



NATIONAL GEOGRAPHIC

Active Asian Subscribers – 64,812

ABOUT NATIONAL GEOGRAPHIC

The Asian members of the National Geographic Society receive the English language edition of the National Geographic magazine as a benefit of membership. Founded in 1888 as a non-profit organization, the National Geographic Society has maintained its mission to increase and diffuse geographic knowledge around the globe. The society has earned a worldwide reputation as the leading source of accurate, often definitive, information about the world.

ABOUT THE NATIONAL GEOGRAPHIC LIST

- One of the largest multinational consumer publication files available
- Exceptionally educated and affluent audience
- Substantial volume of names in almost every country of the world
- Highly responsive to a number of offers including publishing, charity, financial, catalogue and travel.
- New and renewed members available – target new, hotline subscribers or loyal, dedicated readers!
- Top quality list updated quarterly
- Broad range of selects including gender, recency, type of subscriber, post code, home vs. business address

CURRENT COUNTS

Major Countries	Actives	Expires
China	1,435	1,046
Hong Kong	8,709	8,533
India	11,598	9,021
Indonesia	1,900	1,302
Japan	3,888	1,442
South Korea	1,544	1,284
Malaysia	14,116	12,702
Philippines	4,593	3,611
Singapore	10,606	11,474
Sri Lanka	1,052	732
Taiwan	1,687	1,280
Thailand	2,949	2,313

Updated Quarterly

PRICING US Dollars

Base Actives	\$350.00/M
Base Expires	\$280.00/M
Gender	\$10.00/M
Home/Business	\$10.00/M
Member Type	\$10.00/M
Recency	\$10.00/M
Country	\$10.00/M
Postcode	\$10.00/M
Keycode	\$3.00/M
Email Output	\$35.00/F

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