

**ORDINARY COUNCIL MEETING  
23 FEBRUARY 2016**

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**CCL 23/02/16  
NATIONAL GEOGRAPHIC SMART CITIES OPPORTUNITY**

**Attachment A:** National Geographic Smart City Prospectus

**DISTRIBUTED UNDER SEPARATE COVER**

## AN INVITATION

*Partner with National Geographic Traveller and take your  
smart city to the world*

*Technology doesn't make cities smart – people do !*

## DETAIL

The opportunity	Pages 3, 4
The media	Pages 5 - 11
The prospective cities	Page 12



### A NATIONAL GEOGRAPHIC INITIATIVE: the world's smartest cities

#### BACKGROUND

There are only a discrete number of cities in the world, that have successfully maintained excellent lifestyles for their citizens whilst increasing their productivity levels and supplying high quality goods and services to their neighbours (often mega cities and far larger economies).

By harmoniously enabling enviable lifestyles, creative, technological, entrepreneurial and educational opportunities for their citizens, these cities display competitive advantage in the world's most valuable of all markets, that of labour.

#### THE RESONANCE

For many people seeking opportunities to work with, invest in and develop talented individuals, create business opportunities and innovative products and services; these cities often, lie in the shadow of their larger neighbours; unable expose themselves.

#### NATIONAL GEOGRAPHIC'S INTEREST

After a two year study, National Geographic has identified 10 cities who seem destined to 'punch above their weight' in the global market for talented people and hence for innovative and entrepreneurial businesses

These cities are not driven exclusively by technology applications but rather by establishing the necessary facilities, community and business access required to attract talent; the magnets for the 21<sup>st</sup> century sustainability

#### THE OPPORTUNITY

In partnership with the featured cities, National Geographic intends to uncover the secrets of each city's evidenced and potential for success.

We plan to explore the concept of civic, academic and business fusion in the subject cities; exposing their undeniable promise as cities of the future; cities to be taken seriously in the coming century



## A NATIONAL GEOGRAPHIC INITIATIVE: the world's smartest cities

### THE FEATURE AND ITS SUPPORT COMPONENTS

- Twice a year (*August-September 2016 & April-May 2017*) NG Traveller, US edition will publish a feature highlighting 5 of the 10 cities, wherein each feature will:
  - Be independently written and edited by NG Traveller
  - Highlight the key attributes of each city, looking at what makes it appealing to current and incoming residents, students, investors and visitors
  - Comprise 10 pages (equivalent to 2 pages per city)
- Each city will be provided with 2500 reprints of the feature for its own distribution and promotion. (packaged as a National Geographic supplement)
- National Geographic will establish a 'world's smartest city\*' hub in the travel section on nationalgeographic.com, where each city will be featured for National Geographic's global audience. (\* Title TBC)
- A co-branded, geo-targeted digital campaign will be executed delivering some 3 million impressions for each city.
- The entire campaign is to be supported by a robust editorially led social media campaign directing audiences to the hub.
- Each participating city will receive an invitation to participate in the National Geographic World Travel Market "Smartest World Cities \*" panel event in London, November 2016. (\* Title TBC)

### INVESTMENTS

The partnership will require an investment by each city, of US\$120,000. This investment may be spread over two (city) financial years enabling two payments of US\$60,000.

By amplifying and leveraging the substantial National Geographic investment, each city's proposition and status will be substantially enhanced; engaging with an upscale and relevant audience, one which is often difficult to get to and influence, through other means.

# THE MEDIA

NATIONAL  
GEOGRAPHIC

# TRAVELER



## EDITORIAL

### Highlights

Reaching the youngest audience of any travel title, *National Geographic Traveler* inspires millions with the means and mindset to explore. Our content shares authentic experiences that reveal a true sense of place.



Audience: **9,311,000**

National Rate Base: **615,000**

Frequency: **6x per year**

Local Language Editions: **13 editions, 11 languages, 27 countries**

Source: MRI Spring 2015

# THE MEDIA

NATIONAL  
GEOGRAPHIC

# TRAVELER



## AUDIENCE

### Highlights

#### INFLUENTIAL CONSUMERS

- Nearly one-third of all readers believe advertising to be more credible just because it is in *National Geographic Traveler*
- 79% visited web sites mentioned in the magazine
- 71% save their issue for future reference
- 78% do not read any other major travel title
- 29% are more likely to purchase a product just because it appeared in the magazine

Source: National Geographic Traveler Reader Panel 2015

# THE MEDIA

NATIONAL  
GEOGRAPHIC

# TRAVELER



## AUDIENCE

### MRI Spring 2015

	Aud (000)	Comp %
<b>Readership</b>		
Adults	9,311	100.0%
Male	5,031	54.0%
Female	4,280	46.0%
<b>Family</b>		
Married	4,417	47.4%
Single	3,253	34.9%
Children in HH	3,639	39.1%
<b>Age</b>		
Median Age 43.8; Average Age 45		
18-34	3,270	35.1%
35-44	1,586	17.0%
45-54	1,586	17.0%
55-64	1,429	16.7%
65+	1,476	15.9%
<b>Education</b>		
Attended/Graduated College+	4,961	53.3%
Graduated College+	3,368	36.2%
<b>Employment</b>		
Employed	5,483	58.9%
Professional/Managerial	2,572	27.6%
<b>Household Income</b>		
Average HHI \$88,443		
HHI \$100,000+	3,372	36.2%

# THE MEDIA

NATIONAL  
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# THE MEDIA



## NATIONAL GEOGRAPHIC TRAVEL

### How We Connect to 28 Million Consumers

15 LOCAL LANGUAGE EDITIONS

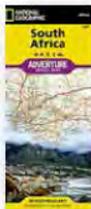


TABLET



TRAVEL EVENTS & PHOTO WORKSHOPS

10+ MILLION FANS



BOOKS & MAPS

2.5 MILLION MONTHLY VISITORS



MOBILE



NAT GEO EXPEDITIONS

# THE MEDIA



## NATIONAL GEOGRAPHIC TRAVEL

### Major Digital Platform



#### NATIONALGEOGRAPHIC.COM

##### Incredible Scale and Reach

- 28 Million Global Visitors Every Month
- 16.8M North American Visitors (15.2M USA and 1.6M Canada)
- USA, CANADA and UK are the top #3 countries among NG Site Visitors

##### Major Mobile Audience Reach

- 51% of our audience also views Nat Geo on mobile

##### Audience Demographics

- Male/Female: 48%/52%
- Age 18-44: 44%

##### Social Footprint

- National Geographic – main account
- #3 media brand on Facebook: 37 million
- Top 20 Twitter brand: 10.4 million
- #1 on Instagram: 32.2 million

# THE MEDIA

NATIONAL  
GEOGRAPHIC

# TRAVELER

## NATIONAL GEOGRAPHIC TRAVEL

### Social Followers in Past Year



INSTAGRAM

**+657%**

6.6M Followers



TWITTER

**+122%**

2.2M Followers



FACEBOOK

**+23%**

3.6M Followers



PINTEREST

**+24%**

43K Followers



GOOGLE+

**+71%**

8K Followers



TUMBLR

**+20%**

71K Followers

## POTENTIAL CITIES:

**AUCKLAND (NEW ZEALAND)**

**NEWCASTLE (AUSTRALIA)**

**BRISTOL (UK)**

**LIVERPOOL (UK)**

**HAMBURG (GERMANY)**

**MUNICH (GERMANY)**

**MAASTRICHT (NETHERLANDS)**

**VIENNA (AUSTRIA)**

**AUSTIN (TEXAS)**

**AMSTERDAM (NETHERLANDS)**