



# National Geographic Magazine Australian Reader Overview

**Total Circulation 124,819**

**Total Readership 724,000**

## READER LOYALTY

84% of NGM subscribers read 4 out of 4 issues

The average time spent reading NGM is 2.5 hours

The average number of times the magazine is looked through is 3.53 times

74% of NGM subscribers read the magazine the same/next day it is received.

100% of NGM subscribers read their copy of NGM at home.

97% of subscribers save their copies of NGM for future reference.

Source: NGM Aust/NZ Member Survey 2000

## DEMOGRAPHICS - all people

<b>Sex</b>	<b>No.</b>	<b>%</b>	
Men	428,000	59.1	
Women	296,000	40.9	

  

<b>Age</b>	<b>No.</b>	<b>%</b>	
14-24	97,000	13.4	
25-34	108,000	14.9	
35-49	192,000	26.5	
50-64	182,000	25.1	
65 and over	145,000	20	

  

<b>Socio-Economic Scale</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
AB Quintile	202000	27.9	140

  

<b>Income</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
HHI \$100,000+	185,000	25.6	127
PI\$50,000-99,999	177,000	24.4	124
PI\$100,000 or more	51,000	7.1	138

  

<b>Investments</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
<i>Total value of investments</i>			
\$100,000 - \$499,999	133,000	18.3	120
\$500,000 - \$999,000	42,000	5.8	124
\$1,000,000<2,000,000	25,000	3.4	153
<i>Own Managed Investments</i>	516,000	71.3	107

  

<b>Credit Cards</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
Own Gold/Platinum Credit card	123,000	17.0	139



<b>Education</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
Some/Now at University	88,000	12.2	136
Have a diploma or degree	319,000	44.0	141
<b>Travel - Domestic</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
Flew within Australia in past year	322,000	44.4	110
Flew within Australia in past year for business	73,000	10.1	105
<b>Travel - Overseas</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
Flew outside Australia in past year for business	26,000	3.7	130
Flew outside Australia in past year	196,000	27.0	135
<b>Places overseas would like to stay on holiday of 3 or more nights</b>			
Americas	140,000	19.4	103
Europe	211,000	29.2	121
Asia	152,000	21.0	123
New Zealand	102,000	14.1	117
South Pacific (excl NZ)	33,000	4.5	71
<b>Travel - Activities</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
<b>Activities done on last long trip of 3 or more nights</b>			
Visited an Arts Festival or Cultural Event	29,000	3.9	194
Visited a Museum	119,000	16.5	172
Visited an Art Gallery	83,000	11.4	170
Went to gardens or parks	142,000	19.6	161
Visited an Historical Place	153,000	21.1	161
Went to a Winery/Vineyard	59,000	8.1	162
Saw country/Wildlife/Scenery	132,000	18.2	138
Visited National Parks & Forests	142,000	19.6	154
Took a Cruise on A Ship	17,000	2.3	122
Had a Nature Holiday, eg Camping	40,000	5.6	201
Lived with or Experienced Local Culture	54,000	7.4	174
Had a Real Eco-tourism Experience	7,000	0.9	131
<b>Beverages</b>	<b>No.</b>	<b>%</b>	<b>Index</b>
<b>Beverages consumed in the past month</b>			
Premium/Imported Beer	184,000	25.4	131
Red Wine	324,000	44.8	131
White Wine	295,000	40.7	122
Fortified Wine	93,000	12.9	151
Whiskey/Scotch	109,000	15.0	145
Brandy	16,000	2.2	169

Source: ABC Audit June 2007/ Roy Morgan Single Source Full Year ending Dec 2007



## NATIONAL GEOGRAPHIC COMPETITIVE DATA INFORMATION

ALL JAN-DEC 2007  
 Filter ALL  
 Target audience ALL  
 (unweighted) 54211  
 (POPN '000) 17082

Publications	NGM	Aust Geo	Time	BRW	Qantas	Boss	Ralph	FHM	Weekend Aust	Good Weekend
<b>Based on 1 insertion</b>	1	1	1	1	1	1	1	1	1	1
Reach ('000)	<b>724</b>	468	283	16.8	449	179	365	332	844	1726
(%)	<b>4.20%</b>	2.70%	1.70%	1.00%	2.60%	1.10%	2.10%	1.90%	4.90%	10.10%
Avg. freq. (OTS)	1	1	1	1	1	1	1	1	1	1
Impacts ('000)	<b>724</b>	468	283	168	449	179	365	332	844	1726
Total cost (\$)	<b>16,190</b>	11,500	13,600	15,000	17,200	14,600	9,425	11,020	22,775	37,045
Cost/'000 impacts	<b>22.36</b>	24.55	48.13	89.2	38.27	81.38	25.82	33.18	26.98	21.47
T.A.R.Ps.	5	3	2	1	3	1	2	2	5	10
Cost/T.A.R.P.	<b>3818.91</b>	4191.23	8221.99	15250.11	6538.11	13902.18	4413.21	5667.82	4609.57	3666.96

Demographic Profile		NGM	Aust Geo	Time	BRW	Qantas	Boss	Ralph	FHM	Weekend Aust	Good Weekend
ABs	Reach	<b>202</b>	143	108	93	248	121	58	59	380	759
	%readers	<b>27.90%</b>	30.60%	38.30%	55.20%	55.20%	67%	15.80%	17.70%	45.00%	44.00%
	% pop	<b>6%</b>	4%	3%	3%	7%	4%	2%	2%	11%	22%
	Index	<b>140</b>	153	191	276	276	337	79	89	225	220
Male ABs	Reach	<b>134</b>	88	68	67	163	88	46	47	216	400
	%readers	<b>18.4%</b>	18.9%	24.2%	39.9%	36.2%	49.1%	12.7%	14.2%	25.6%	23.2%
	% pop	<b>7%</b>	5%	4%	3%	8%	5%	2%	2%	11%	21%
	Index	<b>164</b>	168	215	354	321	435	113	126	227	206
Men Aged 25+	Reach	<b>367</b>	225	148	104	265	113	172	145	406	759
	%readers	<b>51%</b>	48%	53%	61.8%	58.9	63.20%	47%	44%	48.2%	44%
	% pop	<b>5.0%</b>	3.0%	2.0%	2.0%	4.0%	2.0%	3.0%	2.0%	6.0%	11.0%
	Index	<b>127</b>	120	131	155	148	158	118	109	121	110
Men Aged 35-59	Reach	<b>184</b>	123	76	59	182	75	83	61	233	409
	%readers	<b>25.4%</b>	26%	27%	34.9%	40.50%	42%	23%	18%	28%	24%
	% pop	<b>5.0%</b>	3.0%	2.0%	2.0%	5.0%	2.0%	2.0%	2.0%	7.0%	12.0%
	Index	<b>122</b>	126	129	168	195	201	109	88	133	114

## National Geographic Adds Reach & Cost Efficiency to Your Schedule

Filter **Male ABs, aged 35+**  
 (unweighted) 4132  
 (POPN '000) 1359

Publications:	Australian Geographic	Time	BRW	Qantas	Weekend Australia	Good Weekend
No. of insertions:	3	2	3	2	3	2
<b>National Geographic Magazine</b>	1	1	1	1	1	1
Reach ('000)	158	<b>194</b>	105	<b>162</b>	108	<b>166</b>
(%)	11.7	<b>14.3</b>	7.7	<b>12</b>	8	<b>12.2</b>
Avg. freq. (OTS)	1.5	<b>1.3</b>	1.38	<b>1.18</b>	1.3	<b>1.14</b>
Impacts ('000)	238	<b>253</b>	144	<b>191</b>	141	<b>189</b>
Total cost (\$)	34500	<b>39190</b>	40800	<b>43390</b>	45000	<b>46190</b>
Cost/'000 impacts	145.22	<b>154.66</b>	282.35	<b>226.76</b>	318.83	<b>244.25</b>
Cost/'000 reached	217.77	<b>61.78</b>	389.13	<b>267.63</b>	415.16	<b>278.64</b>
T.A.R.Ps.	17	<b>19</b>	11	<b>14</b>	10	<b>14</b>
Cost/T.A.R.P.	1973.36	<b>2101.64</b>	3836.92	<b>3081.4</b>	4332.59	<b>3319.08</b>
					1795.95	<b>1934.87</b>
					1699.03	<b>1826.54</b>
					111,135	<b>90280</b>
					119.69	<b>126.44</b>
					244.3	<b>192.47</b>
					68	<b>53</b>
					1626.53	<b>1718.2</b>



## National Geographic Magazine

*A selection of Australian & UK advertisers*

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