

NG Supplement Distribution Options and Estimated Costs

OPTION 1 – UK subscribers to National Geographic Magazine (Int'l Edition) in English and UK subscribers to NG Traveler Int'l (total 205,000 subscribers)	
Development Cost:	\$95,000
Printing and Distribution Cost:	\$190,000
TOTAL Costs for Option 1:	\$285,000
USAID Washington Contribution:	\$100,000
Local Country Contribution:	\$185,000
Contribution share per country (contribution per country around 13% of the total cost)	\$37,000

OPTION 2 – English language subscribers of both NG Magazine and NG Traveler in selected European countries – not UK (total 141,000 subscribers)	
Development Cost:	\$95,000
Printing and Distribution Cost:	\$150,000
TOTAL Costs for Option 2:	\$245,000
USAID Washington Contribution:	\$100,000
Local Country Contribution:	\$145,000
Contribution share per country (contribution per country around 12% of the total cost)	\$29,000

OPTION 3 – Translated into German and circulated to German language subscribers of NG Magazine (total 120,000 subscribers)	
Development Cost:	\$95,000
Printing and Distribution Cost:	\$135,000
TOTAL Costs for Option 3:	\$230,000
USAID Washington Contribution:	\$100,000
Local Country Contribution:	\$130,000
Contribution share per country (contribution per country around 11% of the total cost)	\$26,000

As you can see, under the different scenarios and options, the greater the distribution and exposure, the greater the total cost. Producing the supplement only in English and circulating it throughout UK and Europe (Options 1 and 2 combined) could reach almost 350,000 subscribers for a total cost of \$435,000. In this case, USAID/Washington would fund \$100,000 and each of the five participating countries would be responsible for about \$67,000.

Note:

- These are ***approximate*** costs which are subject to some change, particularly due to possible changes in the dollar/euro exchange rate and changes in the subscription numbers over time.
- The item "Development Costs" that appears in each option and scenario is a one-time cost so that once incurred, it would not be repeated with future options.