

TRAVELLER

For immediate release

NATIONAL GEOGRAPHIC TRAVELLER (UK) – One year on www.natgeotraveller.co.uk

LONDON (20 December 2011) – The arrival of the seventh issue of the 180-page *National Geographic Traveller* (UK) Jan/Feb 2012 and the introduction of a special Family issue concludes a fantastic first year for the magazine, with a whole lot more planned for 2012...

2011 highlights

- This year has seen the successful launch of six issues - increasing frequency to EIGHT issues in 2012 (September and October issues will be single issues).
- Launch of special issue – *National Geographic Traveller - Family* Spring 2012 (in December 2011). View the 26-page sample issue by visiting www.natgeotraveller.co.uk/familyspring12
- Successful promotions with Groupon, Living Social and partnerships with Mumsnet and *National Geographic Kids*, as well as a whole host of others...
- Launch of the www.natgeotraveller.co.uk website in April 2011.
- Over 14,000 subscribers in the first year
- Available in all major supermarkets and high street magazine retailers
- Over 3,500 Twitter followers and 1,600 Facebook users
- Two awards for best features - Emma Gregg's Namibia story won the British Guild of Travel Writers' best long-haul feature and Andrew Eames won the German National Tourism Office's Travel Writer of the Year Award for his 'It's Germany but not as you know it' feature. Plus nominations for best consumer magazine and best young writer at British Travel Press Awards.
- Launch of a Travel Photography Competition (<http://photos.natgeotraveller.co.uk>) now closed for new entries and a Travel Writers' Competition (closing date 23 January). www.natgeotraveller.co.uk/competitions
- Superb subscription offers over the course of the year: From £9.99 (for six issues) to £11.90 (seven issues); free gifts (a rucksack/across the body bag) while stocks last; and the chance to add the two special issues of *National Geographic Traveller – Family* for just a £1. All current offers are inside the magazine!



See the 26-page digital sample of the Jan/Feb 12 issue: www.natgeotraveller.co.uk/jan12

Find us on Facebook: <http://www.facebook.com/NatGeoTraveller>

And Twitter: <http://twitter.com/NatGeoTraveller>

Editorial Director Maria Pieri said: "We've had a fantastic first year and we're looking forward to working on an eight-issue frequency as well as moving into apps and all things digital too. And with the launch of our special Family issues we're proving we're the leading travel title in the market."

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Notes

National Geographic Traveller (UK) is published under license by **Absolute Publishing Ltd (APL)**, from the National Geographic Society in Washington, D.C. It became the 15th local-language edition when it was launched in December 2010. The magazine also is available in China, Spain, Russia, the

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Netherlands, Israel, Poland, Slovenia, Latin America, Armenia, Czech Republic, Croatia, Indonesia, Romania and South Africa. The 180-page travel and lifestyle magazine is packed full of you-are-there photography, authentic travel experiences and inspiring narratives, all focused on the brand's theme "All Travel, All the Time."

www.natgeotraveller.co.uk

NATIONAL GEOGRAPHIC TRAVELLER (UK) EDITION

National Geographic Traveler (USA) is the world's most widely read travel magazine. It championed sustainable travel before it was cool and, eight times annually, celebrates journeys that are about place, experience, culture, authenticity, living like the locals and great photography. It makes a distinction between tourism and travel and stresses inquisitive, not acquisitive, trips. It employs storytelling and you-are-there photography to inspire readers to pick up and go. And, with the theme of "All Travel, All the Time," it eschews fashion and fluff in favour of articles that offer a strong sense of place, inspiring narratives that make readers take trips, and solid service information to help them plan those trips.

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society's mission is to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic magazine, the Society's official journal, published in English and 33 local-language editions, is read by more than 40 million people each month. The National Geographic Channel reaches 370 million households in 34 languages in 168 countries. National Geographic Digital Media receives more than 15 million visitors a month. National Geographic has funded more than 9,600 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visit www.nationalgeographic.com

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