



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## The National Geographic Society

These international members of the National Geographic Society receive the English language edition of National Geographic Magazine as a benefit of membership. Founded in 1888 as a non-profit organisation, The National Geographic Society has maintained its mission to increase and diffuse geographic knowledge around the globe. The Society has earned a worldwide reputation as the leading source of accurate, often definitive, information about the world.

This is a highly educated and affluent global audience. Readers are loyal, with an average subscription length of 15 years and renewal rates averaging 80%. Society members and magazine recipients pay an average of US\$40.00 per year for membership with the majority of international members paying by credit card.

With an average age of 44, members have above average household income and a high percentage hold senior professional and managerial positions. 55% of readers are males and 45% are females.

This is an unrivalled opportunity to reach elite international consumers who are responsive to a wide range of international offers including travel, finance, publishing, charity, scientific information, health and fitness, outdoor pursuits and much more.

LIST DETAILS	
Quantity	104,604 (AUS) 30,360 (NZ)
Selections	State Postcode Gender Subscription Status Address Type
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	Hirers are required to include record number identifier on the mailing piece as first line of address in reduce font. This will facilitate dead mail updating by the list owner.

**The List Group** - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276  
<https://www.thelistgroup.com.au>



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Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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