

NATIONAL GEOGRAPHIC

The German edition of the world's most international magazine

Inspiring people to care about the planet – this is the motto of NATIONAL GEOGRAPHIC. The magazine talks about the adventure of research, the wonders of nature, of far-off countries and cultures. In spectacular reportage and grandiose photos.

The readers are 57% men with an average age of 49. They are highly educated, affluent, lead a sustainable lifestyle and advocate for the protection of resources.

Print	
Coverage ¹	1,122,211
Paid Circulation ²	54,941
Frequency	monthly
Basic Rate 2026	EUR 29,900



¹AWA 2025, ²IVW 2/2026. NATIONAL GEOGRAPHIC is published in Germany.