

# FAST FACTS



## MISSION

Exciting kids about their world.

## FEATURE STORIES

An energetic mix of articles on wildlife, entertainment, science, technology, history, archeology and world cultures. The stories are illustrated with amazing photography and dynamic graphics designed to make reading fun.

## REGULAR FEATURES

Amazing Animals, Inside Scoop, Weird World, Big Picture, What's Up?! entertainment page, Fun Stuff, Make It craft page, Art Zone, Just Joking.

## READERSHIP

Girls and boys aged 6 to 13

## LANGUAGES

English and Afrikaans

## FREQUENCY

12 issues per year

## PRICE

R30 per issue or by subscription

## FACEBOOK (AIMED AT PARENTS)

National Geographic Kids SA



## Did you know?

Hammerhead sharks can give birth to 40 babies at once.

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# THE READERS

**MEDIAN AGE:** 10 years old

**AGE 9–13:** 68%

**BOYS:** 46%

**GIRLS:** 54%

**SPEAK ENGLISH:** 62%

**SPEAK AFRIKAANS:** 35%

**HHI:** 65% of parents' income is R 40,000+  
(incl "prefer not to say")

**84%** of readers add each copy of NG KIDS to their collection after reading it

**73%** have a pet dog

**70%** would save the environment and protect animals

**64%** admire their mom or dad most

**84%** like ads that are funny, interesting and have cute animal pictures

## Decision Makers

91% of moms say their kids influence their purchase decisions sometimes, or all the time

## Parent Involvement

Read to/with child: 68%

Reference for school projects: 78%

Allows child 4–8 hours per week on tablets/phones/  
other devices: 72%

Says NG KIDS is good value for money: 91%

Bought NG KIDS for the past one to four years: 64%

**SOURCE: NG KIDS READER SURVEY 2016**



## Did you know?

Bolts of lightning can shoot out of an erupting volcano.



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KIDS™**

# CONTACT DETAILS



## POSTAL ADDRESS

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## MARKETING MANAGER

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## ADVERTISING SALES MANAGER

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## Did you know?

A goat's pupils  
are rectangular.



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**KIDS**<sup>TM</sup>

# SPONSORSHIP Opportunities

**NG KIDS** readers love to interact with the brand. Reader events, competitions and activity pages are always popular.

Annual sponsorship opportunities include the Young Photographers and the Young Artists Competitions.

**What we offer sponsors on the “Young” series of skills-based competitions:**

- Association naming rights and logos on all editorial and marketing material.
- Advertorial executions in each issue that promotes the competition.
- Additional marketing and PR.

To discuss other opportunities for promoting your brand in National Geographic Kids, such as cover mounts, an activity book and advertorial promotions, please contact

**Marketing Manager:**

Lisel Daniels

**OR**

**Advertising Sales Manager:**

Kirsty Peters



**Did you know?**  
Scientists once thought  
*Stegosaurus* had a second  
brain in its hip.

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