

NG Kids Media Kit 2017



National Geographic KIDS
magazine:

- ▶ games
- ▶ quizzes
- ▶ knowledge

-- The Audience --

Main target group: 6-10 years old boys and girls.

Secondary target group:

95% of the children read NG KIDS with their parents or show them stories, photos, facts.

-- Facts --

Frequency	monthly
International brand	over 37 years on the market, in 14 languages
On the Bulgarian market	since 2008
Print run (average per issue)	10 500
Cover price	2.95 BGN