

NATIONAL GEOGRAPHIC

Inspire to discover the world

NATIONAL GEOGRAPHIC is part of The Walt Disney Company. Authentic, courageous, curious, optimistic and entertaining. NATIONAL GEOGRAPHIC wants to inspire viewers to discover the world with themes such as nature, history and adventure. This mission is promoted with a range of fascinating programs that show the beauty, versatility and vulnerability of the earth. NATIONAL GEOGRAPHIC was founded as a society in 1888 and has grown into one of the largest non-profit organizations in the world. With an unparalleled multimedia platform, NATIONAL GEOGRAPHIC reaches 730 million people in 172 countries every month.

The core target is people aged between 25 and 54.

TV

Monthly reach ¹	5,172,000
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Audience Profile

Men	64%
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Women	36%
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6-15 years	1%
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16-24 years	2%
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25-34 years	5%
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35-44 years	8%
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45-54 years	14%
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55-64 years	36%
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65+ years	33%
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