

TRAVELLER

For Immediate Release

NATIONAL GEOGRAPHIC TRAVELLER - FAMILY Set to hit the newsstands in December

LONDON (21 October 2011) — One year after *National Geographic Traveller* (UK) successfully hit the UK newsstands, this December sees the launch of a new standalone magazine, focused on family travel: *National Geographic Traveller - Family*.



The exciting, new 180-page magazine will be aimed at travellers who have families but still love to explore the world and see no reason why their kids shouldn't share in their experience. The magazine will adhere to the core principles of the US edition – culture, authenticity and sustainability with the special goal of catering specifically for families.

Maria Pieri, Editor and Editorial Director, says: “Having launched *National Geographic Traveller*, we are keenly aware of the gap in the market for magazines catering to family travel. We're committed to nurturing and inspiring the travellers of tomorrow while continuing to celebrate the ethos of the brand; *National Geographic Traveller - Family* is a welcome addition to our own family of titles.”

Pieri adds: “We hope to open our readers' eyes to the world of family travel where the only limits are those that are self-imposed.”

From the expected to the unexpected, *National Geographic Traveller - Family* has it covered — from beach escapes, city breaks and villas holidays to safari, active adventures, exotic overland trips and more.

With innovative ideas, easy-to-use guides, expert advice and tips from parents who've been there and done that, the magazine is for anyone passionate about seeing the world with their children. This new title is here to introduce families to authentic travel experiences. And there's stuff for the kids to get involved with too – from did you know facts, to maps and interactive games.

The Spring issue of *National Geographic Traveller* (UK) will debut at the end of December 2010. The magazine will be published twice a year*, with a cover price of £3.85, via subscription (along with *National Geographic Traveller* UK) and on the newsstands. A microsite will follow in Q1 2012.

The holding page is available at: www.natgeotraveller.co.uk/family or visit www.natgeotraveller.co.uk

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

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

For a taster of the parent title, *National Geographic Traveller's* latest edition, view this 26-page digital sample of the Nov/Dec 11 issue: www.natgeotraveller.co.uk/nov11

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NATIONAL GEOGRAPHIC TRAVELLER - FAMILY

***National Geographic Traveller – Family** will be published a minimum of twice a year, subject to demand, with a cover price of £3.85, via subscription and on newsstands. Visit www.natgeotraveller.co.uk for more information.

Distribution for Spring issue: Newsstand distribution (including WH Smiths and independents).

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."

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

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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CONTACT:

For Editorial Enquiries:

editorial@natgeotraveller.co.uk

Tel: +44 (0)20 7253 9906

Maria Pieri, Editor and Editorial Director

Tel: +44 (0) 20 7253 9906

maria.pieri@natgeotraveller.co.uk

Matthew Jackson, Managing Director

Tel: +44 (0) 20 7253 9009

matthew.jackson@natgeotraveller.co.uk



TRAVELLER

Anthony Leyens, CEO

Tel: +44 (0) 20 7253 9009

Anthony.leyens@natgeotraveller.co.uk