



國家地理 說故事的力量

蔡耀明 Ivan Tsoi

《國家地理》雜誌中文版 業務發展總監

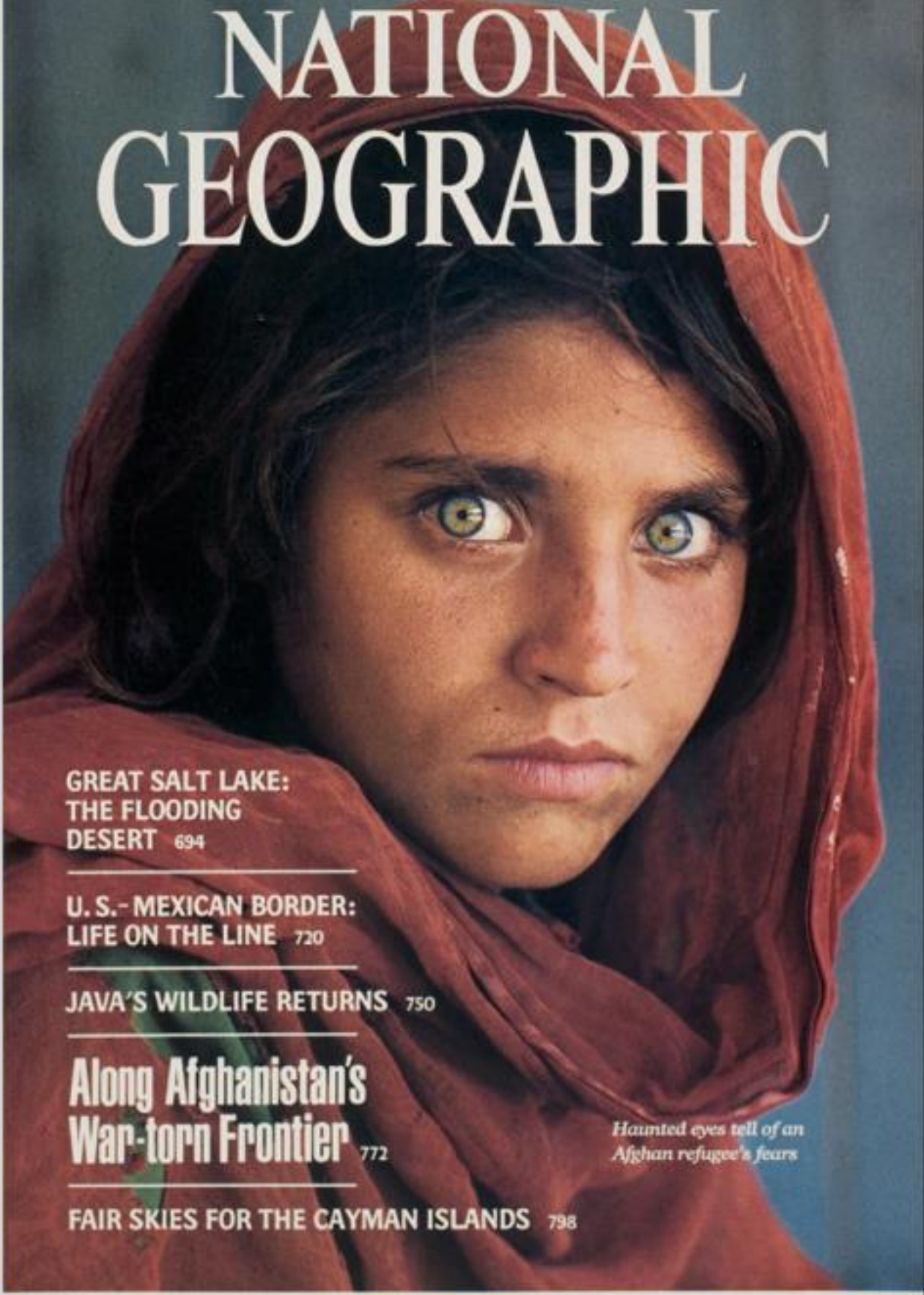


國家地理



VOL. 167, NO. 6  JUNE 1985

NATIONAL GEOGRAPHIC



**GREAT SALT LAKE:
THE FLOODING
DESERT** 694

**U. S.- MEXICAN BORDER:
LIFE ON THE LINE** 720

JAVA'S WILDLIFE RETURNS 750

**Along Afghanistan's
War-torn Frontier** 772

*Haunted eyes tell of an
Afghan refugee's fears*

FAIR SKIES FOR THE CAYMAN ISLANDS 798

SEE NATIONAL GEOGRAPHIC EXPLORER EVERY SUNDAY ON NICKELODEON CABLE TV





EVENTS



KIDS



CHANNELS



SOCIAL



MOBILE



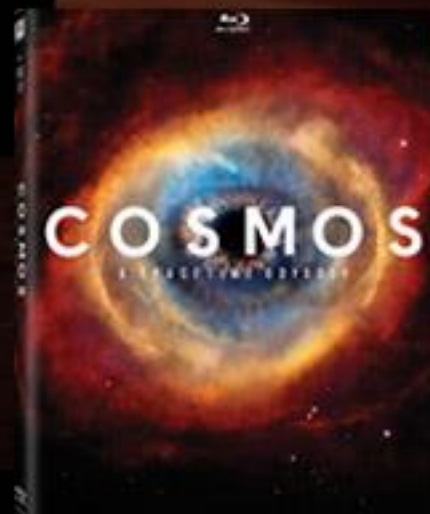
MAGAZINES



DIGITAL



HOME ENTERTAINMENT



PHOTOGRAPHY



BRAND STUDIO



VIDEO



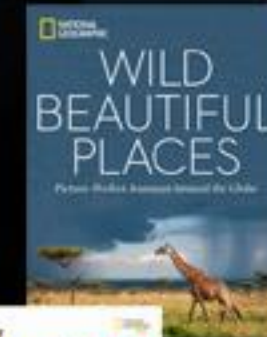
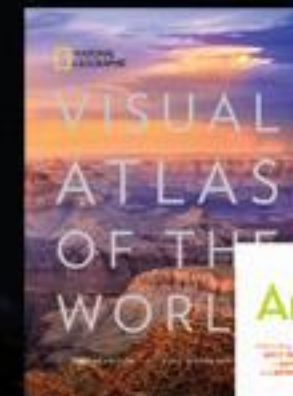
CARTOGRAPHY

UNRIVALED
STORYTELLING
ASSETS

FILMS



BOOKS





FUNDING SCIENCE AND EXPLORATION



EXPLORERS
INNOVATORS
PHOTOGRAPHERS
FILMMAKERS
SCIENTISTS
ADVENTURERS
DREAMERS
STORYTELLERS

Nat geo portfolio



433M
households

171
countries

45
languages

54M
print & digital
readers

35
languages



9.1M
print & digital
readers

13
languages



4.2M
print & digital
readers

15
languages



80
destinations

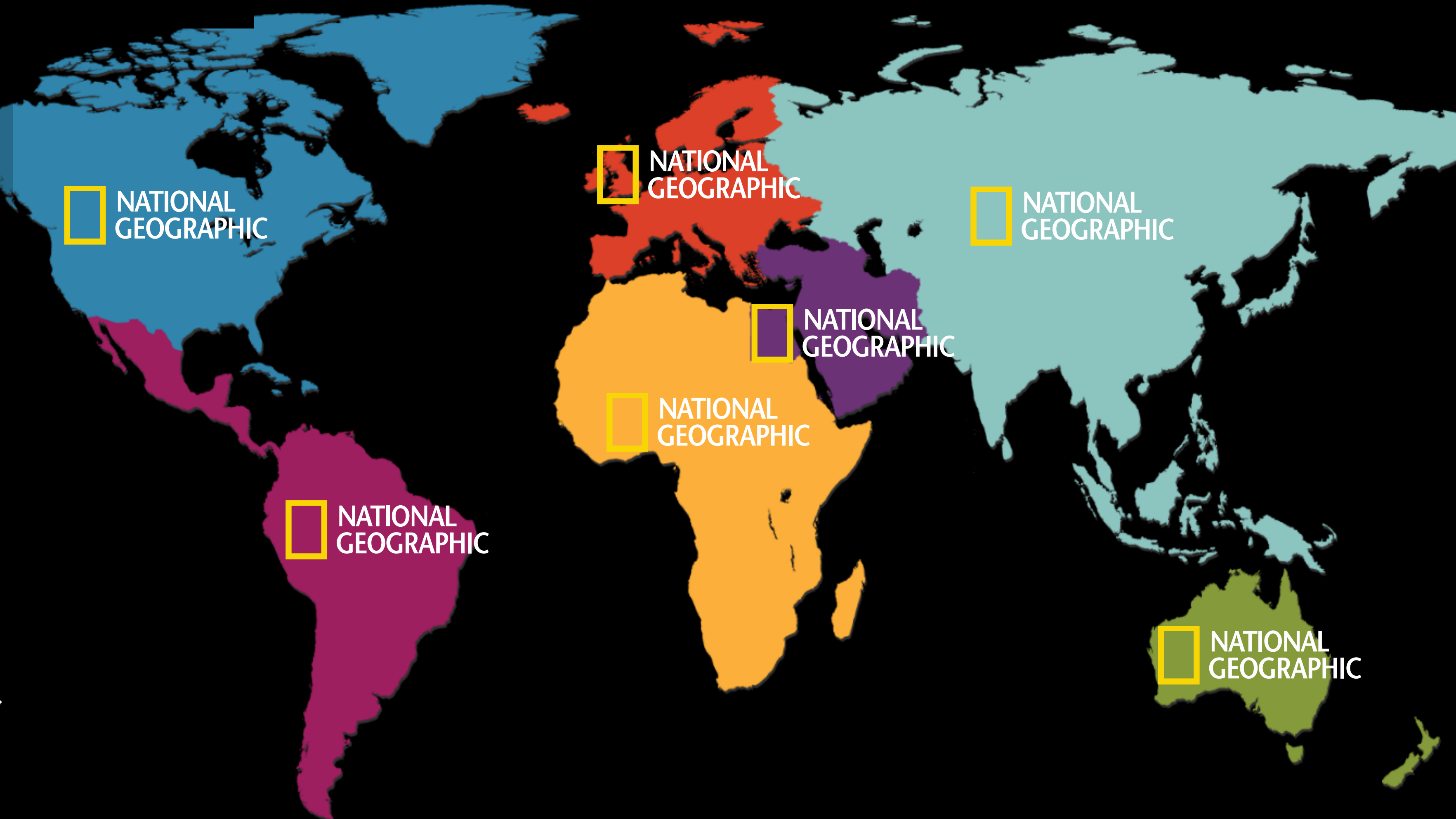
7
continents

200
events

30
cities



345M+
fans/followers across all platforms



760 MILLION

CONSUMERS PER MONTH



| GENDER REVOLUTION



FULL EPISODES

GENDER REVOLUTION: A JOURNEY WITH KATIE COURIC



GENDER REVOLUTION:
EXTENDED TRAILER





Katie Couric 
@katiecouric

Given the latest, it might be a good time to check out the documentary I did for [@NatGeo: #GenderRevolution](#) - on iTunes, Amazon & On Demand



WHAT IS GENDER?


natgeotv.com

| TELEVISION

| MAGAZINE

| SOCIAL

|

| TV Channel 2.0





| SOCIAL LEADERSHIP

#1 MEDIA BRAND ON SOCIAL

345 MILLION+ FANS/FOLLOWERS GLOBALLY ACROSS ALL PLATFORMS



169.5MM+
FANS

#1 Television brand
#2 Printed media brand
#2 Media House
#3 Media Brand



102.7MM+
FOLLOWERS

#1 Media Brand



28.3MM+
FOLLOWERS

#1 Media House



6.0MM+
SUBSCRIBERS

#5 Media House



14.7MM+
VIEWERS/MONTH

Snapchat Discover
launch partner

The background of the image is a dark, textured surface, possibly a desk. In the center, three National Geographic magazine covers are stacked. The top cover is the December 2016 issue, featuring a grey background with the title 'NATIONAL GEOGRAPHIC' in large white letters. Below the title, it says 'DECEMBER 2016'. The cover also has smaller text: 'BALI', 'THE NEW NEW YORK', and 'PANDAS'. The middle cover is a children's issue with a blue background and the title 'NATIONAL GEOGRAPHIC KIDS'. It features a large yellow 'K' and the text 'DARE TO EXPLORE kids.nationalgeographic.com'. The bottom cover is a travel issue with a blue background and the title 'NATIONAL GEOGRAPHIC TRAVEL'. It features a red banner that says 'INSIDER'S GUIDE TO LONDON'. To the left of the magazines, there is a smartphone displaying a 'PHOTO OF THE DAY' and 'TRENDING VIDEOS'. To the right, there is a wristwatch with a black strap and a silver case, and a coiled black film strip. In the bottom right corner, there is a yellow rectangular logo, which is the National Geographic logo. The overall composition is a collage of travel and exploration-themed items.

MAGAZINES AND BOOKS

200
MILLION

per month

80

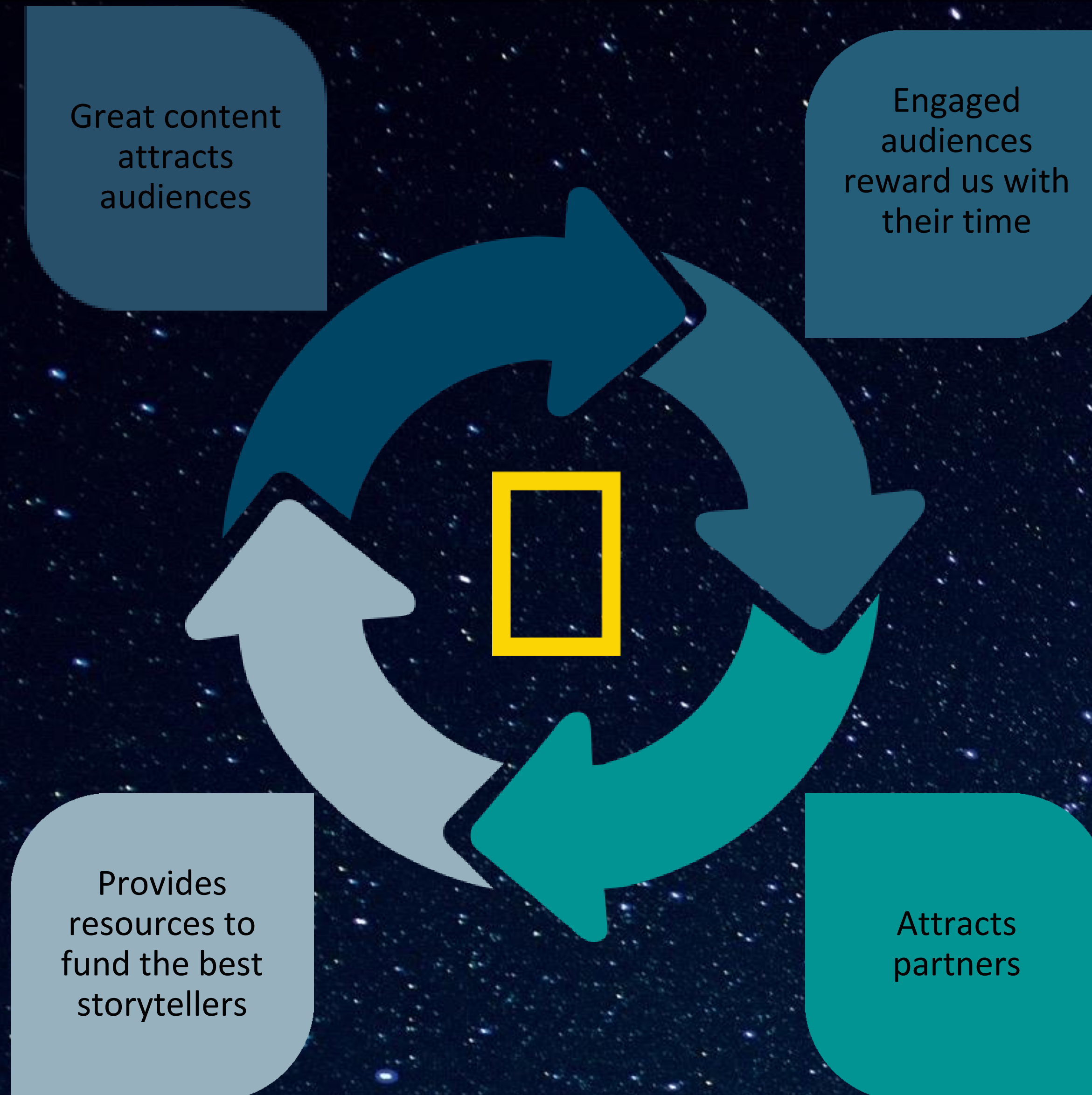
countries

40

languages



| the virtuous circle





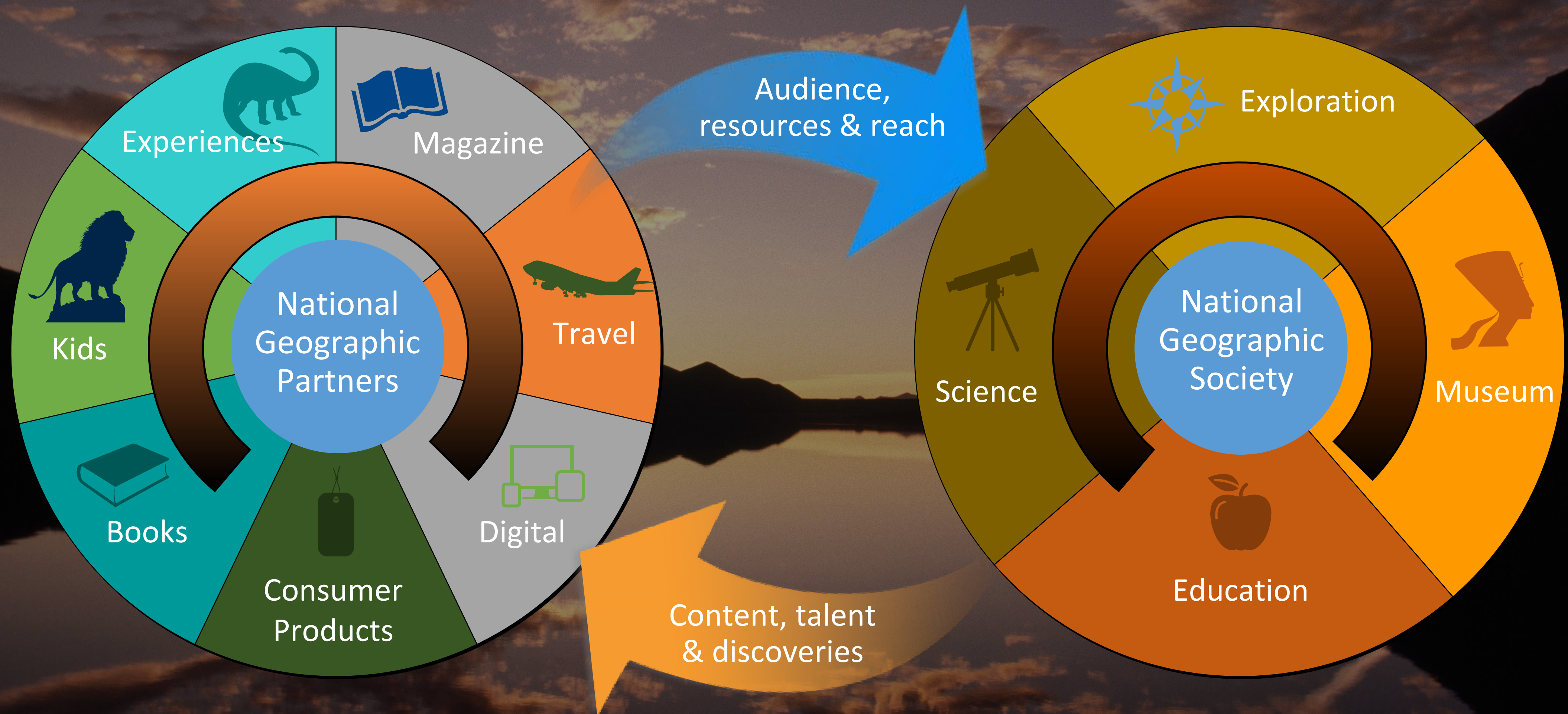
27% OF OUR PROCEEDS

| TO THE NON-PROFIT NATIONAL GEOGRAPHIC SOCIETY |

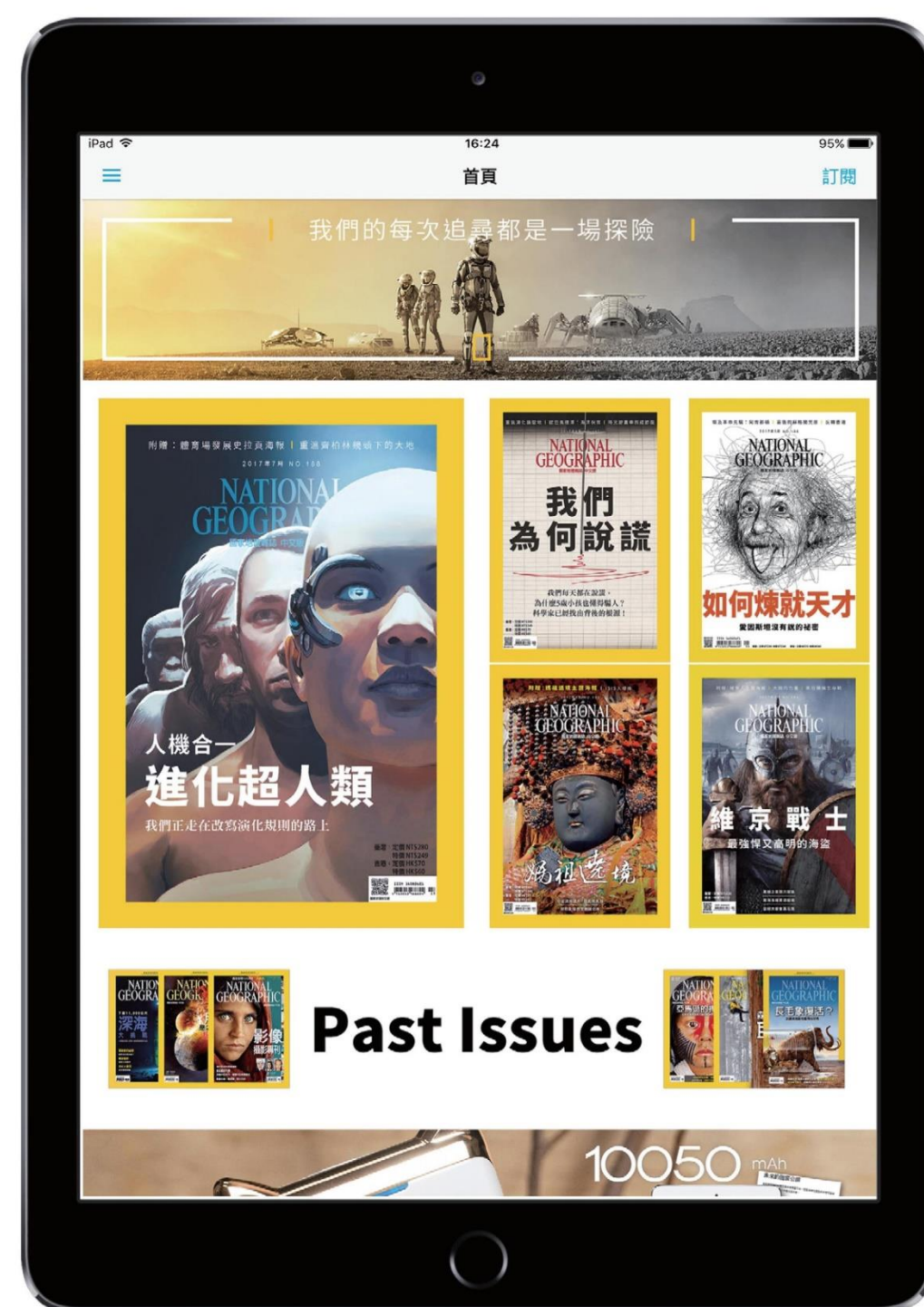


STRENGTHENING THE MISSION

Virtuous cycle reaching **760+ million** worldwide each month



革命性的閱讀體驗，生動活潑的知識感受！



世界，在你指端

整合文字、影像、影音
為讀者帶來絕佳的數位閱讀體驗



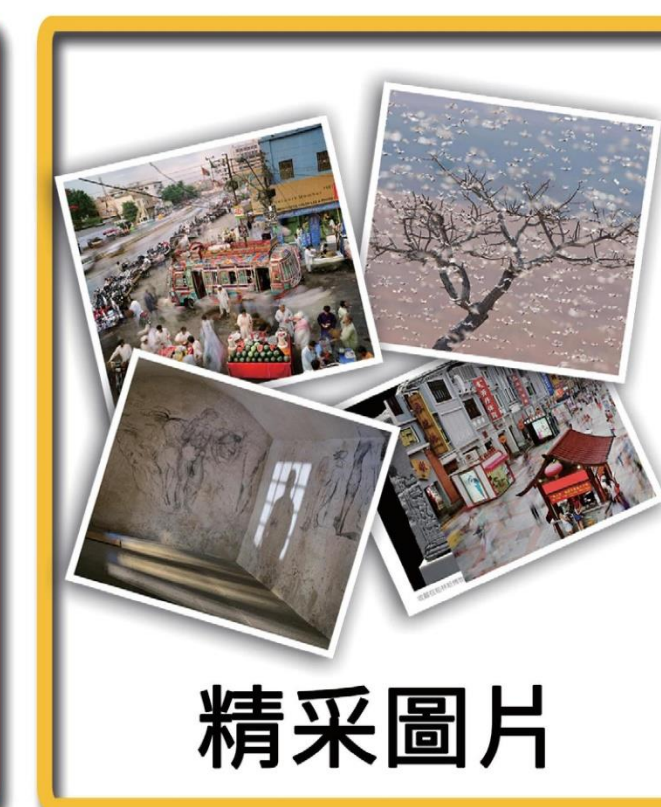
專題報導



資訊圖表



影音內容



精采圖片

更多內容：[國家地理雜誌電子版](#)



-



Facebook

- 2013年7月成立
- **172萬粉絲**
- 每週觸及人數為500萬以上
- 每週互動人數為51萬以上
- 互動率為8.9%
- 合作方式
 - 轉發官網原生廣告
 - 品牌活動訊息
 - 贈品活動宣傳
 - 實體活動宣傳



Instagram



■ 上架日期：2015年9月上線

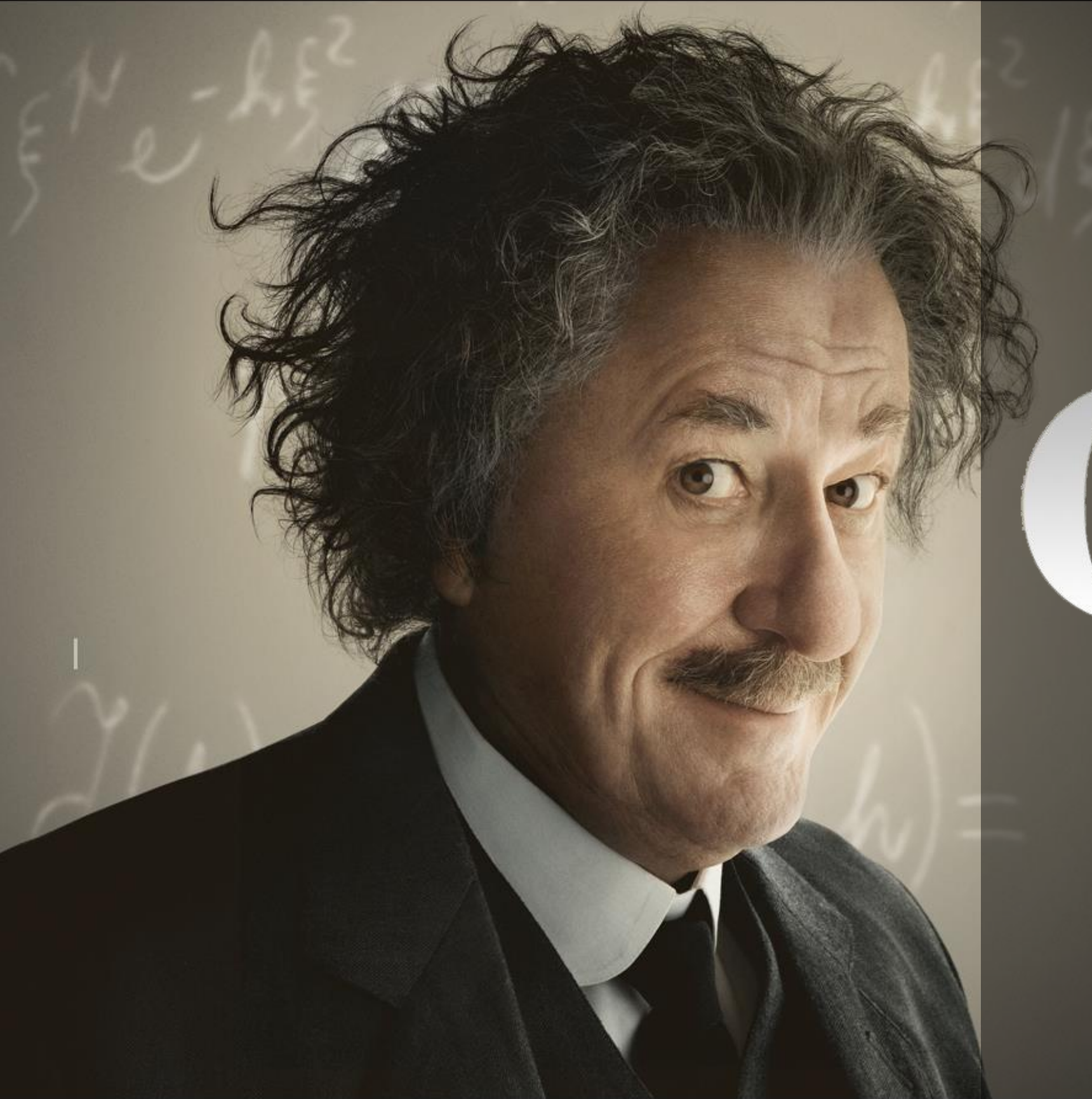
追蹤數：10萬

合作方式

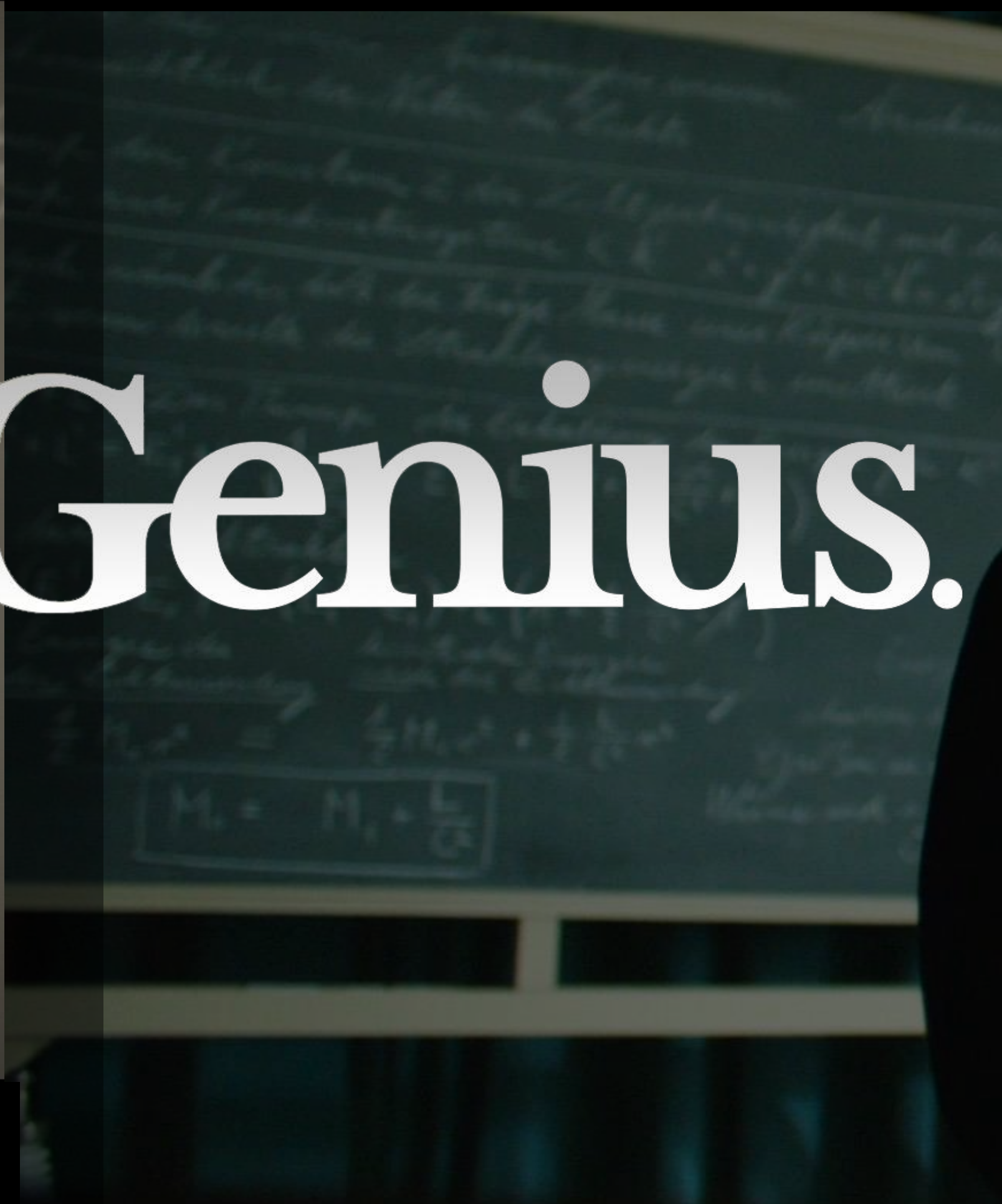
- 轉發官網原生廣告
- 品牌活動訊息
 - 贈品活動宣傳
 - 實體活動宣傳

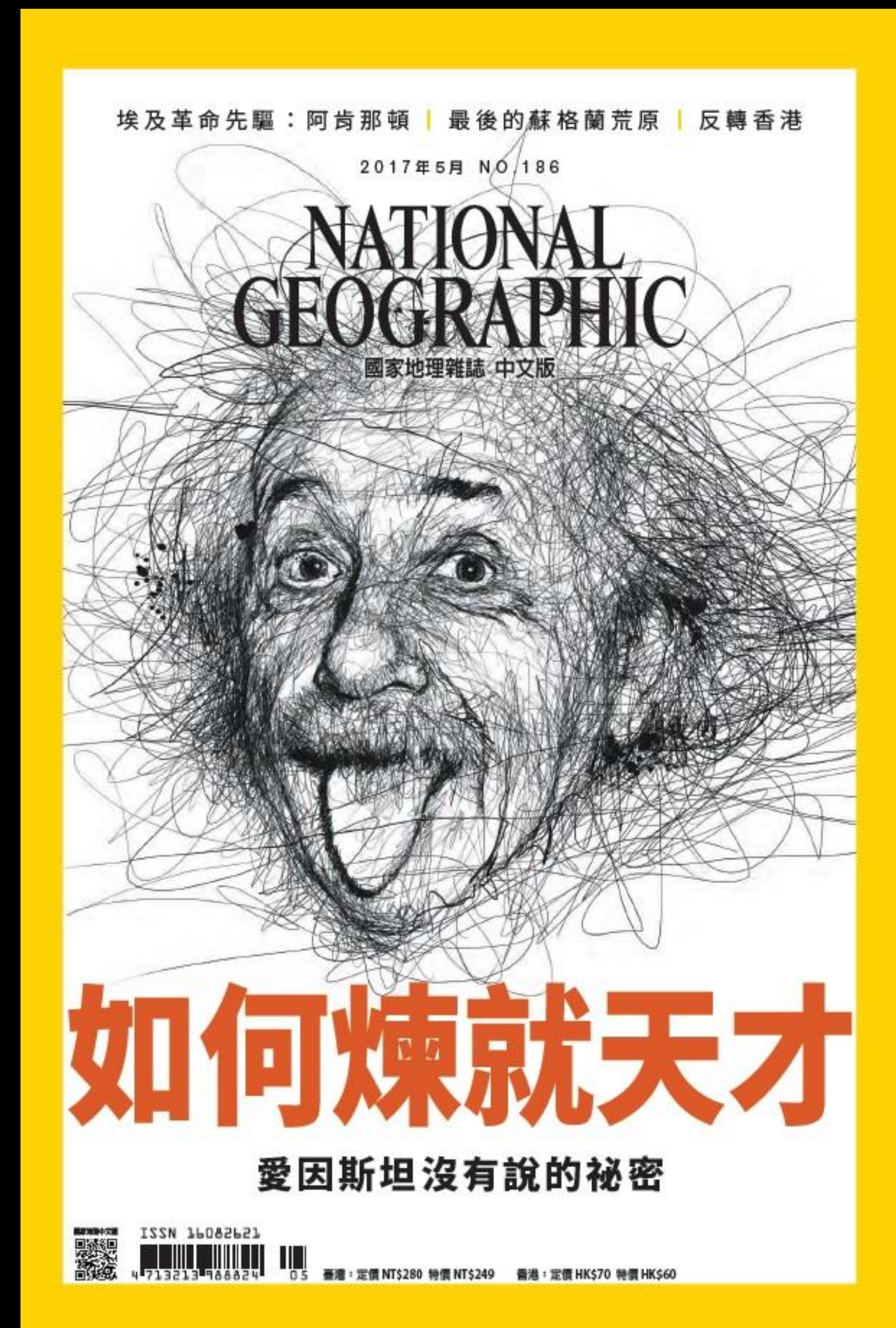


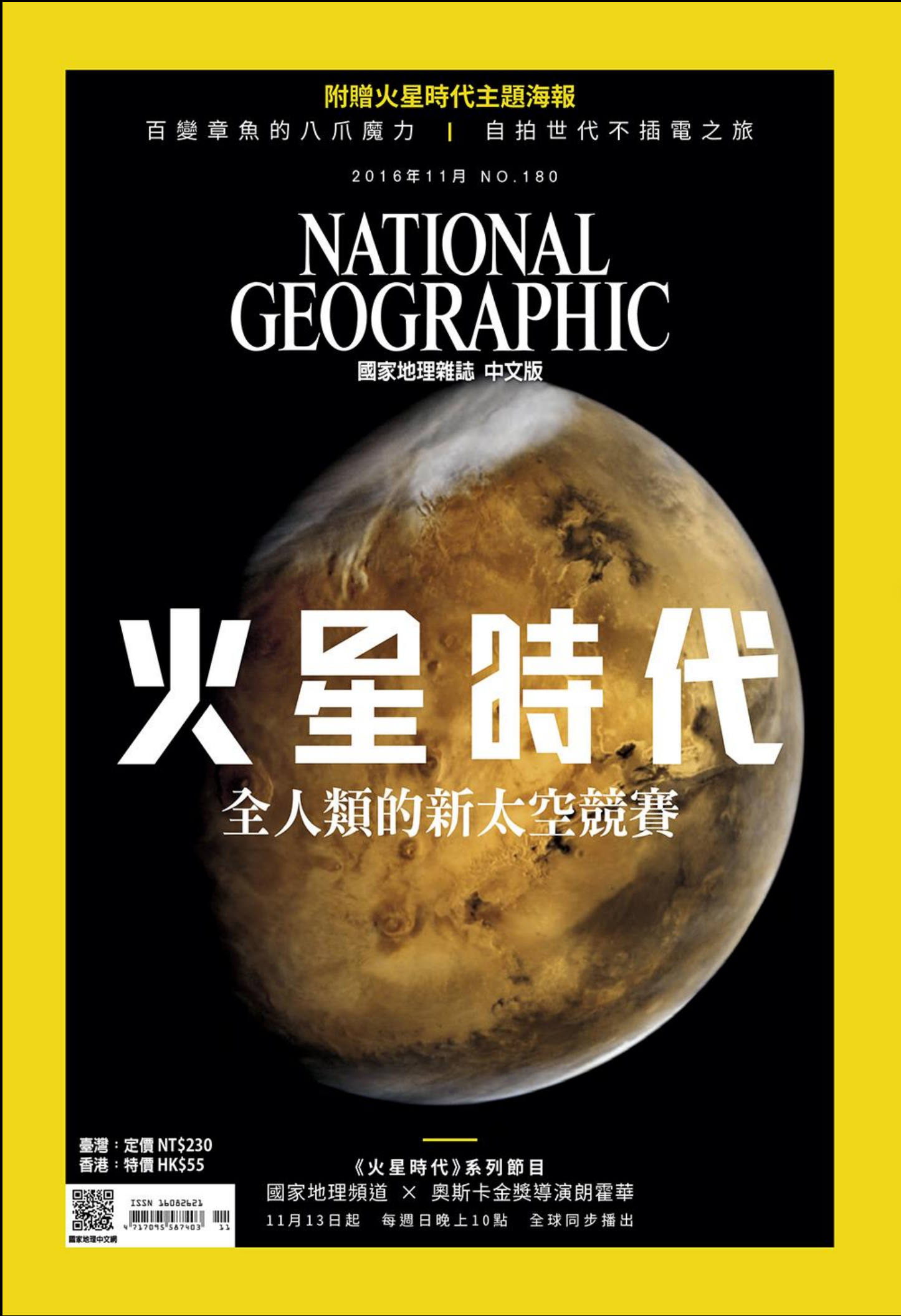
TV



Genius.







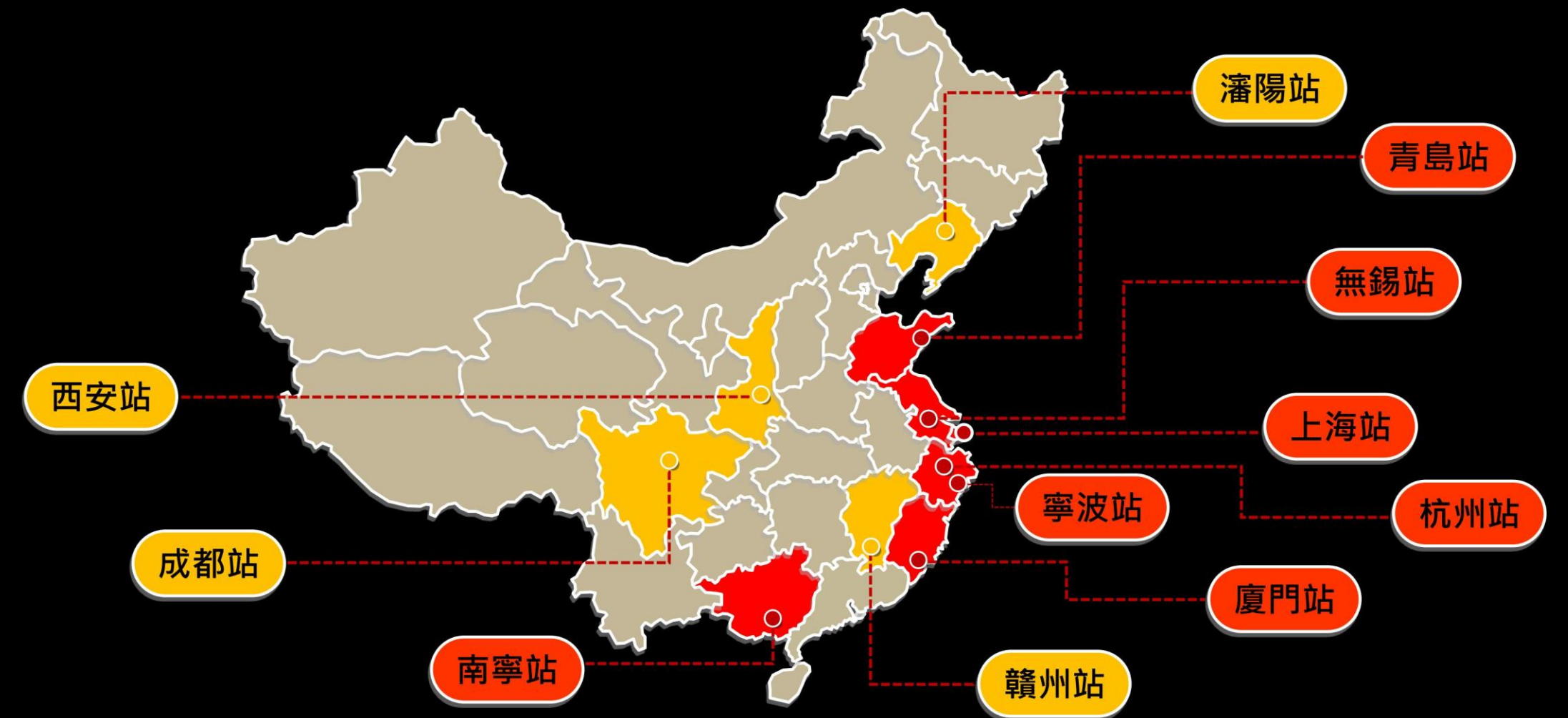
Exhibition



NATIONAL
GEOGRAPHIC
国家地理
经典影像盛宴
A New Age of Exploration

觀展總人次達**100萬**人

- 2017年巡迴展站(陸續增加中)
- 2016年巡迴展站



Exhibition



Run



Forum



Eco-Tours





Photo Contest





Photo Contest



2017 國家地理會德豐青年攝影大賽

National Geographic Wheelock
Youth Photo Competition 2017

主辦單位：

NATIONAL
GEOGRAPHIC
國家地理

WHEELOCK
PROPERTIES
會德豐地產

Photo Workshop



Science Camps



Speech





WE BELIEVE IN THE POWER OF SCIENCE, EXPLORATION,
AND STORYTELLING TO CHANGE THE WORLD.

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