ADVERTISING MEDIA KIT

NATIONAL GEOGRAPHIC TRAVELLER

Print, online and travel partnerships for the UK edition. Book through LARA Media Group.



2026–2027 rate-card edition · US dollars

Contact LARA

Print | Branded stories | Digital and newsletter | The Collection | Events | Booking

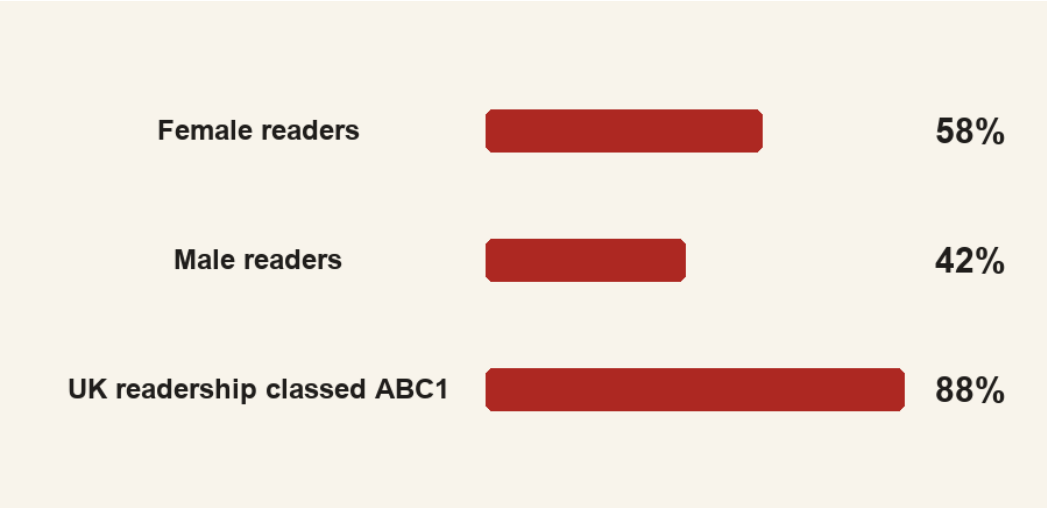
THE AUDIENCE

Who you can reach

The UK edition publishes ten issues a year and covers destinations, food, culture and responsible travel.

74,715	**18,000+**	**980,000**	**34,800**
Print circulation	Paying subscribers	Monthly unique UK visitors to NationalGeographic.com	Newsletter subscribers

Publisher-reported audience snapshot



What readers follow

Culture, food, adventure and luxury travel are among the interests the publisher highlights.

ABC1 is an audience classification based on occupation.

Website, print and email figures describe different audiences. Ask LARA for the audience or distribution for the placement you choose.

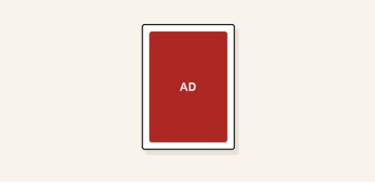
Source National Geographic Traveller (UK).

See print positions | See email and website options

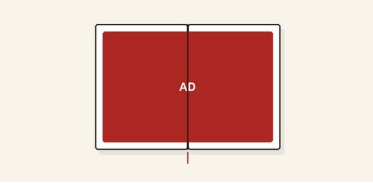
PRINT ADVERTISING

Choose a print position

Choose one page, a two-page spread or a cover position in the main UK magazine.



One page



Two facing pages



Cover position

Placement or service	What you book	2026–2027 rate
Full page	One full page in the main magazine	$19,341.85
Double-page spread	Two facing pages in the main magazine	$34,367.75
Inside front-cover spread	Inside front cover and facing page	$39,163.25
Outside back cover	The back of the closed magazine	$26,295.33
Inside back cover	The inside of the back cover	$21,180.13

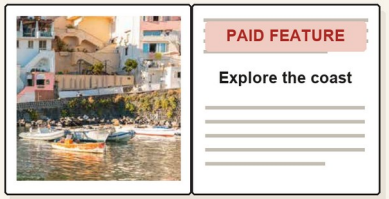
US-dollar planning rates Confirm availability, exchange rate, taxes and the final price with LARA for your booking.

See paid print content | See exact artwork sizes

GUIDES AND BRANDED CONTENT

Tell a destination's story

Choose a sponsored destination guide or a branded feature in print or online. Each is subject to editorial approval.



Sponsored destination guide



Branded print or online feature

Destination guide

A journalist visits the destination. The publisher writes and designs the guide. The sponsor can discuss the direction and check facts.

Branded feature

A journalist writes the piece as an eyewitness story after a visit or as a third-person feature. The publisher identifies it as branded content and acknowledges the sponsor.

Paid print content estimates

Placement or service	What you book	2026–2027 rate
Paid content · full page	One print page, subject to editorial approval	$24,177.31
Paid content · double-page spread	Two facing print pages, subject to editorial approval	$42,959.69

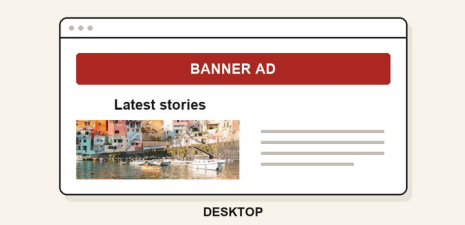
Editorial choices Guides that take advertiser changes to the publisher's style, design or image selection run without the yellow-border treatment. Ask LARA to price your guide or online feature.

See other digital options | Discuss a guide with LARA

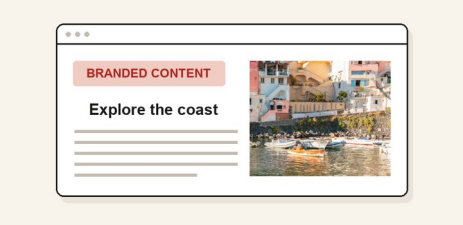
DIGITAL AND NEWSLETTER

Reach travellers online and by email

Choose a website banner, an online article, a social campaign or an exclusive newsletter sponsorship.



Website banner



Website article



Newsletter sponsor

Illustrative layouts. LARA confirms the exact positions and creative requirements.

Placement or service	What you book	2026–2027 rate
Website display banner	Digital ad aimed at UK readers on NationalGeographic.com	Quote required
Website article	Branded article for a UK audience. Agree its placement and scope	Quote required
Social campaign	Agree platforms, posts and timing	Quote required
Exclusive newsletter sponsorship	One in-content banner in the first half of the newsletter	$9,511.08

Newsletter details The sponsor banner sits within the first half of the email. Supply a tracking link. Confirm send date, audience and reporting with LARA.

US-dollar planning rates Confirm availability, exchange rate, taxes and the final price with LARA for your booking.

See branded stories | See events

EVENTS AND COMPETITIONS

Sponsor an event or competition

Discuss a package for a reader event, festival, competition or awards programme.



Online masterclasses

A session with travel writers or photographers. Ask what your sponsorship includes.



Awards and competitions

Discuss the Reader Awards or the annual Photography Competition.



Reader events and festivals

Ask about upcoming events and where your brand can appear.

A previous example The Photography Competition included an awards event and a public exhibition of the winning entries in King's Cross, London.

If you supply a travel prize Include flights and taxes, transfers, accommodation with breakfast at minimum, and activities. Family prizes need availability during half terms and summer holidays.

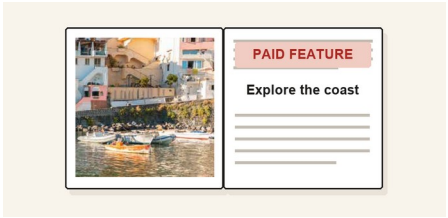
Quote required LARA confirms event, obligations, pricing and promotional deliverables for the package you choose.

See other campaign options | Discuss an event with LARA

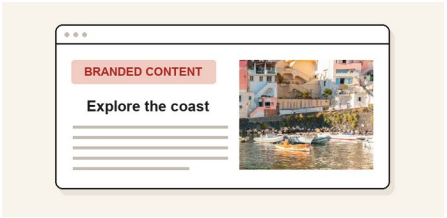
THE COLLECTION

Feature a property or experience

The Collection publishes themed travel specials and a directory of places to stay and things to do.



Print feature



Digital property page



Badge and certificate

Illustrative layouts. Confirm the final position and design scope with LARA.

Placement or service	What you book	2026–2027 rate
Full content page	One full branded content page	$19,421.78
Double-page content spread	Two facing pages of branded content	$34,367.75
Leading advert	Leading print ad position. Confirm the exact page	$21,979.38

Print

A listed full-page or two-page feature includes design by the publisher's team. Ask for details of the leading advert.

Digital

A dedicated hotel page in the digital Collection for 12 months.

Badge and certificate

A licensed 12-month badge and a personal certificate for offline display. Website and email badge use follows the licence. Ask about other uses.

See provisional themes and destinations | Discuss a Collection placement

COLLECTION PLANNING

Plan around a theme or destination

The Collection has themed special editions and country sections in the main magazine. The dates below are provisional.

Collection special edition	Provisional date	Main-magazine country section	Provisional date
Islands	Feb 2027	Indonesia	Dec 2026
Culture & Heritage	Mar 2027	Portugal	Jan/Feb 2027
Coastal	Apr 2027	Iceland	Mar 2027
European Cities	Jun 2027	Canada	Apr 2027
Culinary	Aug 2027	Spain	May 2027
Luxury	Oct 2027	Austria	Jun 2027
Experiences	Dec 2027	Malaysia	Jul/Aug 2027
Islands	Jan 2028		

Country-section layout The example full-page layout calls for 315 words about the property or destination and 90 words in a “What to try” box. Confirm the template and issue-specific terms.

Confirm before booking Ask LARA to confirm editorial fit, print and digital inclusions, artwork deadline and availability.

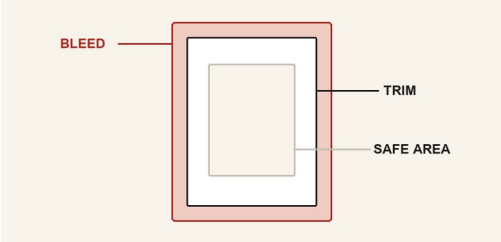
See Collection packages | See print artwork sizes

PRINT ARTWORK

Send artwork at the correct size

The magazine lists dimensions as height × width. The trim is the finished edge. Bleed is the extra artwork around it.

Format	Trim · H × W	With bleed · H × W	Text safety
Full page	297 × 210 mm	307 × 220 mm	10 mm inside trim
Double-page spread	297 × 420 mm	307 × 430 mm	10 mm inside trim



Edges and centre fold
Use 5 mm bleed around the ad. Allow a 12 mm gutter for text that runs across the spine. Keep branded ads to 100 words or fewer.

PDF and proof Supply a colour proof and PDF/X-1a:2001, compatible with Acrobat 4 (PDF 1.3). Use ISO Coated v2 300% (ECI). Name the file with the publication, publication month and advertiser.

Editorial labelling Publisher-style copy uses the appropriate Branded Content or Paid Content label. Advertiser-supplied advertorials need Advertisement centred at the top. The publisher checks the copy and artwork before release.

See print rates | See design services and booking

PRODUCTION AND BOOKING

Book and send your artwork through LARA

Tell us the edition or theme, audience, timing and budget. We'll confirm availability, prices and the production deadline.

Artwork design and changes

Placement or service	What you book	2026–2027 rate
Design using supplied material	Design of an ad using the advertiser's assets	From $479.55
Design with material sourced for you	Design and sourcing. Image costs are separate	From $959.10
Extra changes or resizing	Per hour, per additional round	$71.93
Image search	Per hour, plus the cost of any images used	$63.94
Copywriting	Per hour	$63.94

Lead time and approvals Allow three to six weeks for design. Supply design materials at least five weeks before the on-sale date. The process includes design and revision proofs, then a final fact-check and approval copy. Allow for approval within 48 hours.

Rights and final quote Supply material you have permission to use, including any needed releases. Design and other extras depend on the brief. Confirm final terms with LARA.

contact@laramediagroup.com | laramediagroup.com/advertising/

LARA Media Group operates through LARA MEDIA GROUP LTD in the United Kingdom (company number 13952247) and LARA MEDIA GROUP LLC in the United States, a New Mexico limited liability company (Business ID 0008062379). US mailing address: 8206 Louisiana Blvd NE, Ste A #11545, Albuquerque, NM 87113.

Return to print prices | Return to online options