

DEMOGRAPHIC EDITIONS

Business

Circulation: 475,000 subscribing households

Men/Women: 51%/49%

Audience: 1,875,000 readers

Median HHI: \$123,118

Professional-Managerial: 72%

Top management: 13%

Smithsonian's Business edition is a targeted edition with circulation delivered to 475,000 business professionals in subscribing households. These adults are qualified by occupation, areas of responsibility and job functions from our subscriber database.

Our Business edition prototype consists of Smithsonian readers who fall into the following targets: Top management, professional, managerial, finance, legal, MIS areas, and self employed professionals and business owners.

This edition is audited by AAM.

RATE

4-Color: \$66,030 (gross)

B&W: \$44,910 (gross)

Platinum

Circulation: 425,000

Men/Women: 41%/59%

Audience: 1,435,000 readers

Median HHI: \$113,891

Smithsonian's Platinum edition is a targeted edition developed by the SESI system with circulation delivered to 425,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 425,000 subscribers having the highest-ranking SESI values are designated to receive the Platinum edition.

MRI also uses SESI and applies a value to our respondents.

This edition is audited by AAM.

RATE

4-Color: \$59,020 (gross)

B&W: \$40,170 (gross)

Gold

Circulation: 825,000

Men/Women: 48%/52%

Audience: 2,924,000 readers

Median HHI: \$101,805

Smithsonian's Gold edition is a targeted edition developed by the SESI system with circulation delivered to 825,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 825,000 subscribers having the highest-ranking SESI value are designated to receive the Gold edition.

MRI also uses SESI and applies a value to our respondents.

This edition is audited by AAM.

RATE

4-Color: \$101,870 (gross)

B&W: \$69,320 (gross)

Men's Edition

Circulation: 787,500 subscribing households

Audience: 3,080,000 readers

Median HHI: \$93,476

Smithsonian's Men's edition is a targeted edition with circulation delivered to 787,500 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE

4-Color: \$97,240 (gross)

B&W: \$66,130 (gross)

Women's Edition

Circulation: 787,500 subscribing households

Audience: 3,080,000 readers

Median HHI: \$82,272

Smithsonian's Women's edition is a targeted edition with circulation delivered to 787,500 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE

4-Color: \$97,240 (gross)

B&W: \$66,130 (gross)

Under 55

Circulation: 550,000 subscribing households

Men/Women: 55%/45%

Audience: 2,151,000 readers

Median HHI: \$90,388

Age Under 55: 90%

Median Age: 42

Smithsonian's Under 55 edition is a targeted edition with circulation delivered to 550,000 adults who are 18-55 in subscribing households. These adults are qualified by age from our subscriber database.

RATE

4-Color: \$73,550 (gross)

B&W: \$50,060 (gross)

55+

Circulation: 1,025,000 subscribing households

Men/Women: 48%/52%

Audience: 4,007,000 readers

Median HHI: \$85,806

Age 55+: 90%

Median Age: 67

Smithsonian's 55+ edition is a targeted edition with circulation delivered to 1,025,000 adults who are 55 or over in subscribing households. These adults are qualified by age from our subscriber database.

RATE

4-Color: \$126,490 (gross)

B&W: \$86,010 (gross)

Source: Publisher's estimates derived from GfK MRI Doublebase 2020