

# National Geographic Traveller (UK) reaches 100,000 downloads

Submitted by: APL Media (Absolute Publishing)

Wednesday, 25 April 2012

---

National Geographic Traveller (<http://www.natgeotraveller.co.uk>) (UK) iPad and iPhone app reaches 100,000 downloads

LIMITED TIME OFFER — MAR/APR ISSUE JUST 69P

LONDON (25 April 2012) — Having launched just eight weeks ago, the National Geographic Traveller (UK) app has already been downloaded over 100,000 times. The free app features full versions of the current issue and back issues for just £1.99 each. Version 2.5.1 has just been updated with enhanced features for iPad 3 retina display.

As a very special, limited time offer, the Mar/Apr issue (<http://www.natgeotraveller.co.uk>) will be available for just 69p. The price will revert back to the usual cost of £1.99 on Friday 16 May.

Editor Pat Riddell said: “While we knew there was demand for a National Geographic Traveller (UK) app, we had no idea it would prove to be this successful. The phenomenal response is testament to the National Geographic brand and people’s desire to see, experience and discover the world through Traveller’s eyes.

“The iPad is the ideal platform for a travel magazine as it allows the photography to really stand out and the intuitive nature of the app enables readers to have all the back issues at their fingertips — and to search them quickly.”

In partnership with PixelMags, the app enables users to read the magazine offline and in landscape or portrait view as well as offering a fast and easy search function, contents menu, bookmark features, sharing facilities and full online support.

The current issue is available to download at a cost of £1.99 per issue, back issues will also be available. Future issues are also available through the auto-renewing subscriptions priced at £7.49 for six months and £14.99 for 12 months.

Newsstand is Apple’s easy-to-organise bookshelf displaying the covers of all a user’s newspaper and magazine subscriptions in one place. A new section of the App Store features just subscription titles, and allows users to quickly find the most popular newspapers and magazines in the world. If subscribed to, new issues appear in the Newsstand and are updated automatically in the background so you always have the latest issue and the most recent cover art.

Download National Geographic Traveller from Newsstand in iOS 5, from the App Store on iPad or iPhone, or at <http://www.itunes.com/appstore>.

Apps for Android and other platforms for the magazine are also set to launch this year.

The print edition of National Geographic Traveller (UK) has a cover price of GBP £3.85, via subscription and on newsstands. For 2012 there will be seven issues (single issues for Sept and Oct) moving to an

eight-issue frequency into 2013. Visit [www.natgeotraveller.co.uk](http://www.natgeotraveller.co.uk) for more information.

Find us on Facebook: <http://www.facebook.com/NatGeoTraveller>

And Twitter: <http://twitter.com/NatGeoTraveller>

Online: Competitions, subscriptions, blogs, features and more. [www.natgeotraveller.co.uk](http://www.natgeotraveller.co.uk)

###

## Notes

National Geographic Traveller (<http://www.natgeotraveller.co.uk>) (UK) is published under license by Absolute Publishing Ltd (APL), from the National Geographic Society in Washington, D.C. It became the 15th local-language edition when it was launched in December 2010. The magazine is also available in China, Spain, Russia, the Netherlands, Israel, Poland, Latin America, Armenia, Czech Republic, Croatia, Indonesia, Romania and South Africa. The 180-page travel and lifestyle magazine is packed full of you-are-there photography, authentic travel experiences and inspiring narratives.  
[www.natgeotraveller.co.uk](http://www.natgeotraveller.co.uk)

National Geographic Traveler (USA) is the world's most widely read travel magazine, created in 1984. It championed sustainable travel before it was cool and, eight times annually, celebrates journeys that are about place, experience, culture, authenticity, living like the locals and great photography. It makes a distinction between tourism and travel and stresses inquisitive, not acquisitive, trips. It employs storytelling and outstanding photography to inspire readers to pick up and go, eschewing fashion and fluff in favour of articles that offer a strong sense of place, inspiring narratives that make readers take trips, and solid service information to help them plan those trips.

The National Geographic Society is one of the world's largest nonprofit scientific and educational organisations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society's mission is to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic magazine, the Society's official journal, published in English and 33 local-language editions, is read by more than 40 million people each month. The National Geographic Channel reaches 370 million households in 34 languages in 168 countries. National Geographic Digital Media receives more than 15 million visitors a month. National Geographic has funded more than 9,600 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visit [www.nationalgeographic.com](http://www.nationalgeographic.com)

###

## CONTACT:

For Editorial Enquiries:

[editorial@natgeotraveller.co.uk](mailto:editorial@natgeotraveller.co.uk)

Tel: +44 (0)20 7253 9906

Pat Riddell, Editor  
Tel: +44 (0) 20 7253 9906  
pat.riddell@natgeotraveller.co.uk

Maria Pieri, Editorial Director  
Tel: +44 (0) 20 7253 9906  
maria.pieri@natgeotraveller.co.uk

Matthew Jackson, Managing Director  
Tel: +44 (0) 20 7253 9009  
matthew.jackson@natgeotraveller.co.uk

Anthony Leyens, CEO  
Tel: +44 (0) 20 7253 9009  
Anthony.leyens@natgeotraveller.co.uk