

The National
Geographic
Society Ltd
TheNationalGeographic.com

124 Years Ago...



Major changes from August 2015 include:

- 12 pages
- 100% color throughout
- 4 color cover images
- 100% digital
- 100% digital
- 100% digital
- 100% digital
- 100% digital
- 100% digital

The content of the magazine is now more focused on the science and nature of the world, with a focus on the environment and the future of the planet.

DESIGN...




Major Changes

NATIONAL GEOGRAPHIC

The magazine is now published in a new format, with a focus on the environment and the future of the planet. The magazine is now published in a new format, with a focus on the environment and the future of the planet. The magazine is now published in a new format, with a focus on the environment and the future of the planet.

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*The National
Geographic
Society (A)*

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124 Years Ago....

- The National Geographic Society was founded on January 13, 1888
- 9 months later the society published its first issue
- The mission of the National Geographic Society is to inspire people to care about the planet. Throughout its 123-year history, it has encouraged conservation of natural resources and raised public awareness of the importance of natural places, the plants and wildlife that inhabit them, and the environmental problems that threaten them. The Society also encourages stewardship of the planet through research and exploration, and through education.

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Vol. I.

No. 1.

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NATIONAL GEOGRAPHIC
MAGAZINE.



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VOLUME LVIII

NUMBER THREE

THE NATIONAL GEOGRAPHIC MAGAZINE

SEPTEMBER, 1930

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MELVILLE CHATER

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HANS HILDENBRAND
and WILHELM TOBIEN

The Unexplored Philippines from the Air

With 29 Illustrations

GEORGE W. GODDARD

The Color Camera's First Aerial Success

With 9 Natural-Color Photographs

MELVILLE BELL GROSVENOR

The Great Barrier Reef and Its Isles

With 29 Illustrations

CHARLES BARRETT

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WASHINGTON, D.C.

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EXPEDITION WEEK STARTS SUNDAY, APRIL 3, AT 9 P.M. ET ON NAT GEO CHANNEL

NGM.COM APRIL 2011

NATIONAL GEOGRAPHIC

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Machu Picchu, circa A.D. 1500

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Format (Example from August 2011 Edition):

- 16% Ads
- Table of Contents- 2 Pages
- Editors Note
- Letters from Readers
- Ads promoting NG television shows and website
- Mast Head
- Photography for Feature Stories
- Professional and Amateur Photographs
- “Now” Stories
- “Next” Stories
- 6 Feature Stories
- Flashback

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