

National Geographic Magazine Demographic Editions

2010 Fall MRI

Edition	Definition	2011 Rate Base	(AUD) 000	2011 P4C	MRI Code Development
National		4,400,000	30,878	\$225,455	
Big G	Top 36 DMA's	2,700,000	21,302	\$166,315	Projected by MRI based on respondents in 36 top DMA's
Men's	Positive ID thru Subscriber list	2,500,000	10,250	\$181,165	NGM & Men scaled at 60.5398%
Age 50+	Positive ID thru Subscriber list	1,500,000	11,235	\$159,955	NGM & Age 50+ scaled at 80.405%
Executive	Acxiom ID of Managers/Profs.	1,400,000	8,485	\$152,185	NGM & Managers/Professionals
Gold	Acxiom ID of HHI \$100,000+ or Net worth \$500,000+	1,200,000	8,988	\$152,175	NGM & MRI Gold code 13136 scaled at 83.945%
Family	Positive ID thru Subscriber list	1,200,000	8,988	\$127,700	NGM & CHH1+ scaled at 75.9699%

National Geographic Total Audience Profile

2010 Fall MRI

RATE BASE: 4,400,000

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (US=100)
Total Adults	30,878	100.0%	13.5%	100
Male	16,931	54.8%	15.3%	113
Female	13,947	45.2%	11.8%	87
Age				
18-24	3,860	12.5%	13.4%	99
25-49	13,046	42.2%	12.4%	92
25-54	16,095	52.1%	12.7%	94
55+	10,924	35.4%	15.1%	111
Median Age	47.4 years			
Household Income				
\$100,000+	9,337	30.2%	16.1%	119
\$150,000+	4,087	13.2%	16.8%	124
\$200,000+	1,780	5.8%	16.7%	123
Median HHI	\$68,711			
Median IEI	\$41,674			
Education				
Att./Grad. College	16,500	53.4%	15.9%	117
Graduated College+	11,612	37.6%	18.8%	139
Post Graduate Degree	4,599	14.9%	21.2%	157
Occupation				
Mgt./Bus./Fin. Operations	2,887	9.3%	13.9%	103
Managers/Professionals	8,485	27.5%	16.5%	122
Professional/Related Occ.	5,598	18.1%	18.3%	135
Top Management	1,551	5.0%	17.1%	126
Household Composition				
Married	17,588	57.0%	14.0%	103
Children in Household	11,831	38.3%	12.8%	94
Own Home	22,347	72.4%	13.9%	103
Median Home Value	\$226,359			
Influentials®	4,577	14.8%	24.4%	181
Super Influentials*	1,517	4.9%	25.3%	187

*Super Influentials: Participated in 5+ public activities/12 months

National Geographic Big G

2010 Fall MRI

RATE BASE: 2,700,000

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (US=100)
Total Adults	21,302	100.0%	9.3%	100
Male	11,624	54.6%	10.5%	113
Female	9,678	45.4%	8.2%	88
Age				
18-24	2,590	12.2%	9.0%	96
25-49	9,037	42.4%	8.6%	92
25-54	11,149	52.3%	8.8%	94
55+	7,563	35.5%	10.4%	112
Median Age	47.7 years			
Household Income				
\$100,000+	7,207	33.8%	12.5%	133
\$150,000+	3,316	15.6%	13.6%	146
\$200,000+	1,448	6.8%	13.6%	146
Median HHI	\$74,259			
Median IEI	\$45,741			
Education				
Att./Grad. College	11,655	54.7%	11.2%	120
Graduated College+	8,559	40.2%	13.9%	148
Post Graduate Degree	3,278	15.4%	15.1%	162
Occupation				
Top Management	1,181	5.5%	13.0%	139
Professional/Related Occ.	4,059	19.1%	13.3%	142
Managers/Professional	6,332	29.7%	12.3%	132
Household Composition				
Married	11,772	55.3%	9.4%	100
Children in Household	7,913	37.1%	8.5%	91
Own Home	15,017	70.5%	9.4%	100
Median Home Value	\$259,647			
Influentials®	3,099	14.5%	16.6%	177
Super Influentials*	970	4.6%	16.2%	173

*Super Influentials: Participated in 5+ public activities/12 months

National Geographic Big G Edition: 2,700,000 total paid circulation in 36 top DMA's.

Audience projected by MRI from respondents in 36 DMA's

3.4

National Geographic Men's Edition

2010 Fall MRI

RATE BASE: 2,500,000

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (US=100)
Total Audience	10,250	100.0%	4.5%	100
Total Men	10,250	100.0%	9.3%	207
Age				
18-24	1,346	13.1%	4.7%	104
25-49	4,311	42.1%	4.1%	91
25-54	5,265	51.4%	4.1%	92
55+	3,639	35.5%	5.0%	112
Median Age	47.1 years			
Household Income				
\$100,000+	3,287	32.1%	5.7%	126
\$150,000+	1,458	14.2%	6.0%	133
\$200,000+	599	5.8%	5.6%	125
Median HHI	\$70,629			
Median IEI	\$49,143			
Education				
Att./Grad. College	5,291	51.6%	5.1%	113
Graduated College+	3,804	37.1%	6.2%	137
Postgraduate Degree	1,520	14.8%	7.0%	156
Occupation				
Top Management	797	7.8%	8.8%	195
Professional/Related Occupations	1,617	15.8%	5.3%	118
Managers/Professionals	2,771	27.0%	5.4%	120
Household Composition				
Married	5,889	57.5%	4.7%	104
Children in HH	3,771	36.8%	4.1%	91
Own Home	7,588	74.0%	4.7%	105
Median Home Value	\$228,308			
Influentials®	1,500	14.6%	8.0%	178
Super Influentials	489	4.8%	8.2%	182

*Super Influentials: Participated in 5+ public activities/12 months

National Geographic Men's Edition: 2,500,000 subscribers positively identified as male.

2010 Fall MRI Code: National Geographic and Men; Scaled at 60.5398%

3.4

National Geographic Age 50+ Edition

2010 Fall MRI

RATE BASE: 1,500,000

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (US=100)
Total Adults	11,235	100.0%	4.9%	100
Male	6,100	54.3%	5.5%	112
Female	5,135	45.7%	4.4%	88
Age				
50-54	2,451	21.8%	11.3%	229
55-59	2,296	20.4%	12.5%	255
60-64	2,127	18.9%	13.2%	268
65+	4,360	38.8%	11.5%	233
Median Age	62.0 years			
Household Income				
\$100,000+	3,406	30.3%	5.9%	120
\$150,000+	1,448	12.9%	6.0%	121
\$200,000+	730	6.5%	6.9%	139
Median HHI	\$68,114			
Median IEI	\$51,429			
Education				
Att./Grad. College	5,711	50.8%	5.5%	112
Graduated College+	4,719	42.0%	7.6%	155
Postgraduate Degree	2,099	18.7%	9.7%	197
Occupation				
Top Management	611	5.4%	6.7%	137
Professional/Related Occupations	1,860	16.6%	6.1%	123
Managers/Professionals	2,777	24.7%	5.4%	110
Household Composition				
Married	7,618	67.8%	6.1%	123
Own Home	9,289	82.7%	5.8%	117
Median Home Value	\$236,580			
Influentials®	1,986	17.7%	10.6%	215
Super Influentials*	750	6.7%	12.5%	254

*Super Influentials: Participated in 5+ public activities/12 months

National Geographic 50+ Edition: 1,500,000 subscribers positively identified Age 50+.

2010 Fall MRI Code: National Geographic and Age 50+; Scaled at 80.405%

3.4

National Geographic Executive Edition

RATE BASE: 1,400,000

2010 Fall MRI

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (US=100)
Total Adults	8,485	100.0%	3.7%	100
Male	4,578	54.0%	4.2%	112
Female	3,907	46.0%	3.3%	89
Age				
18-49	5,031	59.3%	3.8%	101
25-49	4,648	54.8%	4.4%	119
25-54	5,852	69.0%	4.6%	124
55+	2,250	26.5%	3.1%	84
Median Age	46.0 years			
Household Income				
\$100,000+	4,320	50.9%	7.5%	201
\$150,000+	2,092	24.7%	8.6%	231
Median HHI	\$101,731			
Education				
Att./Grad. College	4,828	56.9%	4.7%	125
Graduated College+	6,101	71.9%	9.9%	266
Postgraduate Degree	2,959	34.9%	13.7%	368
Occupation				
Top Management	1,551	18.3%	17.1%	459
Professional/Related Occupations	5,598	66.0%	18.3%	492
Managers/Professionals	8,485	100.0%	16.5%	444
Mgt./Bus. & Fin. Operations	2,887	34.0%	13.9%	373
Business Purchases				
Any Business Purchases	3,925	46.3%	9.1%	245
IT/IS Business Purchases	2,270	26.8%	12.1%	326
Banking/Investment/Financial	806	9.5%	10.1%	272
Value of Business Purchases				
\$100,000+	1,001	11.8%	11.6%	312
\$500,000+	529	6.2%	12.8%	343
Household Composition				
Married	5,588	65.9%	4.4%	120
Own Home	6,591	77.7%	4.1%	110
Median Home Value	\$260,665			
Influentials®	1,932	22.8%	10.3%	277
Super Influentials*	688	8.1%	11.5%	309

*Super Influentials: Participated in 5+ public activities/12 months

National Geographic Executive Edition: 1,400,000 subscribers identified by Acxiom with prof/mgr titles.

2010 Fall MRI code: National Geographic and Prof./Mgr. scaled at 100%

3.4

National Geographic Gold Edition

2010 Fall MRI

RATE BASE: 1,200,000

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (US=100)
Total Adults	8,988	100.0%	3.9%	100
Male	5,229	58.2%	4.7%	120
Female	3,759	41.8%	3.2%	80
Age				
25-49	3,647	40.6%	3.5%	88
25-54	4,824	53.7%	3.8%	97
Median Age	49.5 years			
Household Income				
\$100,000+	7,838	87.2%	13.5%	344
\$150,000+	3,431	38.2%	14.1%	358
\$200,000+	1,494	16.6%	14.0%	356
Median HHI	\$137,942			
Education				
Att./Grad.College	4,895	54.5%	5.3%	135
Graduated College+	5,289	58.8%	8.6%	217
Postgraduate Degree	2,454	27.3%	11.3%	288
Occupation				
Top Management	929	10.3%	10.2%	260
Mgt./Bus./Fin. Operations	1,543	17.2%	7.4%	188
Managers/Professionals	3,858	42.9%	7.5%	191
Professional/Related Occupations	2,316	25.8%	7.6%	192
Household Composition				
Married	6,337	70.5%	5.0%	128
Children in Household	3,713	41.3%	4.0%	102
Own Home	7,883	87.7%	4.9%	125
Median Home Value	\$373,235			
Influentials®	1,991	22.1%	10.6%	270
Super Influentials*	671	7.5%	11.2%	284

*Super Influentials: Participated in 5+ public activities/12 months

National Geographic Gold Edition: 1,200,000 subscribers with HHI \$100,000+ or Net Worth \$500,000+ positively identified by Acxiom
2010 Fall MRI code: National Geographic Gold code 13136; Scaled at 83.945%

National Geographic Family Edition

2010 Fall MRI

RATE BASE: 1,200,000

	AUDIENCE (000)	PERCENT COMP.	PERCENT COVERAGE	INDEX (US=100)
Total Adults	8,988	100.0%	3.9%	100
Male	4,732	52.6%	4.3%	109
Female	4,256	47.4%	3.9%	92
Age				
18-24	1,445	16.1%	5.0%	127
25-49	6,123	68.1%	5.8%	148
25-54	6,985	77.7%	5.5%	140
Median Age	38.6 years			
Household Income				
\$100,000+	3,126	34.8%	5.4%	137
\$150,000+	1,391	15.5%	5.7%	145
\$200,000+	633	7.0%	5.9%	151
Median HHI	\$77,012			
Education				
Att./Grad. College	4,773	51.3%	4.6%	117
Graduated College+	2,957	32.9%	4.8%	122
Postgraduate Degree	1,086	12.1%	5.0%	127
Occupation				
Top Management	550	6.1%	6.1%	154
Professional/Related Occupations	1,698	18.9%	5.5%	141
Managers/Professionals	2,721	30.3%	5.3%	134
Household Composition				
Married	5,945	66.1%	4.7%	120
Children in HH	8,988	100.0%	9.7%	246
Kids < 6 years old	3,784	42.1%	8.6%	219
Kids age 6-11	4,399	48.9%	10.0%	253
Kids age 12-17	4,818	53.6%	10.8%	273
Own Home	6,694	74.5%	4.2%	106
Median Home Value	\$223,075			
Influentials®	1,168	13.0%	6.2%	158
Super Influentials*	385	4.3%	6.4%	163

*Super Influentials: Participated in 5+ public activities/12 months

National Geographic Family Edition: 1,200,000 subscribers with Kids in HH < age 18 positively identified by Acxiom
2010 Fall MRI code: National Geographic and CHH 1+; Scaled at 75.9699%

3.4