

Nat Geo Adventure <http://www.natgeoadventuretv.com>



Nat Geo Adventure unleashes the spirited adventurer in all of us. Chronicling the bold, high impact and exciting experiences of young travellers whose journeys take them to the edge.

Profile

Nat Geo Adventure reaches 545,000 different people on average each week

63% of Nat Geo Adventure's viewers are people 25-54
38% of Nat Geo Adventure's viewers are men 25-54

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

Online statistics

Page Impressions: 11,980
Average Session Duration: 3m 28s

Unique Browsers: 3,449

Source: Nielsen Site Census April 2010

Key programs



Warrior Road Trip

Fridays at 9: 30pm AEST from August 13th

Boniface and Lemarti are Kenyan warriors from the Maasai and neighbouring Samburu tribes. They are best friends who listen to hip-hop, ride motorcycles and speak multiple languages. The two embark on a cultural odyssey to experience the Western world while staying true to their tribal values..



City Chase Argentina

Tuesdays at 8: 30pm AEST from August 17

City Chase teams from around the world, including Australia and New Zealand, battle each other for ultimate glory. The teams of two compete in physically demanding challenges throughout the gruelling three-day World Championship held in the Argentinean city of Salta.



Departures

Modnays at 8: 30pm AEST from August 2nd

Best friends, Scott and Justin, continue their year-long adventure into some of the most difficult and unexplored countries on the planet. From the depths of Papua New Guinea's jungles to Ecuador's dazzling waters and on to Ethiopia's sacred sites and tribal villages, the duo takes on the journey of a lifetime.

