

2022 MEDIA KIT

Smithsonian  boundless
MEDIA CURIOUSITY



Smithsonian ignites BOUNDLESS CURIOSITY.

We take you places that will surprise you, introduce people changing the world and explore issues that define the past, present and future.





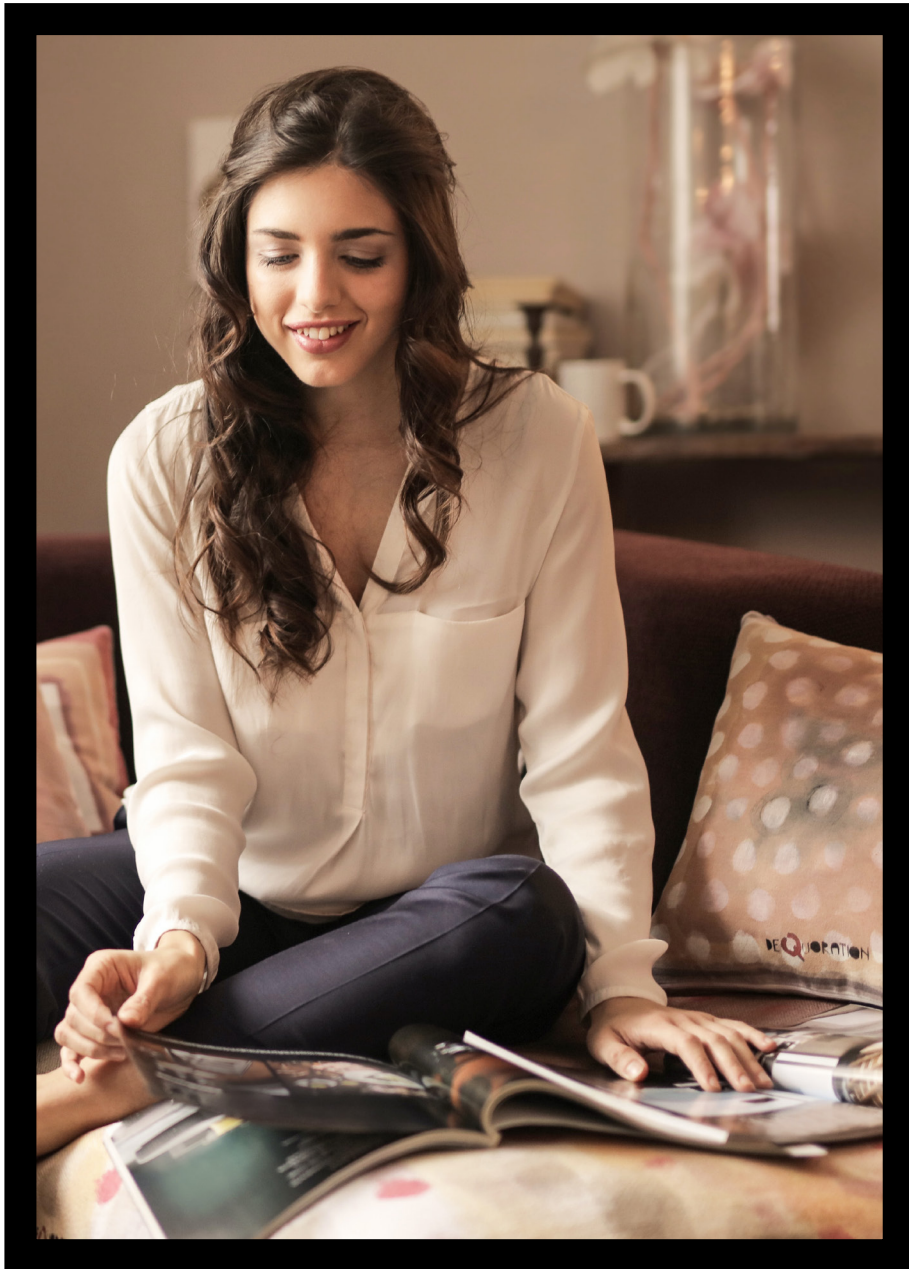
Smithsonian Media is for those of us who are insatiably curious about our world and ourselves, who are open to learning new things every day, who see challenges as opportunities, who mix a grownup appreciation of intelligence and culture with a child's sense of wonder.

We reach millions of curious people — and provide trusted content on what they care about.

PRINT
6.6MM

DIGITAL
13.4MM

EVENTS
1.2MM



TOTAL PRINT
AUDIENCE
6.6MM

RATE BASE
1.575MM

FEMALE
51%

MALE
49%

MEDIAN
HOUSEHOLD
INCOME
\$84,367

HOMEOWNERS
75%

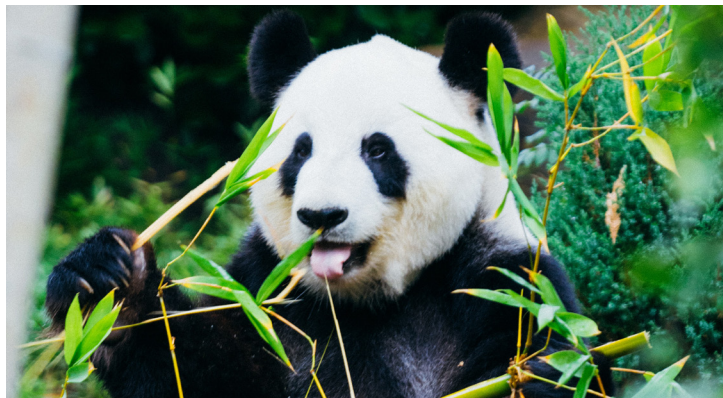
MEDIAN AGE
61

COLLEGE
EDUCATED
83%

INFLUENTIALS
299
INDEX

PROFESSIONAL/
MANAGERIAL
115
INDEX

Source: MRI Doublebase 2020



2022 PRINT EDITORIAL CALENDAR

JANUARY/ FEBRUARY

CLOSING: 11/16
ON SALE: 01/04

HISTORY

- WWI Memorial

ARTS & CULTURE

- Safeguarding Cultural Treasures in Iraq
- Artisan America

TRAVEL

- Children in Norway Who Work the Cod-tongue Trade

SCIENCE

- How Shorebirds are Weathering Climate Change
- The Treehunter: Searching for Old Growth Forests

MARCH

CLOSING: 1/11
ON SALE: 3/1

HISTORY

- Warrior Women of the Vikings
- Constance Baker Motley, the First African American Woman to Argue a Case in Front of the US Supreme Court
- Inner Passage Waterways: a Precursor to the Underground Railroad

ARTS & CULTURE

- Sculpture of Cleopatra

APRIL/MAY

CLOSING: 2/15
ON SALE: 4/5

Travel Issue/Planet Positive

SCIENCE

- The Big Night: Amphibian Migration
- Off Shore Wind Turbines
- Walrus Resurgence

TRAVEL

- Reviving Italian Villages
- Reconstruction of Notre Dame

HISTORY

- Forgotten History of Chinese Railroad Workers
- New Viking Finds

ARTS & CULTURE

- How One Remarkable Tree Created the World's Best Musical Instruments

JUNE

CLOSING: 4/5
ON SALE: 5/31

TRAVEL

- Underground Railroad to Mexico

HISTORY

- The Archaeology of Troy

JULY/AUGUST

CLOSING: 5/17
ON SALE: 7/5

TRAVEL

- Madagascar's Lost Rainforest
- The Surprising Ties Between Native Americans & Ireland

SCIENCE

- Preserving the Buffalo River

ARTS & CULTURE

- Saving Cultural Treasures in Ukraine
- Cultivation and Dyeing of Indigo in the US Throughout History and Today

SEPTEMBER

CLOSING: 7/12
ON SALE: 8/30

TRAVEL

- King Arthur's England
- Istria: The New Tuscany
- Evotourism

SCIENCE

- The New Science of Smell

OCTOBER

CLOSING: 8/9
ON SALE: 9/27

ARTS & CULTURE

- Origins of an Ancient Food in the Middle East

TRAVEL

- Revisiting the New England Country Fair

SCIENCE

- The New Science of Bioarchaeology
- The Future of Lions in South Africa

NOVEMBER

CLOSING: 9/6
ON SALE: 10/25

HISTORY

- Family History: A Confederate General & His Enslaved Brother
- The Last Empress of Rome

SCIENCE

- Climate Change in a Salt Marsh

TRAVEL

- Passing Freight: A Visual Celebration of Trains

DECEMBER

CLOSING: 10/11
ON SALE: 11/29

HISTORY

- The Biblical Scholar Using AI to Decipher Ancient Manuscripts

SCIENCE

- Mapping the Universe
- The Water Battle in the West

ARTS & CULTURE

- A Garden as Artform & Historic Tribute

NOTE: Editorial and timing subject to change



2022 PRINT GROSS RATES

	B&W	4 Color
Page	\$108,500	\$158,900
Spread	\$217,000	\$317,800
2/3 Page	\$86,800	\$127,100
1/2 Page	\$65,100	\$95,300
1/3 Page	\$43,400	\$63,600
1/6 Page	\$21,700	\$31,800
Cover 2, Page 1		\$357,500
Cover 2		\$198,600
3rd Cover		\$174,800
4th Cover		\$201,900
No charge for bleed		
RATE BASE	1.5 MM	

2022 PRINT CLOSING DATES

Issue	Ad Close	Material Due Date	Supplied Inserts Due*	On Sale Newsstand	Digital Replicas Live
January/February	Nov 16	Nov 24	Dec 8	Jan 4	Dec 24
March	Jan 11	Jan 19	Feb 2	Mar 1	Feb 25
April/May	Feb 15	Feb 23	Mar 9	Apr 5	Apr 1
June	Apr 5	Apr 13	Apr 27	May 31	May 23
July/August	May 17	May 25	June 8	July 5	July 1
September	July 12	July 20	Aug 3	Aug 30	Aug 26
October	Aug 9	Aug 17	Aug 31	Sept 27	Sept 23
November	Sept 6	Sept 14	Sept 28	Oct 25	Oct 21
December	Oct 11	Oct 19	Nov 2	Nov 29	Nov 25
Jan/Feb 2023	Nov 15	Nov 23	Dec 7	Jan 3	Dec 21

NOTE: Preprinted inserts should arrive at Quad on the due dates posted – there will be NO EXTENSIONS on these dates.

*Call Production for spoilage amount needed for supplied inserts.

PRINT SPECS

PRINT AD SIZE (in inches)	Non-Bleed	Bleed	Trims to	Image Safety (live)
Spread	15 x 9-3/4	16 x 10-3/4	15-3/4 x 10-1/2	15-1/4 x 10
Page	7 x 9-3/4	8-1/8 x 10-3/4	7-7/8 x 10-1/2	7-3/8 x 10
Digest	4-5/8 x 7	5-3/8 x 7-5/8	5-1/8 x 7-3/8	4-5/8 x 6-3/4
2/3 Page (vertical)	4-5/8 x 9-3/4	5-3/8 x 10-3/4	5-1/8 x 10-1/2	4-5/8 x 10
1/2 Page Spread	15 x 4-3/4	16 x 5-3/8	15-3/4 x 5-1/8	15-1/4 x 4-5/8
1/2 Page (horizontal)	7 x 4-3/4	8-1/8 x 5-3/8	7-7/8 x 5-1/8	7-3/8 x 4-5/8
1/3 Page (vertical)	2-1/4 x 9-3/4	3 x 10-3/4	2-3/4 x 10-1/2	2-1/4 x 10
1/3 Page (square)	4-5/8 Wide x 4-3/4 Tall	—	—	—
1/6 Page (vertical)	2-1/4 x 4-3/4	—	—	—

Image Safety: Any type or image beyond this measurement runs the risk of being cropped off in the binding process. No type should be less than 1/4" from the edge of the ads.

Binding: Saddle wire. Page trim size: 7-7/8 x 10-1/2". Bleed allowance: 1/8" on each side. Safety for bleed ads: 1/4" inside trim. Gutter safety: 3/32" (When a headline crosses over the gutter in a spread, a 3/32" total gap is necessary to read type correctly.) Page is three columns, each column 2 1/4" wide.

Due to mechanical variations in the binding process, the magazine advises against crossing the gutter with letters or designs that demand near perfect alignment.

DELIVERY

Electronic advertising file delivery is now available via AdShuttle. Please navigate to: adshuttle.com to submit your press-ready PDFs.

ALL ELECTRONICALLY-DELIVERED ADS MUST BE SUBMITTED THROUGH ADSSHUTTLE

1. Log on to www.adshuttle.com
2. Sign into or create your account
3. Click on "Ad Submission"
4. Select our magazine from the drop down menu
5. You will be guided through the delivery process

E-mailing files is not an acceptable method of delivery.

Media: Media and proofs can still be sent (UPS or FedEx only). USPS packages are delayed and X-rayed. MAC-formatted media only. Please clearly label.

Resolution: All images/files should be high resolution 300 DPI. Total Area or Ink Density is 300%. The print line screen is 150.

File Format: PDF/X-1a:2001 Compliant or EPS files.

Please generate PDFs that are version 1.4 or later if possible. PDF version 1.3 may not render correctly when placed in our digital editions of the magazines.

Colors: Only use CMYK colors; convert spot colors to process. No RGB, LAB or ICC profiles.

Fonts: Always embed all fonts. Do not allow font substitutions. Do not use True Type fonts.

Transparency: All transparent objects must be flattened at a high resolution. Avoid placing transparent objects on top of text of other critical vector objects.

Proofs: Every ad must have one contract (SWOP) proof or you must sign the color waiver available on AdShuttle.

Proofs should be sent to: Smithsonian Media Group Production Department Attn: Penie Atherton-Hunt, 600 Maryland Avenue S.W., Suite 6001, Washington, D.C. 20024

IPAD & OTHER TABLETS (in pixels)

Page: 1536 Wide x 2048 Tall (vertical only)

144 ppi or higher

File Type: JPEG or PNG

Color Space: RGB

- Ad must be designed to specs to fit perfectly within 4:3 & 16:9 tablets.
- Ad can have only one web-element/URL. Link will be activated by Smithsonian. Flash is not supported on all devices and it would be best to avoid any links that attempt to run Flash. HTML5 is now universally supported on both iOS and Android devices.
- Ad converted to DFT must be consistent with print and have the same brand/product messaging in the creative.
- A spread ad can be re-designed to perfectly fit tablet in portrait orientation or can be kept as a scrollable spread. User will see the LHP first and must swipe to reveal RHP.
- The web page will display as soon as the user taps the web-enabled area button in the ad page.
- Tablet device will display the site in its in-app built-in browser.
- Web content is the legal responsibility of the advertiser.
- Content is available only when user is online.

CONTACTS

Production: If you have any questions about AdShuttle or material specs, please call Production.

Penie Atherton-Hunt: athertonp@si.edu, 202-633-5974. Fax: 202-633-6097

Payments: For credit card payments, contact Accounts Receivable: 202-633-4957. We accept Visa, MasterCard, Discover and American Express. For all other payment questions contact Accounts Receivable: 202-633-4957 or (Fax) 202-633-4999

DEMOGRAPHIC EDITIONS

Business

Circulation: 475,000 subscribing households

Men/Women: 52%/48%

Audience: 1,771,750 readers

Median HHI: \$120,145

Professional-Managerial: 72%

Top management: 23%

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: 45%/55%

Audience: 1,585,250 readers

Median HHI: \$123,966

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: 47%/53%

Audience: 3,077,250 readers

Median HHI: \$107,212

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: 750,000 subscribing households

Audience: 2,797,500 readers

Median HHI: \$88,970

Smithsonian's Men's edition is a targeted edition with circulation delivered to 750,000 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE

4-Color: \$92,610 (gross)

B&W: \$62,990 (gross)

Women's Edition

Circulation: 750,000 subscribing households

Audience: 2,797,500 readers

Median HHI: \$80,308

Smithsonian's Women's edition is a targeted edition with circulation delivered to 750,000 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE

4-Color: \$92,610 (gross)

B&W: \$62,990 (gross)

Under 55

Circulation: 550,000 subscribing households

Men/Women: 55%/45%

Audience: 2,051,500 readers

Median HHI: \$91,947

Age Under 55: 90%

Median Age: 41

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: 950,000 subscribing households

Men/Women: 48%/52%

Audience: 3,543,500 readers

Median HHI: \$79,903

Age 55+: 90%

Median Age: 67

Smithsonian's 55+ edition is a targeted edition with circulation delivered to 950,000 adults who are 55 or over in subscribing households. These adults are qualified by age from our subscriber database.

RATE

4-Color: \$117,240 (gross)

B&W: \$79,730 (gross)

Source: Publisher's estimate



AGE 25-44
39%

AGE 45-64
31%

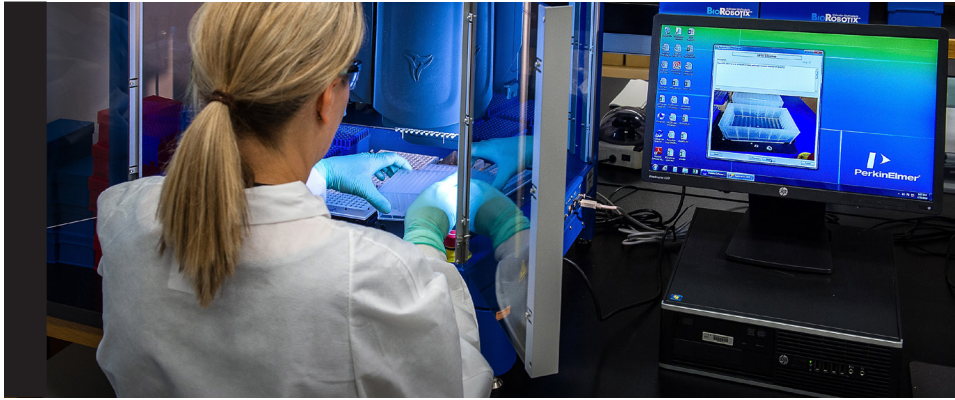
MALE
53%

FEMALE
47%

UNIQUE VISITORS
13.7MM

VIEWS
26.7MM

Source: Google Analytics Monthly
Average July – September 2021



2022-23 ONLINE EDITORIAL CALENDAR

JULY 2022

Folklife Festival: United Arab Emirates, Brazil
Untold Stories of American History
Everything You Wanted to Know About the Beach

AUGUST

Returning to the Moon
Future of Education
DIY Guide to Living a Better Life
Natural Phenomena Worth Traveling For

SEPTEMBER

Medical Moonshots
Latino Heritage Month
Museum Day
Mysteries of the Ancient World
Air and Space: To Infinity and Beyond
Banned Books Week

OCTOBER

Atlas of Eating
Halloween
Unbuilt America
History of Everyday Objects/Invention Stories
History's Greatest Daredevils
The World's Next Big Challenge: Water

NOVEMBER

The Revolution in Sports Medicine
Family Stories (Thanksgiving)
King Tut: The Legend
Holiday Gift Guides
Best Books of the Year

India Travel
Native American Heritage Month

DECEMBER

End-of-year Lists
The True History Behind Movies and Television
Toys That Stand the Test of Time
The Best STEM Toys to Gift This Year
Scientific Discoveries From This Year That May Lead to New Inventions

JANUARY 2023

Where to Travel This Year
Skywatching Guide for 2023
Archaeological/Historical Sites/Museums Opening to the Public in 2023
The Past, Present and Future of Women's Health
Treks of a Lifetime

FEBRUARY

Black History Month
Science of Love
Young Innovators/Students Making Change
True Crime

MARCH 2023

Women Who Shaped History
Future of Transportation
My Kind of Town
Best Road Trips of 2023

APRIL

Earth Optimism/Planet Positive
Big Ideas That Changed the World
Global Connections: Working Together for Public Health
Photo Contest

MAY

Asian Pacific American Heritage Month
Best Small Towns to Visit in 2023
Future of Mental Health
Historic Places Worth Saving
Fashion That Changed the World

JUNE

Pride Month
United States of Superlatives
The Story Behind the Story (Children's Lit)
Heroes of History

NOTE: Editorial and timing subject to change



DIGITAL NETWORK 2022 RATES (NET)

WEB:	CPM (NET)
ROS Leaderboard: 728x90	\$37
ROS Box: 300x250	\$37
ROS Large Rectangle: 300x600	\$46
ROS Billboard: 970x250	\$48
First-Impression Takeover	\$46
Pre-roll	\$57
In Article Video	\$57
Custom Slideshow Billboard: 1072x325	\$65
Large Format Slideshow Billboard: 1072x500	\$80
Custom Video Billboard: 1072x325	\$57
Large Format Video Billboard: 1072x500	\$80
Media Showcase Billboard: 1072x325	\$57
Large Format Media Showcase: 1072x500	\$80
In-Article Custom Slideshow: 732x250	\$57
Paid Social Promotion	\$57
Dedicated Email Blast	\$100
MOBILE:	
ROS Box: 300x250	\$37
ROS Banner: 320x50	\$27
Mobile Custom Slideshow: 320x400	\$57
Mobile Scroller Reveal: 320x488	\$80
TABLET:	
ROS Box: 300x250	\$37
ROS Large Rectangle: 300x600	\$46

DIGITAL NETWORK INFORMATION

Parent Network: Smithsonian Digital Network

Ad Server: Google Ad Manager

Network Sites: www.SmithsonianMag.com and www.AirSpaceMag.com

Ad Server Targeting Offerings: Geographic, Content, Audience

Accepted 3rd Party Tags:

AD SERVING: Almost all, including image file with 1x1 and click tracker, Google Campaign Manager, Sizmek, Flashtalking and AdGear.

OTHER: Client-provided viewability and brand safety tracking pixels.

DIGITAL SPECS

STANDARD CREATIVE GUIDELINES

Ad Name	Dimensions		Max File Weight	Accepted File Types
	WIDTH	HEIGHT		
Leaderboard	728	90	40 KB	.jpg, .gif, HTML5, third-party ad server tags
Medium Rectangle	300	250	40 KB	.jpg, .gif, HTML5, third-party ad server tags
Half Page	300	600	50 KB	.jpg, .gif, HTML5, third-party ad server tags
Billboard	970	250	50 KB	.jpg, .gif, HTML5, third-party ad server tags
Mobile Banner	320	50	40 KB	.jpg, .gif, HTML5, third-party ad server tags

RICH MEDIA CREATIVE GUIDELINES

Ad Name	Dimensions (unexpanded)		Max File Weight		Animation		Accepted File Types
	WIDTH	HEIGHT	INITIAL	HOST-INITIATED SUBLOAD	MAX LENGTH	MAX LOOPS	
Leaderboard	728	90	150 KB	300 KB	30 Sec	3	.jpg, .gif, HTML5, third-party ad server tags
Medium Rectangle	300	250	150 KB	300 KB	30 Sec	3	.jpg, .gif, HTML5, third-party ad server tags
Half Page	300	600	200 KB	400 KB	30 Sec	3	.jpg, .gif, HTML5, third-party ad server tags
Billboard	970	250	250 KB	500 KB	30 Sec	3	.jpg, .gif, HTML5, third-party ad server tags

VIDEO CREATIVE GUIDELINES

	WIDTH	HEIGHT	ASPECT RATIO	FILE SIZE	MAX LENGTH	MAX LOOPS	FRAME RATE	FILE TYPE	BIT RATE
Preroll	1920	1080	16x9	7MB	30 Sec	1	30BPS	VAST, MP4, MOV	1000 KPBS
In-Article Video	1920	1080	16x9	7MB	30 Sec	1	30BPS	MP4, . MOV	1000 KPBS

Notes: In-Article Video requires Play, Pause and Mute buttons.; audio must be user-initiated. 1x1 impression and Quartile Tracking pixels accepted.

ENEWSLETTER & DEDICATED EBLAST SPECS

ENEWSLETTERS AD UNITS

Image	600x70, 30k max, .jpg or .gif (static) 300x250, 30k max, .jpg or .gif (static)
Native Ad	4:3 ratio + Text Headline - 150 characters max (including spaces)
Additional Requirements	Clickthrough URL (click command tag optional) List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)
Notes	1x1 impression-tracking pixel optional

DEDICATED EBLASTS

Format	Fully code HTML
Width	600
File Size	100K (Max)
Subject	50 characters max (including spaces)
Body Text	No character limit
Font	Standard web fonts (e.g., Arial, Helvetica, Verdana, Tahoma); minimum 10 pts/px Audio & Video Not permitted
Additional Requirements	.doc or .txt file with back-up text Clickthrough URL(s) List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)
Notes	1x1 impression-tracking pixel and clickthrough tracking - optional Please deliver assets as non-Zipped email attachments (Zip files are blocked by our email provider), DropBox or WeTransfer.

Smithsonian Media is an IAB-compliant publisher and the Smithsonian Digital Network websites adhere to all IAB advertising guidelines. For any advertising specifications not listed above, please refer to the relevant to IAB guidelines (www.iab.net)

AD OPERATIONS CONTACT

Edward Hayes

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212-916-1374

eNEWSLETTERS

Smithsonian Daily

Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from *Smithsonian* magazine and exclusive features from Smithsonianmag.com.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
300,000	\$18,450 open cost

DEPLOYS—weekdays

Smithsonian Weekend

Our best stories of the week: Coverage of cultural and scientific news, extended features from *Smithsonian* magazine, exclusive features from Smithsonianmag.com and stunning photography.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
275,000	\$16,915 open cost

DEPLOYS—Sundays

At the Smithsonian

Highlights new exhibits, research and commentary from Smithsonian experts, giving recipients the inside track to Washington, D.C.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
70,000	\$4,650 open cost

DEPLOYS—1/5, 2/2, 3/2, 4/6, 5/4, 6/1, 7/6, 8/3, 9/7, 10/5, 11/2, 12/7

History & Archaeology

Coverage of the latest archaeological discoveries and historically significant events that help explain our world today.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
150,000	\$10,245 open cost

DEPLOYS—1/19, 2/16, 3/16, 4/20, 5/18, 6/15, 7/20, 8/17, 9/21, 10/19, 11/16, 12/21

Science

Features important breakthroughs, new studies, leading innovators and science explainers that explain the world around.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
150,000	\$10,245 open cost

DEPLOYS—1/12, 2/9, 3/9, 4/13, 5/11, 6/8, 7/13, 8/10, 9/14, 10/12, 11/9, 12/1

Travel & Culture

Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
145,000	\$10,245 open cost

DEPLOYS—1/26, 2/23, 3/23, 4/27, 5/25, 6/22, 7/27, 8/24, 9/28, 10/26, 11/30, 12/28

ADVERTISING OPPORTUNITIES

NEWSLETTER TAKEOVER INCLUDES:

100% SOV, 300x250, 600x70, & native story placement



CONTACTS

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