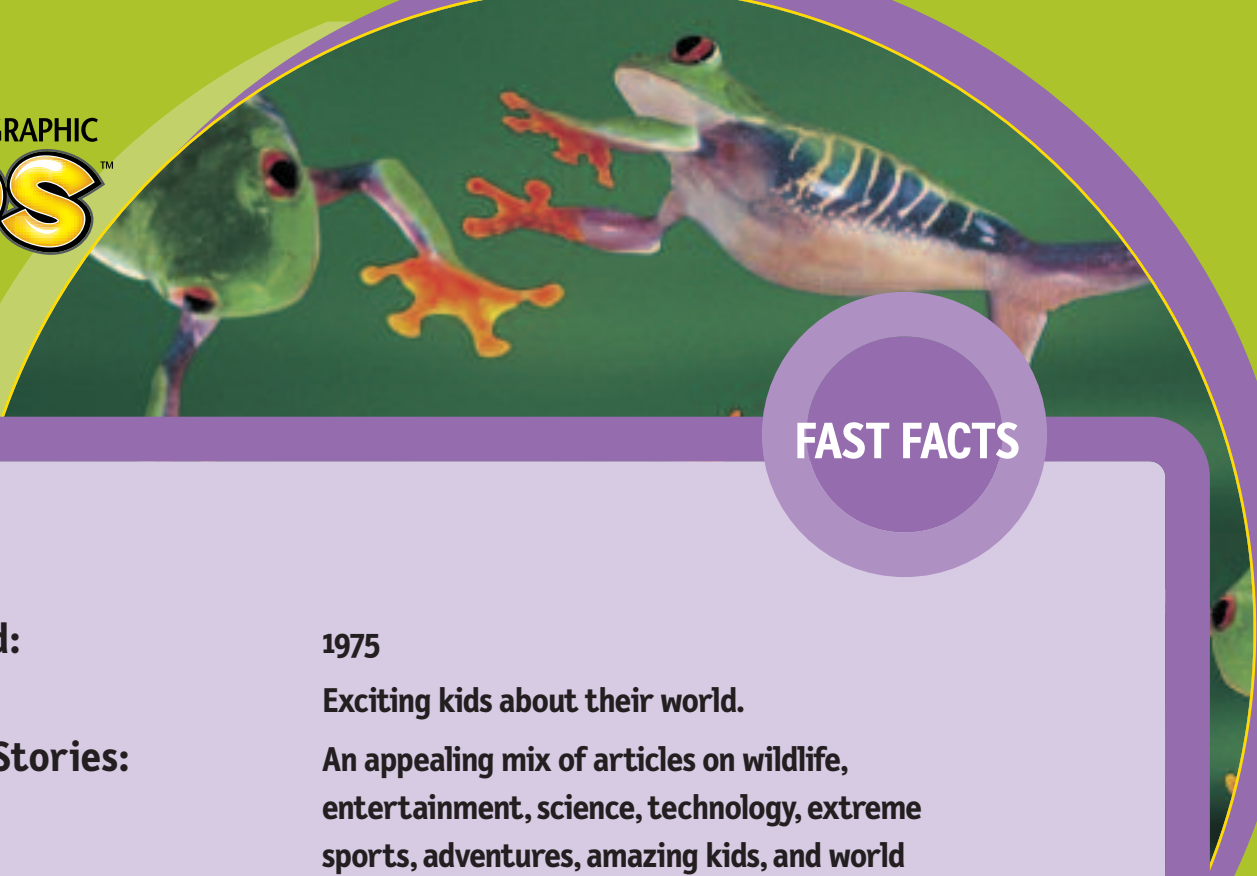


NATIONAL GEOGRAPHIC

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, Green Scene, Fun Stuff, Art Zone, Amazing Animals, Family Project, Guinness World Records, Cool Inventions, Wildlife Watch, Weird But True, Sports Funnies, Back Talk, and Bet You Didn't Know!
Extras:	Large pullout posters or maps, collectible trading cards, contests, stickers, cover wraps, and more.
Advisory Board:	Reader surveys conducted online after each issue to solicit timely reader feedback.
Target Audience:	6- to 14-year-old boys and girls.
Rate Base:	1,100,000
Readership:	4 million+
Frequency:	10 issues
Price:	\$ 19.95 annual subscription \$ 4.99 per single copy
Web site:	kids.nationalgeographic.com



NATIONAL GEOGRAPHIC

KIDS



AWARDS

2010

PARENTS' CHOICE GOLD AWARD (*National Geographic Little Kids*)

PARENTS' CHOICE SILVER AWARD (*National Geographic Kids*)

WEBBY AWARD (*National Geographic Kids*)

MIN

Most Engaged Media Brand Award (*National Geographic Kids*)

2009

PARENTS' CHOICE GOLD AWARD (*National Geographic Little Kids*)

AEP DISTINGUISHED ACHIEVEMENT AWARDS:

Series: "Animal Rescue" (*National Geographic Kids*)

Interview/Profile: "Blind Ambition" (*National Geographic Kids*)

Periodical of the Year (*National Geographic Little Kids*)

2008

PARENTS' CHOICE GOLD AWARD (*National Geographic Kids*)

AEP DISTINGUISHED ACHIEVEMENT AWARDS:

Golden Lamp Award (*National Geographic Little Kids*)

Periodical of the Year (*National Geographic Little Kids*)

Interview/Profile: "Welcome to the Green Issue: Interview with Cameron Diaz"
(*National Geographic Kids*)

News Story: "The Coyote Next Door" (*National Geographic Kids*)

Series: "Animal Rescue" (*National Geographic Kids*)

One-Theme Issue: "Special Green Issue" (*National Geographic Kids*)

FOLIO EDDIE AWARD

Bronze Award in the Family Parenting Category (*National Geographic Kids*)

...and the list goes on and on!



**THE
READERS**

Demographics

Median Age: 10 years old
Age 8–14: 61.4%

Boys: 56.5%
Girls: 43.5%

Readers Per Copy: 3.7
Mean reading time: 1.7 hours

Median HHI: \$87,500
Parent Median Age: 41 years old

Read National Geographic Kids the first day they get it: 78.7%
Thinks the magazine ads are fun to look at: 76.2%

Would like to go to college: 97.1%
Play sports: 93.0%

Decision Makers

The percentage of readers that influence or decide on the following household purchases:

Snack foods: 89.0%
Breakfast Cereal: 88.9%
Vacation Location: 84.9%
Computer: 44.5%
Car: 34.2%

NATIONAL GEOGRAPHIC

KIDS



THE READERS

Parent Involvement

Read National Geographic Kids often/sometimes	85.1%
Read NGK preview/see what child is reading	55.5%
Read to/with child	54.2%
Read for their own enjoyment	42.0%
Say their child tells them about NGK often/sometimes	96.9%
Rate NGK excellent/good	97.3%
Says NGK is better than the other kids magazines	84.1%

Activities

	BOYS	GIRLS
Read Books	99.4%	99.3%
Watch movies on DVD/video	97.1%	97.2%
Play board games	95.1%	94.6%
Watch TV	94.2%	95.9%
Listen to music	94.2%	98.9%
Play sports	93.2%	92.8%
Play on-line games	89.6%	92.6%
Play video games	89.6%	77.8%
Surf the internet	81.3%	81.9%
Own a digital camera	66.0%	74.2%



RATE CARD

RATE CARD #12—EFFECTIVE WITH THE FEBRUARY 2011 ISSUE

ALL RATES ARE GROSS

FULL RUN RATE

Rate Base: 1,100,000		3 Times	6 Times	10 Times	12 Times
All Colorations:	Open	4%	6%	8%	10%
Full Page	\$97,640	\$93,735	\$91,780	\$89,830	\$87,875
1/2 Page	58,585	56,240	55,070	53,900	52,725
1/3 Page	42,310	40,620	39,770	38,925	38,080
Guaranteed Premium Positions					
Cover 4	126,930	124,390	121,855	119,315	116,775
Cover 3	107,405	105,255	103,110	100,960	98,815
Cover 2	112,285	110,040	107,795	105,550	103,300
Cover 2 / Spread	224,570	220,080	215,585	211,095	206,605
Centerspread	214,805	210,510	206,215	201,915	197,620

DEMO BUYS

NATIONAL GEOGRAPHIC KIDS has the ability to offer a **BOYS ONLY** demographic buy as well as a **GIRLS ONLY** demographic buy. For details on pricing and rate base specifics, please contact your brand manager.

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 brand manager. 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.

NATIONAL GEOGRAPHIC

KIDS™



CONTACTS

BRAND DIRECTOR, NATIONAL GEOGRAPHIC KIDS ROBERT AMBERG

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Kathy Nontasak, knontasa@ngs.org (Tri-State)

Annette Osnos, aosnos@ngs.org (NYC)

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Dana Maskin, dmaskin@ngs.org

(Southern CA, San Diego)

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Adelina Carpenter, acarpent@prodigy.net.mx

DIRECT RESPONSE

914-693-8700, fax 914-729-1041

Danny Walsh, danny@smythmedia.com



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.

2011 Advertising Closing Dates

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

	Space and Materials Close	Supplied Insert Due Date	Newsstand On Sale
Feb	11/22	12/6	1/11
March	12/27	1/12	2/15
April	1/31	2/16	3/22
May	3/7	3/23	4/26
June/July	4/11	4/27	5/31
Aug.	5/23	6/8	7/12
Sept.	6/27	7/13	8/16
Oct.	8/1	8/17	9/20
Nov.	9/6	9/21	10/25
Dec./Jan.	10/10	10/26	11/29

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:

Callie Norton
NATIONAL GEOGRAPHIC KIDS
Production Manager
1145 17th Street NW
Washington, DC 20036
Phone: 202.775.6170
Fax: 202.857.7222
E-mail: cnorton@ngs.org

Material Delivery:

Please address inquiries to
Prod. Mgr.
QuadImaging
Attn: Shelly Brandis
1900 West Sumner St.
Hartford, WI 53027
Phone: 262.673.1534

Supplied Insert:

Quad Graphics
1900 West Sumner Street
Hartford, WI 53027-9244
Attention: Megan Van Duinen,
NG Kids, (ISSUE MONTH)

To schedule an appointment for deliveries call 414.566.2100.

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.



Cool Clicks, Awesome Videos, Fantastic Facts, and a Whole Lot of Fun!

Inspiring kids to care about the planet—and the people, places & animals in it, kids.nationalgeographic.com is a website jam-packed with games, videos and photos from all over the world (and across the galaxy!) Targeted to ages 8-12, Nat Geo's kids site puts the world in their laptops.

New Features Include:

- Immersive, high-quality video
- Authentic kid-to-kid storytelling in Blogs by real kids around the world
- Original games and interactive adventures
- Compelling visual Creature Feature animal profiles

Over 1.6 million monthly unique visitors: (source Omniture 2009 average)

On average kids spend **16 minutes** on our site.

Over **17 page views** per person.

Over **1.6 million** video views.

The top three most popular sections are:

- 1: Games
- 2: Animals/Creature Feature
- 3: Videos

