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## National Geographic Magazine

National Geographic magazine started publication in October 1888 as the official journal of the National Geographic Society, a nonprofit dedicated to funding science and exploration across the planet. Since then, National Geographic has grown to become one of the most iconic brands in the world. The magazine reaches around 60 million readers worldwide each month. Following in the footsteps of the magazine, the brand has expanded to include the National Geographic Channel, NationalGeographic.com and a social footprint that touches more than 30 million people.

The magazine has a celebrated history as an innovative place for photography — from creating the first photographic survey of the night sky in the Northern Hemisphere to making the first color photographs undersea, and it continues to push technological and creative boundaries. Over time, the magazine has redefined itself as a committed outlet for world-class photojournalism, documenting the wonders of the planet and tackling serious issues around environmental and human rights. Today, National Geographic is expanding the scope of its visual storytelling, experimenting with digital experiences to find new ways of documenting the world and of allowing readers to interact with content.

In addition to its leadership in photographic technology and storytelling, over the course of its history the magazine's images have documented numerous discoveries and expeditions (many funded by the National Geographic Society), from the first American ascent of Everest to Jane Goodall and Dian Fossey's work with primates in Africa to Jacques Cousteau's dives and James Cameron's historic solo descent to the bottom of the Mariana Trench in 2012. It has been a window on the world for generations of readers, and its photographic archives comprise 11.5 million images, including vintage glass-plate negatives and rare Kodachrome transparencies.

The magazine is currently published in English and 40 local-language editions. It is also available on digital newsstands (iPad, iPhone, Kindle Fire and Nook) and can be read online at [www.ngm.com](http://www.ngm.com).

Susan Goldberg became the tenth full-time editor of the magazine in April 2014. The first nine editors were Gilbert H. Grosvenor (February 1903-May 1954); John Oliver La Gorce (May 1954–January 1957); Melville B. Grosvenor (January 1957–August 1967); Frederick G. Vosburgh (August 1967–October 1970) Gilbert M. Grosvenor (October 1970–August 1980); Wilbur E. Garrett (August 1980–April 1990); William Graves (April 1990–December 1994); William L. Allen (January 1995–December 2004); and Chris Johns (January 2005–April 2014).

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