



ABOUT NATIONAL GEOGRAPHIC

The UK 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 multinational consumer publication files available
- Exceptionally educated and affluent audience
- Substantial volume of names – large rollout potential
- 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

	Actives	Lapsed
Channel Islands	194	118
England, United Kingdom	127,243	107,177
Isle Of Man	7	4
N. Ireland, United Kingdom	4,062	3,060
Scotland, United Kingdom	17,502	12,839
Wales, United Kingdom	7,659	6,697

For Non-UK Brokers Only
UK Brokers to Contact Uni-Marketing
Call for counts and recommendations:
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PRICING

US Dollars

Base Actives	£150.00/M
Base Lapsed	£115.00/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

Last updated on 7/11/09
 Actives updated quarterly.
 20% Broker Commission