

@NATGEO: THE MOST POPULAR INSTAGRAM PHOTOS From the No. 1 Media Brand on Instagram

National Geographic is the **top media brand on Instagram**. How does a brand over a century old come to stand at the forefront of new media? With a fairly unusual approach: Creative control is in the hands of National Geographic photographers (and nothing is for sale). The team numbers about 100, each posting in real time from around the world, sharing the rare and incredible sights their eyes (and lenses) are trained on at any given moment. That authenticity and immediacy, paired with the beauty of the images, is connecting in a huge way—to the tune of **59 million followers** and **well over a billion likes**. **@NATGEO: The Most Popular Instagram Photos** (National Geographic Books; on sale Oct. 25, 2016; ISBN 978-1-4262-1710-4; 336 pages; .95) collects 300 of these incredible photographs, showcasing favorites from nearly all the contributing photographers, thoughtfully pairing images to new, touching and funny effect, and including comments and reactions from the public alongside the evocative photographs. As Instagram **CEO and Co-Founder Kevin Systrom** shares so eloquently in his forward to the book, National Geographic images have long captivated the public by showing our world to us. Now we have the gift of that access in the palm of our hands and the luxury to enjoy it in full on the page. One of National Geographic's premier photographers (and adventurers), **Cory Richards**, was present the moment the account was born, and @natgeo could not have a better steward. Richards is a passionate believer in the power of storytelling—on social media, in person, on the page—to inspire, connect and propel change. He is a living example of that potential, most recently sharing his journey climbing Mount Everest without supplemental oxygen in real time on Snapchat. In **@NATGEO**, the cumulative voice of National Geographic photographers takes us on a visual journey that has already affected and inspired millions. This fall, audiences can experience the images live and in person at the @NATGEO exhibit opening at the National Geographic Museum in Washington, D.C., on Nov. 11, 2016. On the eve of the opening, Nov. 10, National Geographic will host a daylong, coast-to-coast celebration with participation from beloved photographers, including Richards, and beginning Sept. 8, fans are invited to join Richards on Instagram—where it all began!—sharing their talents, images and stories of how #NatGeoInspires them. Participants can win an opportunity to be featured in the upcoming @NATGEO museum exhibit and the chance to attend a photography workshop in Washington, D.C. For full contest rules and prize details visit: nationalgeographic.com/natgeobook. **ABOUT CORY RICHARDS** Cory Richards and his camera have gone from the controlled and complex studio to the wild and remote corners of the world, from the unclimbed peaks of Antarctica to the Himalayas of Nepal and Pakistan. His photography has appeared in National Geographic magazine, Outside and the New York Times, and his film work has won awards at nearly every major adventure film festival including the grand prize at the Banff Mountain Film Festival. He was named a National Geographic Adventurer of the Year in 2012. **ABOUT NATIONAL GEOGRAPHIC PARTNERS LLC** National Geographic Partners LLC, a joint venture between National Geographic Society and 21st Century Fox, combines National Geographic television channels with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic Studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, catalog, licensing and e-commerce businesses. A portion of the proceeds from National Geographic Partners LLC will be used to fund science, exploration, conservation and education through significant ongoing contributions to the work of the National Geographic Society. For more information, visit www.nationalgeographic.com and find us on

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