



ABOUT NATIONAL GEOGRAPHIC

The Australian and New Zealand members of the National Geographic Society receive 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 consumer publication files available
- Exceptionally educated and affluent audience
- Substantial volume of names in both Australia and New Zealand
- 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

Available Counts:	
Australia Actives	67,765
New Zealand Actives	19,522
Australia Lapsed	36,877
New Zealand Lapsed	10,838

PRICING – AUSTRALIAN \$

Base Price Actives	\$350/000
Base Price Lapsed	\$280/000
Gender	
Home/Business	
Member Type	
Recency	
Postcode	
Set-Up Fee	\$350.00

Call for counts and recommendations:
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 Actives updated quarterly.
 20% Broker Commission

