



Asia Members/Subscribers

Description

Since 1888, National Geographic have travelled the Earth, sharing its amazing stories with each new generation. Their Mission Programmes support critical expeditions and scientific fieldwork, encourage geography education for students, promote natural and cultural conservation and inspire audiences through new media, vibrant exhibitions and live events.

The Asian members of the National Geographic Society receive the English Language Edition of the National Geographic Magazine as a benefit of membership. Magazine articles cover the various parts of the globe and probe into the farthest reaches of the universe and hitherto unexplored depths of the oceans. It reports on the issues that face the world today, including energy and the environment. Scientific articles range from such subjects as the discovery of fossils of the earliest man to the wonders of the electronic chip and new biology.

This is a highly educated, loyal and affluent audience. National Geographic members have above average household incomes and a high percentage hold senior professional and managerial positions.

National Geographic members are responsive to a wide variety of offers including travel, finance, charity, luxury goods, mail order and automotive.

Profile

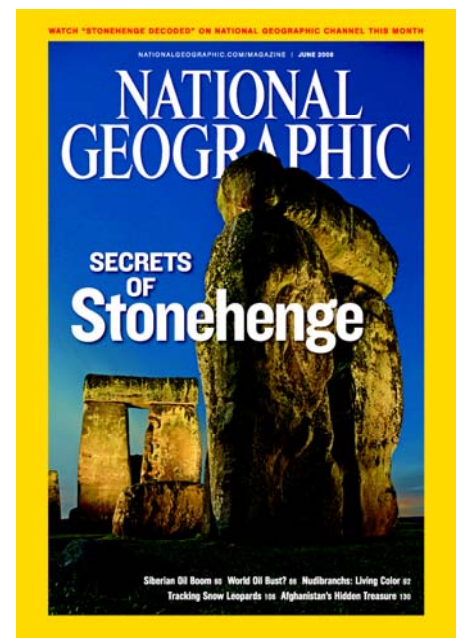
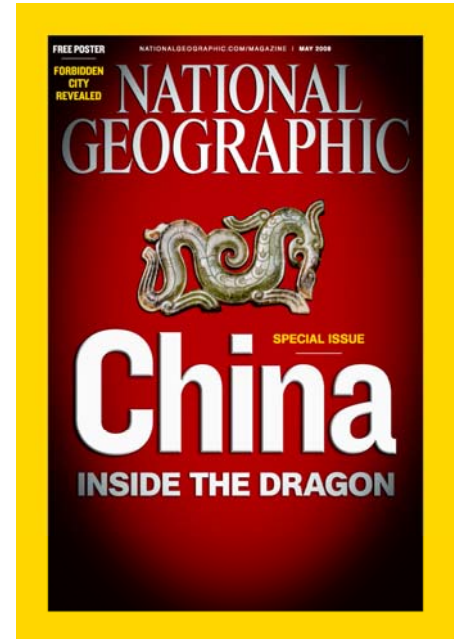
- 97% home address
- 64% male, 30% female
- Aged 25-65
- Highly educated and affluent
- Senior professionals and managers

Counts

Actives

- Total active members 40,963

See separate data cards for UK, International, Australia & New Zealand

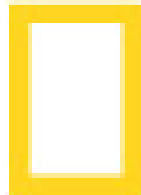


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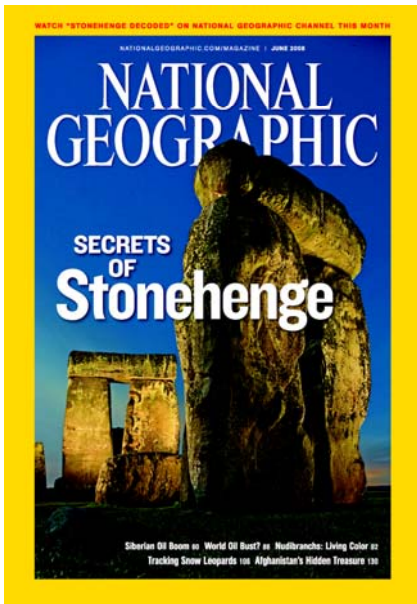
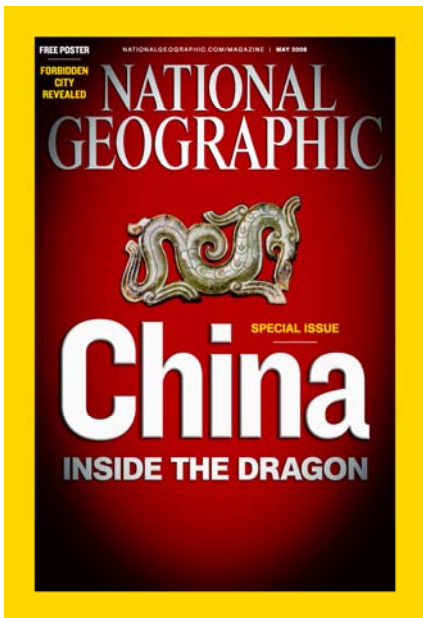
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NATIONAL GEOGRAPHIC



Total Volumes

ASIA MEMBERS

Asia active members	40,963
Asia expire members	38,642

Base Rental & Selections

Active Members/Subscribers	\$350/000
Expired Members/Subscribers	\$280/000
Home/Business Address	\$10/000
Country	\$10/000
Gender	\$10/000
New vs. Renewal	\$10/000
Recency	\$10/000
Postcode	\$10/000

Prices quoted in US dollars

Production & Delivery

Email delivery	\$35 flat
Minimum Order	5,000
Delivery	3-5 days

Prices quoted in US dollars

This mailing list may be used once per purchase unless otherwise agreed. All orders are subject to approval and must be accompanied by a sample mailing piece.

**For further counts, information or to place an order please contact
The List Management Team on +44 (0)20 8995 1919.**

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