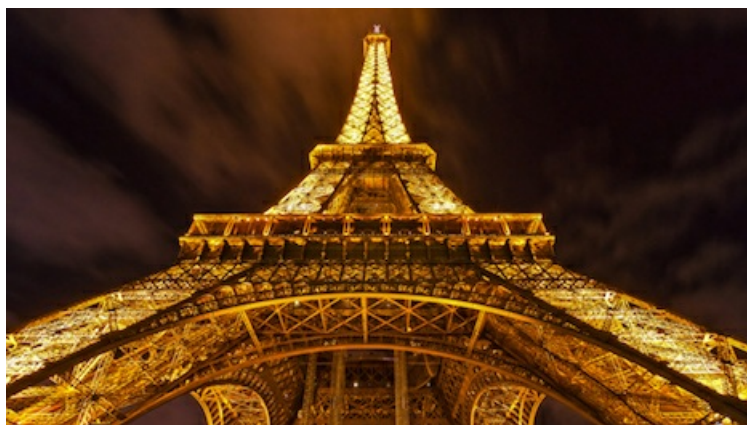


MEDIA/PUBLISHING

National Geographic unveils first-ever luxury issue of Traveler magazine

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National Geographic's Traveler magazine is getting its own luxury issue

By DANNY PARISI

The National Geographic stable of magazines is branching out from its standard editorial coverage with a new luxury-specific issue of Traveler, the group's travel-themed publication.

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The luxury issue of Traveler will focus on the affluent consumer's guide to exploring the natural world with insights to travel and tourism around the globe. Luxury hotel brands that advertise with Traveler are likely to benefit from the forthcoming luxury-themed issue.

"Travel itself is a luxury, so in a sense all of our content is about beautiful escapism," said George Stone, editor-in-chief of National Geographic Travel, Washington, D.C. "But as a National Geographic title, we energize our wanderlust with values of exploration, conservation, and cultural engagement.

"So our special issue, Far and Away, is about enriching travel experiences around the world. It's trendy to talk about transformation in travel, but where better to test waters, take risks, learn, grow and try new things than in a faraway place?

"The issue is packed with the sort of knowledge, storytelling, focus on sustainability and local benefit, and expert guidance you would expect of National Geographic. Our standard is not mere indulgence but meaningful travel that inspires the imagination and brings depth and perspective to our lives."

Spirit of exploration

While National Geographic is primarily known for its coverage of the natural world and wildlife, the publication has always been interested in the human side as well. Travel has long been a central part of the brand's editorial content.

Now, National Geographic is taking another step in that direction with the launch of its first-ever luxury issue.

The luxury issue will be a part of National Geographic Traveler's magazine, a publication that has always focused on the world explorer. This issue will be dedicated to more affluent travelers who wish to see the world in the lavish

frame of luxury travel.



National Geographic's luxury issue will focus on travel, dining and unique global experiences

National Geographic's luxury issue will focus on content relevant to affluent travelers, such as high-end hotels and fine dining around the world.

This issue will also focus on global experiences that are uniquely available to luxury travelers, such as experiences that would be cost-prohibitive for the average consumer.

National Geographic is also announcing its newly formed NG Travel Lab, focused on content creation and marketing for brands with a focus on international content.

The publication's new luxury issue will be its first foray into luxury publishing, and while there are no current plans to continue the trend, a successful run on this issue could signal future endeavors into the world of luxury travel.

Luxury forays

National Geographic is not known primarily for its focus on luxury, but the publication has partnered with luxury brands before, such as a recent ad campaign it ran with Japanese skincare brand SK-II.

Working with National Geographic, SK-II took four celebrities to the world's most extreme environments to demonstrate the efficacy of its skincare products. Skincare recommendations are most often shared by peer-to-peer suggestions, making a campaign that leverages the experience of a tastemaker more likely to drive a consumer toward a new product or brand ([see story](#)).



National Geographic's other forays into luxury have mainly focused on conservation

National Geographic's partnership with other luxury brands primarily has taken the form of raising awareness for conservation of the natural world, such as when it worked with another skincare brand, Crme de la Mer, for a campaign about the importance of protecting the world's oceans.

Crme de la Mer has dedicated its energy to improving ocean conservation for the past 10 years, donating more than \$2.6 million since 2008. Promoting charitable efforts that are well aligned with the product can help a brand present

a unified message to consumers ([see story](#)).

But this latest project sees National Geographic venturing out into the world of luxury on its own, and if the issue is a hit expect to see more coverage of luxury lifestyle in Traveler in the future.

"Our focus is on unique access to truly transformative travel experiences," Mr. Stone said. "This means that our mission remains the same: to encourage our audiences to seek inspiration through exploration.

"If there is one quality that defines our global National Geographic readership, it's curiosity. Curiosity is a luxury that everyone can afford and it's a virtue that is perpetually rewarding.

"When we let our questions guide our journeys we are opening ourselves to the kinds of transformation that travel promises. By launching this special issue we are growing the conversations we are already having with our readers and creating new channels for publishing smart and stimulating travel stories."

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