

**WHAT MEMBERS OF THE FAMILY ARE SAYING ABOUT NATIONAL GEOGRAPHIC KIDS**

"With NG Junior we try to imprint the National Geographic brand in the minds of students to learn about the world we live in."  
 —ERIC BLOK, PUBLISHER  
 G+J NETHERLANDS

"It is a pleasure working at an organization that embraces each new idea and does everything in its power to make it happen, no matter which part of the world the idea is from."  
 —ROK KVATERNIK, PUBLISHER, ROKUS  
 NG JUNIOR SLOVENIA

"NG KIDS South Africa has enjoyed incredible success in a very short space of time with advertisers and readers impressed with the magazine's clear differentiation and editorial integrity."  
 —SAM SNEDDON, MANAGING DIRECTOR  
 8 INK MEDIA

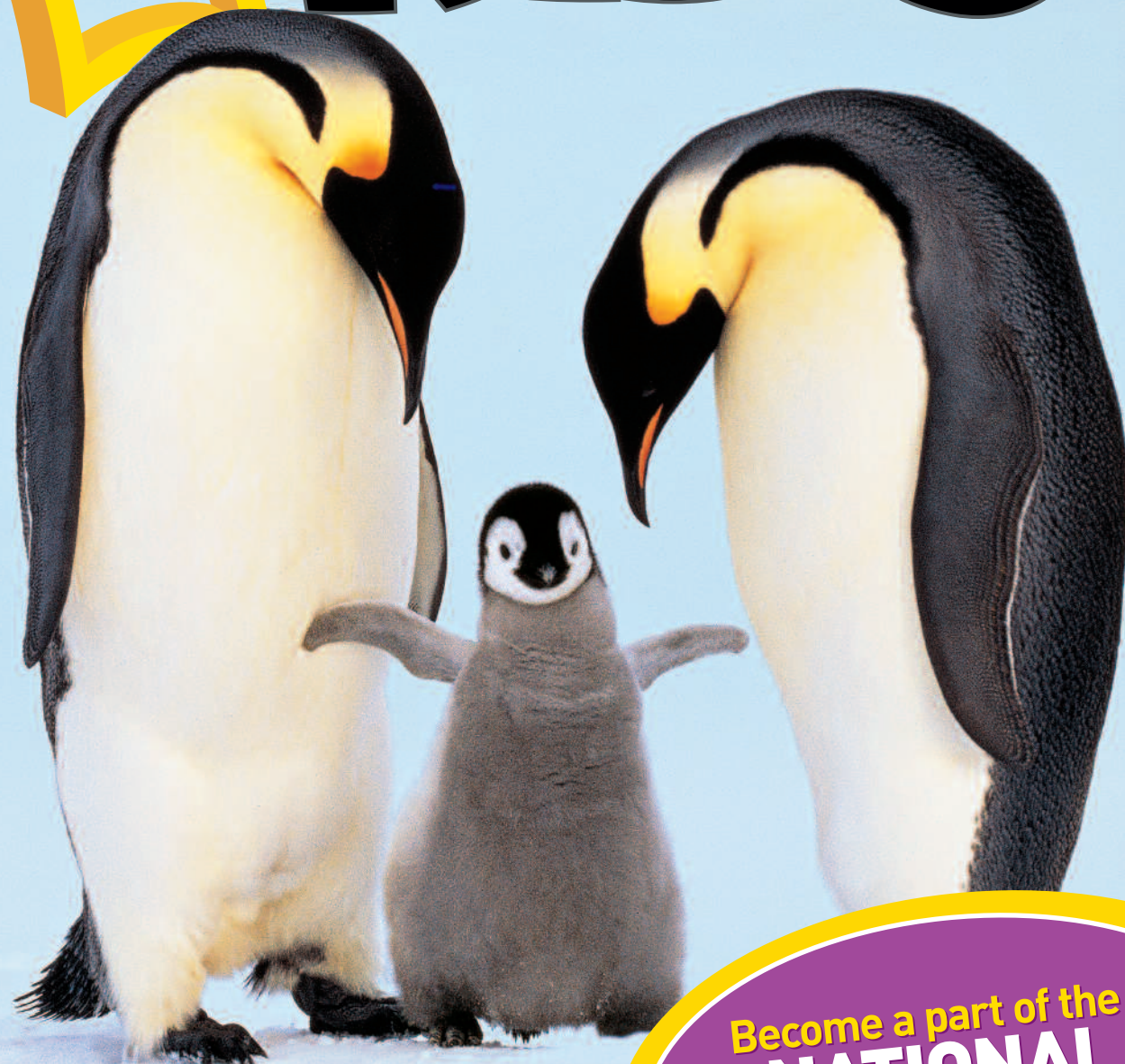
"In its second year, NG KIDS Turkey is not only the leader in the monthly children's magazines category, but also second top-selling monthly magazine throughout Turkey, following its big brother NG Magazine Turkey. The critical factor in this success is the great, unique editorial content. The kids love it!"  
 —MURAT ARAYICI, MANAGING DIRECTOR  
 DOGUS PUBLISHERS



**DIANA Z. LESKOVAC | MANAGER**  
 Children's Magazines  
 International Licensing & Alliances  
 National Geographic Society  
 1145 17th Street, NW  
 Washington, DC 20036-4688 U.S.A.  
 TELEPHONE (202) 857-5857  
 FAX (202) 775-6716  
 EMAIL dleskova@ngs.org

**EXCITING LICENSING OPPORTUNITY!**

**NATIONAL GEOGRAPHIC KIDS**



Become a part of the **NATIONAL GEOGRAPHIC FAMILY!**



## WELCOME!

The National Geographic Society—one of the world's largest nonprofit scientific and educational organizations—is pleased to announce an opportunity to license a local language edition (LLE) of our top-selling National Geographic KIDS Magazine. NG KIDS brings to you:

- \* More than 100 years of expertise in education, research, exploration and conservation
- \* Outstanding photography
- \* Unparalleled editorial content
- \* An interactive website
- \* Editorial training at NGS headquarters
- \* A community of editorial and marketing staff committed to making your magazine a success
- \* A biennial international editorial and marketing seminar
- \* A cost-effective model to launch a new magazine
- \* Additional NG KIDS revenue streams through ancillary products

For more than 10 years we have been reaching National Geographic readers in their own languages. Through our children's magazines we are able to foster a lifelong interest in the Society's educational goals in a way that makes learning fun!

Founded in 1888 with the mission to "increase and diffuse geographic knowledge," the Society inspires people to care about the planet. In any given month the world-famous NGS brand reaches 350 million people through magazines, books, television, films, the Internet and other media.

Interested in becoming a licensee? Contact Diana Leskovic (email: [dleskova@ngs.org](mailto:dleskova@ngs.org)), propose a business plan, negotiate terms, and in a few months you will be launching your edition of NG KIDS.

We look forward to welcoming you as part of our National Geographic KIDS Family!

### THE MISSION

To entertain children while educating and exciting them about their world.



## NG KIDS AWARD WINNING CONTENT



### KID-TESTED CONTENT

500 subscribers serve on an advisory board and contribute their ideas to the planning of the magazine. Before and after publication, readers complete surveys to provide feedback directly to the editorial staff.

### INTERACTIVE WEBSITE

Our website is a place for children to explore their world. Featuring extraordinary wildlife videos, photography and games, [kids.nationalgeographic.com](http://kids.nationalgeographic.com) lets kids play, learn and share in a safe and informative environment.

### GLOBAL ACCOMPLISHMENTS

Our U.S. and international editions are frequently recognized in the industry for editorial content. Our Awards list includes:

Ed Press Periodical of the Year  
Folio: Editorial Excellence Award  
German Record Industry Award  
Golden Cyclops Award

Golden Lamp Award  
Golden Sparrow Award  
Ozzie Award for Design Excellence  
Parents' Choice Gold Medal

Parent's Guide Children's Media Award  
Sappi PICA Awards Highly Commended for Best Youth Magazine  
Silver Dragon Award

### JUST FOR KIDS: POPULAR DEPARTMENTS YOU CAN EXPECT IN THE MAGAZINE



#### AMAZING ANIMALS

Extraordinary stories and accomplishments of animals.



#### GUINNESS WORLD RECORDS

Partnership with Guinness World Records that kids love.



#### FUNSTUFF

Interactive department with games, puzzles, funny fill-ins and more.



#### ENTERTAINMENT

Behind the scenes features about pop-culture, movies and video games.



# NG KIDS BUSINESS BENEFITS

National Geographic's brand name, worldwide presence and assets strengthen the business model of our NG KIDS local language editions.

## CIRCULATION

500,000 local language editions + 1.3 million U.S. edition  
= 1.8 million worldwide

## RANKING

#1 U.S. magazine for children ages 6-14

## LOCAL LANGUAGE EDITIONS

15 international editions and growing! Our licensees include giants in the business such as Editorial Televisa, Egmont, Gruner+Jahr, Sanoma and others.

### U.S. MAGAZINE SPECIFICATIONS

Number of Pages: 36  
Number of Issues: 10/year  
Dimensions: 20.32 cm X 26.67 cm

NG KIDS EDITION	# OF ISSUES	SUBSCRIPTION (IN USD*)	NEWSSTAND (IN USD*)
Croatia	10	\$27.62	\$3.21
Egypt	12	\$15.30	\$1.42
Germany	11	\$35.47	\$3.88
Greece	10	\$34.26	\$6.57
Hungary	11	\$18.62	\$1.55
Mexico	12	\$14.94	\$1.66
Montenegro	10	.....	\$2.10
Netherlands	11	\$44.51	\$4.47
Romania	10	\$13.19	\$1.57
Russia	12	\$12.00	\$1.80
Serbia	10	\$15.95	\$1.90
Slovenia	10	\$27.93	\$3.66
South Africa	12	\$28.95	\$2.41
Turkey	12	\$34.92	\$2.48
United Kingdom	12	\$46.75	\$5.82
United States	10	\$19.95	\$4.95

\*Based on January 5, 2007 exchange rates

## INCLUDED OPPORTUNITIES

### PREMIUMS

NG KIDS magazines offer subscription premiums such as: slipcases to hold issues of the magazine, NG branded t-shirts, photo-driven calendars, inflatable beach ball globes and other toys.

### EXTRAS

Fun extras bundled with the magazine focus on educationally driven products that relate to our mission. Examples include: maps, posters, collector cards and stickers.

### ADDITIONAL PRINT PRODUCTS

Specially themed issues of the magazine and summer editions can be sold, which can be supported by advertising or sponsorship.

### SCHOOL PRODUCTS

NGS has successfully helped licensees obtain their country's Ministry of Education endorsement as an educational tool to sell into the school channel.

### CROSS PROMOTION

Other NGS LLE properties in your market, such as National Geographic Magazine, National Geographic DVDs or National Geographic Channels International, provide a platform for cross promotion of NG KIDS and the NGS brand. Examples of successful cooperation include NG Magazine/NG KIDS joint subscription sales efforts and placement of promotional pages among the magazines.

### ENGLISH LANGUAGE LEARNING

Marvi Hammer is the host of a cross-media immersive learning experience for children. NG KIDS can provide magazine editorial content, audio books and accompanying television programming/DVDs for an effective multi-media edutainment approach to learning English.



## POPULAR LLE COVERS



UNITED KINGDOM



NETHERLANDS



GERMANY



TURKEY

## LOCALIZING YOUR MAGAZINE

Flexibility in naming and choosing your edition's cover treatment enables you to maximize local market positioning. LLEs are also encouraged to incorporate locally created content into their magazines.



# NG KIDS ADVERTISING ADVANTAGES

Our NG KIDS brand lends itself to sponsorship and partnerships with companies whose mission of educating and entertaining kids is closely aligned with our magazine.

## CONSUMER PROGRAMS

In partnership with NG KIDS' "Everyday Explorer Challenge" program, Purell promoted their hand sanitizer through a short essay and photo contest. Winners were not only mentioned on the NG Channel, but were also sent on a trip to the Galapagos with NG experts through the Society's travel program, NG Expeditions.



## LICENSING PROGRAMS

Arby's, a popular fast-food chain in the U.S., increased sales of their Arby's Kids Adventure Meals by licensing NG KIDS "best of" content to attract kids and moms to their restaurants. In South Africa, our NG licensee formed a similar partnership with Kellogg's.



## FAMILY-ORIENTED PROGRAMS

To promote the relaunch of the Westin Kids Club, The NG KIDS brand was used to attract kids and parents to Westin Resorts. Upon checking in at Westin Hotels, each family was given an NG activity pack along with access to a playroom filled with NG KIDS toys and games.



## EDUCATIONAL PROGRAMS

National Geographic used a multi-platform program to educate kids and parents about Ford Motor Company's environmental initiatives. By partnering with NGS and engaging students, teachers and parents in a community involvement program, Ford was promoted as an environmentally conscious company. Several National Geographic assets were used to advertise the program, including NG Magazine, the Speakers Bureau and NG Channel.



"NG KIDS provided us with a great opportunity to reach our key audiences through the Everyday Explorer Challenge. The program is a perfect fit, and our partnership with NG has been a vital part of our strategy."  
—DAWN KIDD, SENIOR PRODUCT MANAGER, PURELL

"As a key partner for the Westin Kids Club, NG KIDS not only provided us with a great selection of games and programming ideas, but enhanced the credibility of our overall program."  
—NANCY LONDON, DIRECTOR OF WESTIN HOTELS AND RESORTS MARKETING, STARWOOD HOTELS

"NG KIDS was phenomenal to work with. The promotional partnership gave Arby's Kids Adventure Meal program a mom-respected brand association and fun educational content the kids craved. NG KIDS gave Strotman and Arby's real business-building value."  
—TOM WONG, SENIOR VP OF ENTERTAINMENT MARKETING, ARBY'S

## LOCAL CAMPAIGNS

### PHOTOGRAPHY CONTESTS

National Geographic's reputation for world-famous photography is the perfect platform for recognizing the achievements of young photographers. For South Africa's annual *Young Photographers Competition*, sponsors have included Konica-Minolta, Land Rover and Canon.

### MEMBERSHIP

All subscribers to National Geographic magazines become members of the Society. Membership cards help build brand loyalty, and are popular in Slovenia and Turkey. Participating advertisers offer discounts, additional value or free services at local movie theaters, stores and museums.

