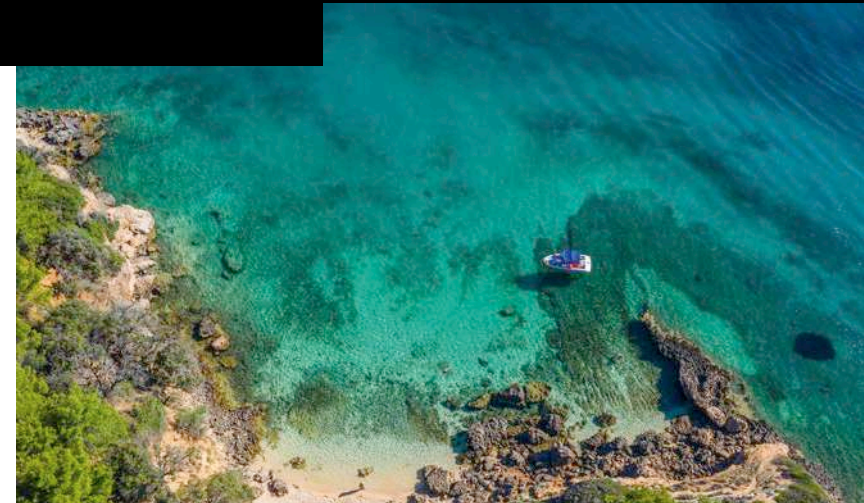


## **EXCLUSIVE EMAIL SERVICES**

Our newsletters reach the inboxes of over 33,500 engaged UK readers\* every week, making them an ideal platform for advertisers to introduce their brand to a captive audience with an interest in travel.

The newsletters provide a glimpse of the inspiring travel content and competitions available on our website, as well as a preview of the latest issue of the magazine. Each newsletter contains an exclusive sponsorship box, allowing advertisers to extend their message to our readers and share inspirational content and exclusive special offers with them.

Each exclusive sponsorship package consists of a banner placed prominently in-content, within the first half of the newsletter. Tracking link required.





**From competitions and awards through to festivals and reader events, *National Geographic Traveller (UK)* offers a series of events throughout the year that offer your brand the opportunity to partner with us and reach thousands of consumers across our multi-platform channels**

### **SPONSORSHIP PACKAGES**

Talk to us about the range of opportunities available, from smaller events right through to festivals.

### **AWARDS**

The annual Hotel Awards sees the best in the travel industry awarded for their unique lodges, boutique properties and safari camps.

### **FOOD FESTIVAL**

Following the fifth National Geographic Traveller Food Festival in 2025, bespoke food and wine events will be available for sponsorship throughout the year.

### **THE MASTERCLASSES**

The regular online sessions see a wealth of travel writers and photographers sharing their top tips and advice with over 1,500 attendees.

### **COMPETITIONS**

Our annual Photography Competition see thousands of entrants every year, with extensive coverage of the spectacular images reaching print and digital audiences in their millions.





National Geographic Traveller (UK) is proud to present the *Collection*, a series of premium bookazines and in-magazine features that celebrate the world's most exceptional destinations, experiences and places to stay.

Originally launched as a standalone, high-end annual publication, the *Collection* brings together inspiring editorial and bespoke partner content to engage discerning, well-travelled readers.

Each issue includes an A to Z travel directory, showcasing the best experiences and places to stay, brought to you by our advertising partners.

## Upcoming issues (provisional dates):

**Islands:** February 2026

**Spa & Wellness:** April 2026

**Lakes & Mountains:** June 2026

**Indian Ocean:** July 2026

**Latin America:** August 2026

**Luxury:** October 2026

**Experiences:** December 2026





# EXAMPLES



## Example of DPS advertorial

**DPS advertorial**

**Disclosure**  
Paid Content

**Header:** Name of property

**Main copy:** Copy for this section should be about the hotel, resort, island, destination or experience. **750 words**

**Q&A box**  
Copy for this box should showcase a key member of the team for readers, the head chef, for example, or a member of the concierge team. **160 words**

**Images**  
Please supply 4-5 images as high-res (300dpi) JPGs.

**'What to try' box**  
Copy for this box should highlight a key experience that travellers can participate in. **90 words**

**'Need to know'**  
The hotel, resort, island or experience contact details etc. **50 words**

## Example of full-page advertorial

**Full-page advertorial**

**Disclosure**  
Paid Content

**Header:** Name of property

**Main copy:** Copy for this section should be about the hotel, resort, island, destination or experience. **315 words**

**'What to try' box**  
Copy for this box should highlight a key experience that travellers can participate in. **90 words**