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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]	53,731
Frequency	monthly
Basic Rate 2027	EUR 29,900



[1]AWA 2025, [2]IVW 3/2026. NATIONAL GEOGRAPHIC is published in Germany.