

TRAVELLER

For Immediate Release

NATIONAL GEOGRAPHIC TRAVELLER (UK) SEPT/OCT 2011
NOW AVAILABLE ON NEWSSTANDS
26 PAGE DIGITAL EZINE SAMPLE www.natgeotraveller.co.uk/sep11

LONDON (12 August 2011) — The fifth issue of the 180-page National Geographic Traveller (UK) Sept/Oct 2011 issue, is now available on the newsstands, once again packed full of real life traveller tales and destination inspiration for you to read — and get up and go.

INSIDE THIS ISSUE

Cover Story: Spirit of Adventure — The best of adventure travel as we climb Mount Everest, dive in the Cayman Islands, take an Amazon cruise and indulge in Swedish wintersports as well as a whole lot more in our cover story.



Destinations — far & away: Forget Notting Hill Carnival — head to **Trinidad** for the ‘real thing’. Take a safari trip to **Botswana** and see its wildlife up close and personal. And discover the beauty of **New England** in the ‘Fall’.

Destinations — closer to home: From eco-lodges and cuisine to the warmth of its welcoming people, **Jordan** never fails to amaze. See **Croatia** by day and night in our spectacular photo-feature. And track down 10 of the world’s greatest train journeys.

Cities: The faded grandeur of **Venice** and the efforts to maintain it for generations to come; **Stockholm’s** green credentials make it one of Europe’s most attractive city breaks...

Smart Traveller: Live like a local in **Beijing**, explore the exciting cuisine of **Brazil** and discover our top choices for **London** hotels.

Interview: An insight into Moby’s many talents as he combines photography and music in his latest project.

Travel Talk: Ask the experts about your travel dilemmas; what you can do to avoid data roaming fees, the best stopover options going Down Under and the lowdown on data roaming fees.

Real Life: The growing trend of agrotourism explored and volunteer tourism at an orphanage in Thailand leads readers to find out about the launch of our own Young Travel Writers Competition (see below).

NEW for this issue

- **A new 26-page digital sample of the Sept/Oct 11 issue:** www.natgeotraveller.co.uk/sep11
- **Competitions:** National Geographic Traveller is launching THREE new competitions in this issue: a Young Travel Writers’ competition, the chance to win a once-in-a-lifetime trip to Peru for two and to also find out about our Travel Photography Competition 2012. www.natgeotraveller.co.uk/competitions

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NATIONAL GEOGRAPHIC TRAVELLER (UK) EDITION



- **Subscription gift:** £9.99 for six issues – and a free gift (a rucksack/across the body bag) while stocks last. Don't miss out. Promo code: NGTAUG11. www.natgeotraveller.co.uk/subscribe
- **Our website:** Competitions, subscriptions, blogs, features and more. www.natgeotraveller.co.uk
- **Distribution for Sept/Oct:** Marks & Spencer – 100 London stores; Waitrose recommended read in over 130 stores; Sainsbury's promotion in over 300 stores. Plus all the usual newsstand distribution (including WH Smiths and independents).
- If you can't find the magazine – let the team know today!

National Geographic Traveller (UK) is published six times a year, with a cover price of £3.85, via subscription and on newsstands. Visit www.natgeotraveller.co.uk for more information.

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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 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 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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