

National Geographic Media Kit 2017



National Geographic magazine:

- ▶ discoveries
- ▶ knowledge
- ▶ journeys

-- Demographic Profile --

men	68%
26-54 years old	69%
working	86%
live in Sofia and the cities	91%
university education	67%

-- Facts --

Frequency	monthly
International brand	27 editions across 190+ countries
On the Bulgarian market	since 2005
Readership (average per issue)	81 800
Print run (average per issue)	25 000
Cover price	5.00 BGN
Facebook	325 878 fans