NATIONAL GEOGRAPHIC

CREATIVE WORKS

PRINT

PUBLISHING DISCLOSURE STYLE GUIDE
APRIL 2024

TABLE OF CONTENTS

COLORS pg.4

TYPOGRAPHY pg.5

ONE-PAGE pg.7

SPREAD pg.10

GATEFOLD pg.13

ADDITIONAL GUIDELINES pg.16

2024 PRINT SPECS pg.17

OVERVIEW



INTRO

Trust is a crucial characteristic of the National Geographic brand. Since we are known for authentic storytelling, we must be transparent with our audience when content that looks like Nat Geo editorial is being paid for advertisers.

GOAL

These mandatory guidelines are a new design system that clearly distinguishes our paid content from National Geographic's editorial storytelling while fitting with our brand's quality standards.

COLORS









C=75 M=68 Y=67 K=90	C=77 M=66 Y=60 K=63	C=27 M=39 Y=48 K=1	C=33 M=15 Y=33 K=0	C=31 M=11 Y=15 K=0	C=83 M=47 Y=34 K=8

COLOR PALETTE SHOULD IDEALLY COMPLEMENT THE CONTENT AND TONE OF THE ADVERT.

COLORS CAN BE TWEAKED SLIGHTLY AT THE DESIGNERS DISCRETION IF NECESSARY.

TYPOGRAPHY

Headline

Exploring THE OTHERWORLDLY BEAUTY OF

MICHIGAN'S UPPER PENINSULA

Photographs by MICHAEL GEORGE

Grosvenor Book Regular
Grosvenor Book Regular Italic
Grosvenor Book Medium
Grosvenor Book Bold

Text Block

"I've seen many beautiful landscapes on my travels in the U.P., but I feel it's the people that really bring it to life."

MICHAEL GEORGE
National Geographic Photographer

Grosvenor Book Regular Italic
Grosvenor Book Medium

ADVERTORIALS

Advertorials are custom-designed print page(s) that are paid for by an Advertiser. They are created and published to run in National Geographic Magazine. Disclosures must be added into the design of each page(s).

ONE-PAGE



SPREAD



GATEFOLD



Special or custom print orders outside of the categories listed above (i.e. inserts, posters, cover wraps, etc.) must be reviewed and receive prior approval by S&P/Legal.

ONE PAGE


PAID CONTENT FOR PURE MICHIGAN
EXPLORING THE OTHERWORLDLY BEAUTY OF
MICHIGAN'S
UPPER PENINSULA
Photographs by MICHAEL GEORGE
Starting in Marquette, a vibrant collegetown on Lake Superior, Michael found a warm
community of artists and outdoor enthusiasts.
He grabbed a bite at BODEGA, a restaurant inside a renovated 1884 schoolhouse buil
where owner Libby Nelson is passionate about sourcing food from local farmers and b
people together. Downtown Marquette offers a convenient access point to Presque
a local favorite known for hiking through pine forests, watching the sunset, and
at Black Rocks, which is home to some of the planet's oldest volcanic rocks.
Fueled by Marquette's energy, Michael headed north—as far north as a
mainland Michigan—to Copper Harbor at the top of the Keweenaw Pe
Mountain is a sought-after destination for mountain bikers, where
VISIT NATGEO.COM/PURE-MICHIGAN TO
This is paid content. This content
the views of National Geogr
PURE MICHI
MARCH
necessarily reflect
or its editorial staff.
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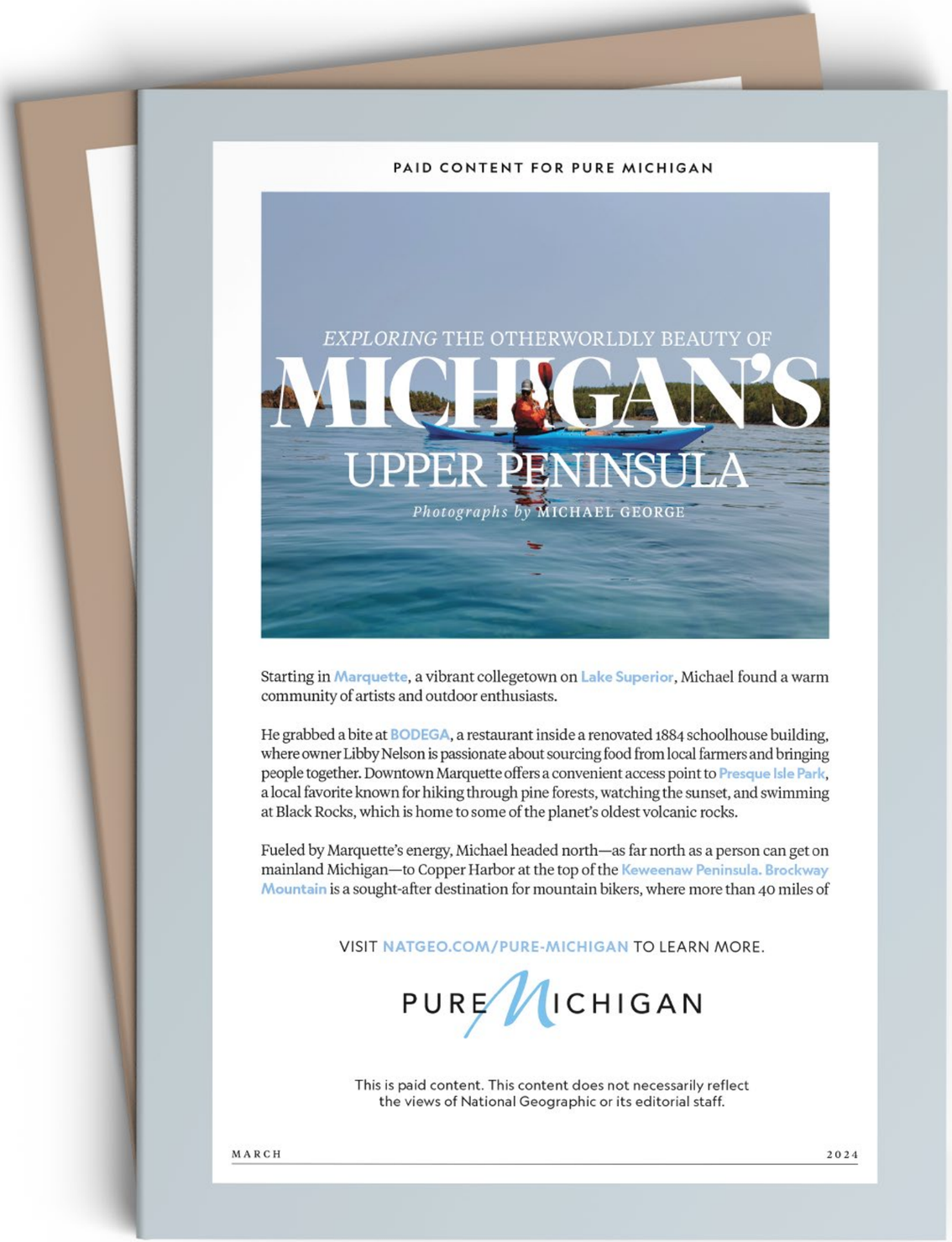

ONE-PAGE DISCLOSURE

FONT

FONT FAMILY: GEOGRAPH
FONT WEIGHT: MEDIUM
FONT SIZE: 8.5pt
TRACKING: 200
MUST BE ALL CAPS.

GEOGRAPH MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

LANGUAGE

PAID CONTENT FOR [ADVERTISER]

IN THE EVENT OF CO-BRANDED CAMPAIGN
(WHEN APPROVED BY DCW SOLUTIONS, BRAND, AND LEGAL), USE:

PAID CONTENT WITH [ADVERTISER]

PLACEMENT

DISCLOSURE LANGUAGE MUST BE POSITIONED CENTER, TOP OF THE PAGE AND MUST BE ALL CAPS.

MUST BE PRESENT ON EVERY PAGE OF AN ADVERTORIAL.



ONE-PAGE DISCLAIMER

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PLACEMENT

DISCLAIMER LANGUAGE MUST BE POSITIONED CENTER, BOTTOM OF THE PAGE. FOR MULTI-PAGE CONTENT, IT MUST BE PRESENT ON THE FIRST PAGE OR THE FIRST TWO-PAGE SPREAD.

ADDITIONAL GUIDELINES

DISCLOSURE AND DISCLAIMERS MUST BE LEGIBLE AND HIGH-CONTRAST ON A SOLID COLOR BACKGROUND. EXAMPLE: WHITE TEXT ON DARK BACKGROUND OR BLACK TEXT ON WHITE BACKGROUND.

IF USING A HIGHLY TEXTURED BACKGROUND OR BACKGROUND IMAGE, YOU MUST ADD AN OPAQUE BOX AROUND THE PAID CONTENT DISCLOSURE AND/OR EDITORIAL DISCLAIMER. THE BOX IS REQUIRED TO DRIVE VISIBILITY, LEGIBILITY, AND TO HAVE CLEAR CONTRAST ACROSS DIFFERENT TYPES OF BACKGROUNDS.

OPAQUE BOX MUST BE MINIMUM OF 75% OPAQUENESS AND MUST BE IN HIGH-CONTRAST TO DISCLOSURE AND DISCLAIMER FONT COLORS.

SPREAD

A SPREAD IS AN INTEGRATED ADVERTORIAL SPANNING MULTIPLE PAGES.



PAID CONTENT FOR PURE MICHIGAN



Exploring THE OTHERWORLDLY BEAUTY OF

MICHIGAN'S UPPER PENINSULA

As a national geographic photographer, Michael George has traveled all over the world in search of new places and perspectives. For his next adventure, he had a unique place in mind: Michigan's upper peninsula, a remote place of spectacular natural beauty.

Photographs by MICHAEL GEORGE

Starting in **Marquette**, a vibrant collegetown on **Lake Superior**, Michael found a warm community of artists and outdoor enthusiasts.

He grabbed a bite at **BODEGA**, a restaurant inside a renovated 1884 schoolhouse building, where owner Libby Nelson is passionate about sourcing food from local farmers and bringing people together. Downtown Marquette offers a convenient access point to **Presque Isle Park**, a local favorite known for hiking through pine forests, watching the sunset, and swimming at **Black Rocks**, which is home to some of the planet's oldest volcanic rocks.

Fueled by Marquette's energy, Michael headed north—as far north as a person can orione pa provid quibus eicatemquis a provid get on mainland Michigan— to **Copper Harbor** at the top of the **Keweenaw Peninsula. Brockway Mountain** is a sought-after destination for mountain bikers, where more than 40 miles of singletrack comprises one of the best trail systems in the world.

Nightlife in Copper Harbor means tipping your head back to take in the stars: one of the best spots being **Brockway Mountain Overlook**. Parts of Copper Harbor are certified as an **International Dark Sky Park**, and visitors from all over the world come to see the aurora borealis. But even when the northern lights are elusive, the starry night sky is a wonder all its own. Lorem Ipsum in cus aut ipsum re, corione pa provid quibus eicatemquis nullorae. Occumquiatur alis et et, nulpa consedi cipiditatur? Atem.

MARCH

While researchers study the island, its landscape keeps a record of human history in well-preserved shipwrecks, lighthouses, and fisheries. Explorers have always been drawn to the Lake Superior region. As Michael boarded the seaplane again to fly over islands stretching to the horizon, he couldn't wait to come back.

"I've seen many beautiful landscapes on my travels in the U.P., but I feel it's the people that really bring it to life."

MICHAEL GEORGE
National Geographic Photographer



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2024

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PLACEMENT

DISCLOSURE MUST BE PRESENT ON FIRST PAGE OR EVERY TWO-PAGE SPREAD OF AN ADVERTORIAL. IF A SPREAD IS STYLISTICALLY DISRUPTED, CONTACT LEGAL FOR PERMISSION FOR AN EXCEPTION.



SPREAD DISCLAIMER

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ALL CAMPAIGNS SHOULD USE THE FOLLOWING DISCLAIMER:

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ADDITIONAL GUIDELINES

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GATEFOLD


PAID CONTENT FOR PURE MICHIGAN
EXPLORING THE OTHERWORLDLY BEAUTY OF
MICHIGAN'S
UPPER PENINSULA
Photographs by MICHAEL GEORGE
MONTH
MARCH
Starting in Marquette, a vibrant collegetown on Lake Superior, Michael found a warm community of artists and outdoor enthusiasts.
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Fueled by Marquette's energy, Michael headed north—as far north as a person can get on mainland Michigan— to Copper Harbor at the top of the Keweenaw Peninsula. Brockway Mountain is a sought-after destination for mountain bikers, where more than 40 miles of singletrack comprises one of the best trail systems in the world.
From Copper Harbor, Michael hopped on a seaplane to venture deeper into the wild. Isle Royale National Park is a remote and rugged archipelago that can be accessed only by ferry or seaplane. The best way to explore this isolated stretch of wilderness is by gliding along the clear, cold water of Lake Superior in a kayak or canoe. But there's plenty to see by land, too—backpackers can trek 165 miles of trails and stay in secluded campsites.
Gray wolves arrived by crossing an ice bridge that formed between the island and mainland Canada in the winter of 1948. During this part of the journey, Michael got to meet Rolf Peterson, a researcher who has spent five decades studying how the island's wolf and moose populations affect each other.
"I've seen many beautiful landscapes on my travels in the U.P., but I feel it's the people that really bring it to life."
MICHAEL GEORGE
National Geographic Photographer
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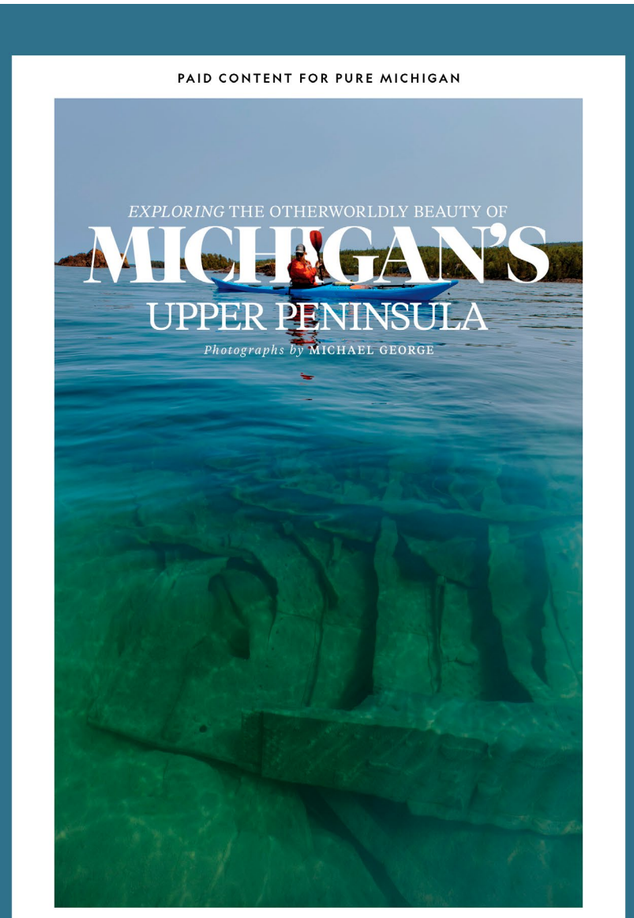
GATEFOLD DISCLOSURE





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ADDITIONAL GUIDELINES



DISCLOSURE - HIGHLY TEXTURED BACKGROUND EXAMPLE



DISCLAIMER - HIGHLY TEXTURED BACKGROUND EXAMPLE

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2024 NGM PRINT SPECS

II. PAGE DIMENSIONS

BLEED SPACE SIZES	BLEED width x height	TRIM width x height	LIVE width x height
Full Page	**7 1/8" x 10 1/4"** 182 x 260 mm	**6 7/8" x 10"** 174 x 254 mm	**6 1/8" x 9 1/4"** 156 x 235 mm
Spread	**14" x 10 1/4"** 355 x 260 mm	**13 3/4" x 10"** 349 x 254 mm	**13" x 9 1/4"** 330 x 235 mm
1/2 Page Vertical	**3 11/16" x 10 1/4"** 90 x 260 mm	**3 7/16" x 10"** 84 x 254 mm	**2 9/16" x 9 1/4"** 65 x 235 mm
1/2 Page Horizontal	**7 1/8" x 5 1/4"** 182 x 133 mm	**6 7/8" x 5"** 174 x 127 mm	**6 1/8" x 4 1/4"** 156 x 108 mm
1/2 Page Spread	**14" x 5 1/4"** 355 x 133 mm	**13 3/4" x 5"** 349 x 127 mm	**13" x 4 1/4"** 330 x 108 mm

NON-BLEED SPACE SIZES	width x height
Full	**6 1/8" x 9 1/4"** 156 x 235 mm
Spread	**13" x 9 1/4"** 330 x 235 mm
1/2 Page Vertical	**2 9/16" x 9 1/4"** 65 x 235 mm
1/2 Page Horizontal	**6 1/8" x 4 1/4"** 156 x 108 mm
1/2 Page Spread	**13" x 4 1/4"** 330 x 108 mm
1/4 Page	**2 3/4" x 4 1/4"** 70 x 108 mm
1/8 Page	**2 3/4" x 2"** 70 x 51 mm

SPREAD SAFETY: *Photo Crossover:* For photographs bleeding across the gutter, allow no safety. *Text:* Split copy at gutter **between** words. Allow 1/8" (3.18 mm) from gutter on each side.

Data Formats

- PDFX1a file (Version 1.3)

Files Instructions / Standards
- Line Screen: 150
- Overprint black text
- Single page image should be no more than trim plus bleed
- Image, scans & Pantone colors must be in CMYK mode
- Keep color bars, registration and crop marks outside of 4C bleed area.
- Four color solids should not exceed SWOP density of 340%

Media Labeling
- Issue date, advertiser name and ad number
- Agency name, contact and phone number
- Vendor name, contact and phone number
- Directory printout of disk contents

Proofing Requirements

- 2 proofs pulled from file supplied

Standards
- adherence to SWOP standards
- inclusion of IT8 Target on proof
  (for free download go to: http://www.quadarm.com/publisher_sites/ngm/proofing.asp)
- inclusion of 6mm 100%, 75%, 50%, 25%, 05% C,M,Y,K patches
- name of proofing type included on proof

Note: A contract quality proof built to SWOP standards is required. By not providing a proof, the customer relinquishes National Geographic from all liability associated with the color quality of their printed ad.

IV. MATERIALS SUPPLY

NATIONAL GEOGRAPHIC prefers electronic files submitted via: www.adshuttle.com
This ad portal provides a 24/7 "Help Line."

*Files for the U.S. and Canada editions should be submitted to the National Geographic-Domestic folder.
*Files for any edition outside of North America should be submitted to the National Geographic-International folder.

Please supply two cropped color contract proofs to:

Quad
Attn: Color Proofs
855 Caperton Blvd
Martinsburg, WV 25403

V. EXTENSIONS & QUESTIONS

Please contact Julie Ibinson julie.ibinson@natgeo.com or 202-791-1053.

NATIONAL GEOGRAPHIC

CREATIVE WORKS

THANK YOU