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.

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)

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: $66,030 (gross)
B&W: $44,910 (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