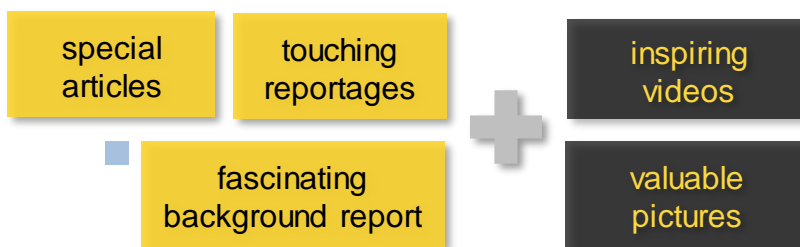


**National Geographic** is known for

- ✓ ...one of the world leading brands in the area of travel and popular science
- ✓ ...premium content, stories und video
- ✓ ...one of the oldest and worldwide known media brands
- ✓ ...the motto „Inspiring people to care about the planet“



Key figures/month	digital
Unique User <sup>1)</sup>	0.15 mil.
Page Impressions <sup>2)</sup>	675,909
Visits <sup>2)</sup>	388,845

Target group <sup>2)</sup> :	digital
man	52 %
20 - 49 Jahre years old	57 %
employed	65 %
Household income of min. €2,000	70 %

<sup>1)</sup>I|VW October 2018

<sup>2)</sup> AGOF daily digital facts October 2018, basis: digital WNK 16+ years (59.14 mil.); single month October 2018

