

2023 MEDIA KIT

Smithsonian  boundless
MEDIA CURIOSITY



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 **boundless
CURIOSITY**

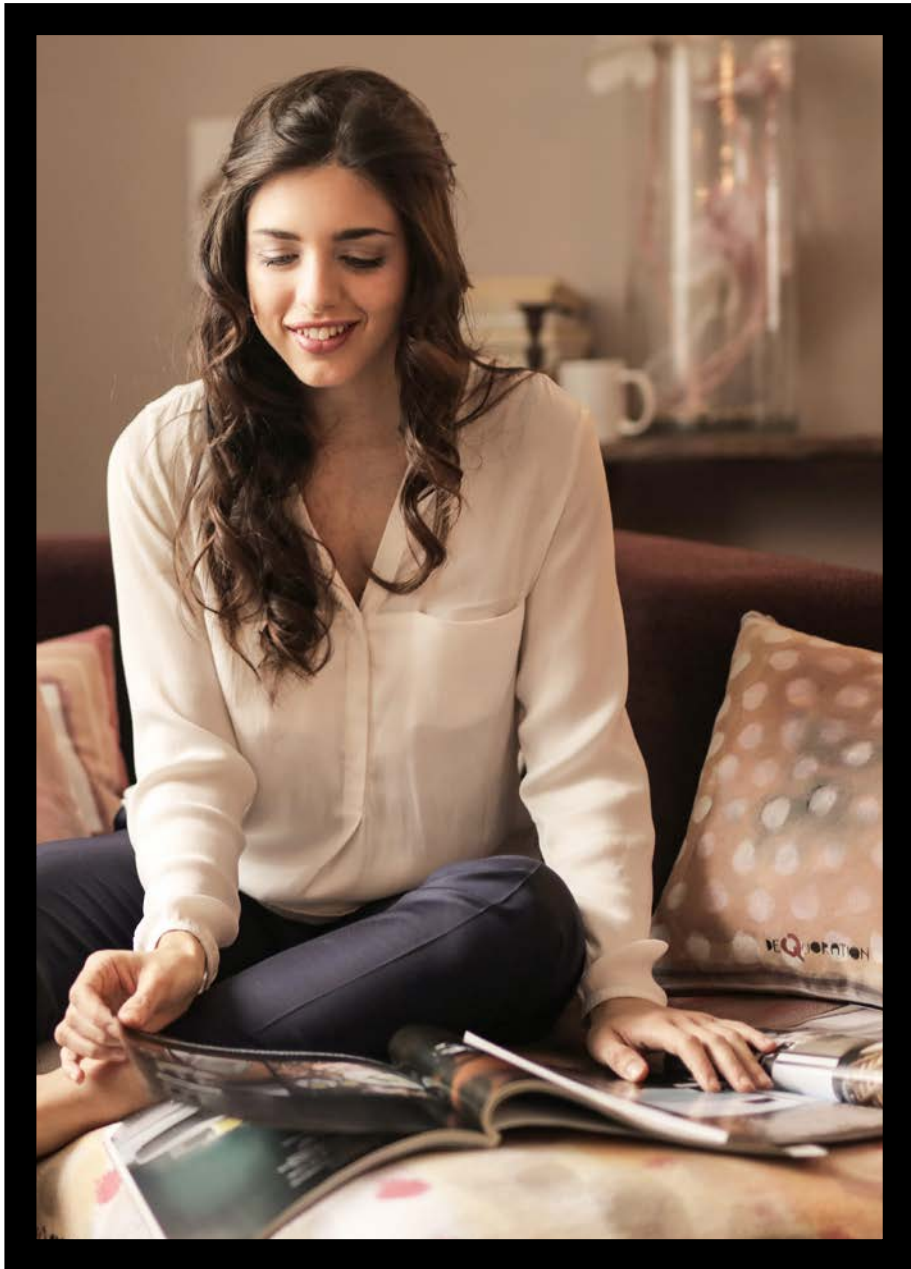
Smithsonian Media is for those of us who are insatiably curious about our world and ourselves, who are open to learning new things every day, who see challenges as opportunities, who mix a grownup appreciation of intelligence and culture with a child's sense of wonder.

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

PRINT
5.4MM

DIGITAL
9.3MM

EVENTS
1.2MM



TOTAL PRINT
AUDIENCE
5.4MM

RATE BASE
1.4MM

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



2023 PRINT EDITORIAL CALENDAR

JANUARY/FEBRUARY

CLOSING: 11/15/22 • ON SALE: 1/3/23

TRAVEL

- The Future of Lion Hunting in South Africa
- The Last Empress of Rome

HISTORY

- Using AI to Decipher Ancient Manuscripts
- Family History: A Heroic Physician and the Confederate General Who Enslaved Him
- Smuggling Refugees Through the Alps after World War II
- What Ireland Owes the Choctaw

SCIENCE

- Sea Drops photo essay

MARCH

CLOSING: 1/3 • ON SALE: 2/21

TRAVEL

- A Delaware Garden as Artform and Historic Tribute

HISTORY

- Photo Essay on 688th Battalion, the Only All-black Female Unit to Serve During World War II

SCIENCE

- Puffins in Iceland

APRIL/MAY

CLOSING: 2/14 • ON SALE: 4/4

TRAVEL & PLANET POSITIVE ISSUE

SCIENCE

- Making Money from Methane
- Studying a Glacier Photo Essay
- How to Stop a Wildfire

TRAVEL

- Book excerpt: Into the Amazon, on Brazilian explorer Rondon The History of Westminster Abbey
- Mixed-race children of the Belgian Congo
- Smithsonian Photo Contest

JUNE

CLOSING: 4/4 • ON SALE: 5/23

TRAVEL

- Yukon 1000 Canoe Race
- Following the Footsteps of Willa Cather

SCIENCE

- New firefly species

JULY/AUGUST

CLOSING: 5/9 • ON SALE: 6/27

SCIENCE

- Mapping the Universe: Inside the Effort to Shed Light on Dark Energy
- The Science of Forensics
- NASA's Project Artemis on the Return to the Moon

HISTORY

- New Archaeology in Ein Gev, Israel

SEPTEMBER

CLOSING: 7/4 • ON SALE: 8/22

TRAVEL

- Roots to Glory African Ancestry Tours
- Exploring Almeria, Spain

CULTURE

- The Revival of Mead

OCTOBER/NOVEMBER

CLOSING: 8/15 • ON SALE: 10/3

HISTORY

- The Untold Story of Los Alamos
- Reckoning in the Belgian Congo

SCIENCE

- Cuba's Most Celebrated Naturalist

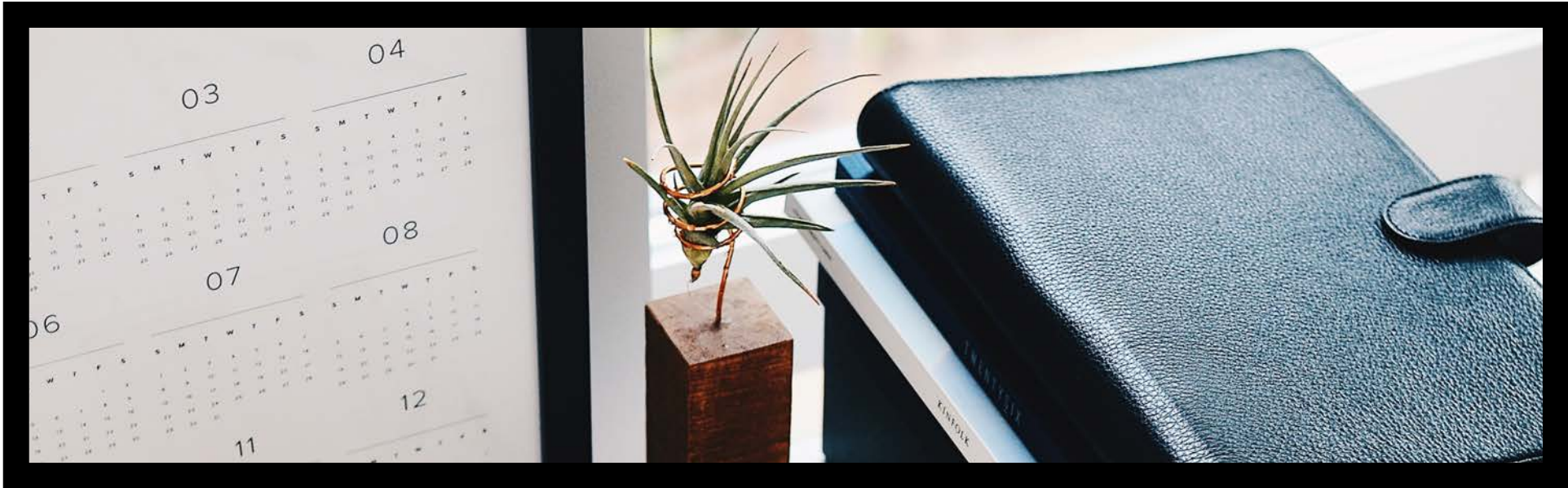
DECEMBER

CLOSING: 10/10 • ON SALE: 11/28

HISTORY

- The Future of Mummy Cave

NOTE: Editorial and timing subject to change



2023 PRINT GROSS RATES

	B&W	4 Color
Page	\$104,300	\$152,800
Spread	\$208,600	\$305,600
2/3 Page	\$83,400	\$122,200
1/2 Page	\$62,600	\$91,700
1/3 Page	\$41,700	\$61,100
1/6 Page	\$20,900	\$30,600
Cover 2, Page 1		\$357,500
Cover 2		\$198,600
3rd Cover		\$174,800
4th Cover		\$201,900
No charge for bleed		
RATE BASE	1.4 MM	

2023 PRINT CLOSING DATES

Issue	Ad Close	Material Due Date	Supplied Inserts Due*	On Sale Newsstand
Jan/Feb 2023	Nov 15	Nov 23	Dec 7	Jan 3
March	Jan 3	Jan 11	Jan 25	Feb 21
April/May	Feb 14	Feb 22	Mar 8	Apr 4
June	Apr 4	Apr 12	Apr 26	May 23
July/August	May 9	May 17	May 31	Jun 27
September	July 4	July 12	July 26	Aug 22
October/November	Aug 15	Aug 23	Sept 6	Oct 3
December	Oct 10	Oct 18	Nov 1	Nov 28
Jan/Feb 2024	Nov 14	Nov 22	Dec 6	Jan 2

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 ADSHUTTLE

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: 450,000 subscribing households

Men/Women: 52%/48%

Audience: 1,732,000 readers

Median HHI: \$120,145

Professional-Managerial: 74%

Top management: 23%

Smithsonian's Business edition is a targeted edition with circulation delivered to 450,000 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: \$64,440 (gross)

B&W: \$43,830 (gross)

Platinum

Circulation: 425,000

Men/Women: 45%/55%

Audience: 1,402,000 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: \$69,800 (gross)

B&W: \$41,380 (gross)

Gold

Circulation: 770,000

Men/Women: 47%/53%

Audience: 2,742,000 readers

Median HHI: \$107,212

Smithsonian's Gold edition is a targeted edition developed by the SESI system with circulation delivered to 770,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 770,000 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: \$97,940 (gross)

B&W: \$66,640 (gross)

Men's Edition

Circulation: 700,000 subscribing households

Audience: 2,695,000 readers

Median HHI: \$88,970

Smithsonian's Men's edition is a targeted edition with circulation delivered to 700,000 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE

4-Color: \$89,030 (gross)

B&W: \$60,560 (gross)

Women's Edition

Circulation: 700,000 subscribing households

Audience: 2,695,500 readers

Median HHI: \$80,308

Smithsonian's Women's edition is a targeted edition with circulation delivered to 700,000 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE

4-Color: \$89,030 (gross)

B&W: \$60,560 (gross)

Under 55

Circulation: 550,000 subscribing households

Men/Women: 55%/45%

Audience: 2,115,000 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: \$75,760 (gross)

B&W: \$51,570 (gross)

55+

Circulation: 850,000 subscribing households

Men/Women: 47%/53%

Audience: 3,275,500 readers

Median HHI: \$79,903

Age 55+: 90%

Median Age: 67

Smithsonian's 55+ edition is a targeted edition with circulation delivered to 850,000 adults who are 55 or over in subscribing households. These adults are qualified by age from our subscriber database.

RATE

4-Color: \$108,050 (gross)

B&W: \$73,480 (gross)

Source: Publisher's estimate



AGE 25-44
42%

AGE 45-64
26%

MALE
53%

FEMALE
47%

UNIQUE VISITORS
9.3MM

VIEWS
16.6MM

Source: Google Analytics Monthly
Average April-June 2022



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

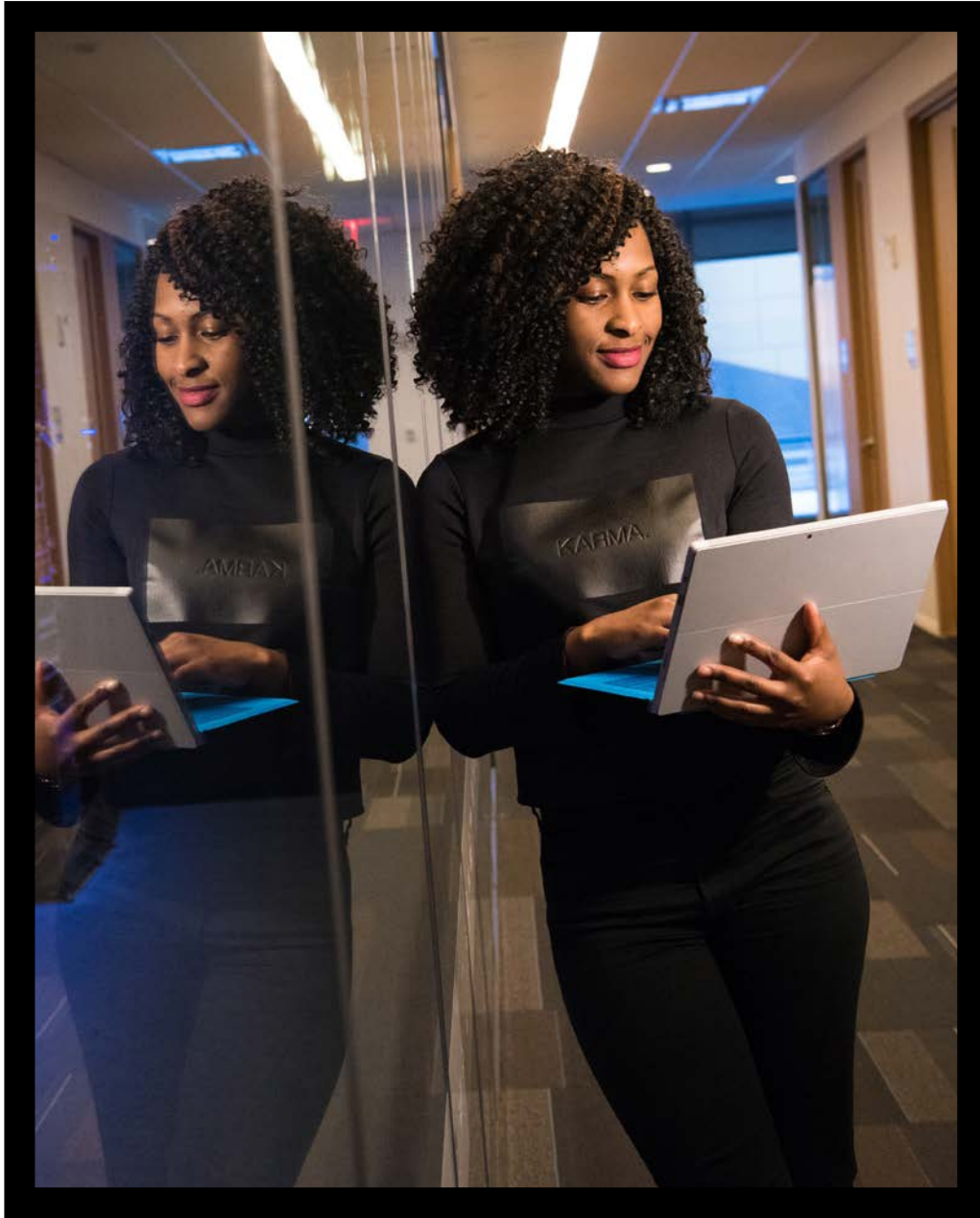
Asian Pacific American Heritage Month
 Best Small Towns to Visit in 2023
 Future of Mental Health
 Historic Places Worth Saving

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 2023 RATES (OPEN)

WEB:	CPM (OPEN)
ROS Leaderboard: 728x90	\$37
ROS Box: 300x250	\$37
ROS Large Rectangle: 300x600	\$46
ROS Billboard: 970x250	\$52
Pre-roll	\$75
In Article Video	\$57
Custom Full Screen Video Pushdown	\$85
Custom Slideshow Billboard: 1072x325	\$65
Custom Large Format Slideshow Billboard: 1072x500	\$80
Custom Video Billboard: 1072x408	\$80
Custom Media Showcase Billboard: 1072x500	\$80
Custom In-Article Slideshow: 732x250	\$57
Paid Social Promotion	\$85
Dedicated Email Blast	\$126
MOBILE:	
ROS Box: 300x250	\$37
ROS Banner: 320x50	\$25
Custom Mobile Custom Slideshow: 320x350	\$57
Custom Mobile Scroller Reveal: 320x488	\$57
Custom Mobile Scroller Reveal Video: 320x488	\$65

DIGITAL NETWORK INFORMATION

Parent Network: Smithsonian Digital Network

Ad Server: Google Ad Manager

Network Sites: www.SmithsonianMag.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	400x300 pixel image + Text: 90-100 characters maximum including spaces
Additional Requirements	Clickthrough URL for both ad units (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

HayesEd@si.edu

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 300,000	DAILY TAKEOVER \$18,450 open cost
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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 275,000	DAILY TAKEOVER \$16,915 open cost
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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 70,000	DAILY TAKEOVER \$4,650 open cost
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DEPLOYS—Monthly

History & Archaeology

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

OPT-IN SUBSCRIBERS 150,000	DAILY TAKEOVER \$10,250 open cost
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DEPLOYS—Monthly

Science

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

OPT-IN SUBSCRIBERS 150,000	DAILY TAKEOVER \$10,250 open cost
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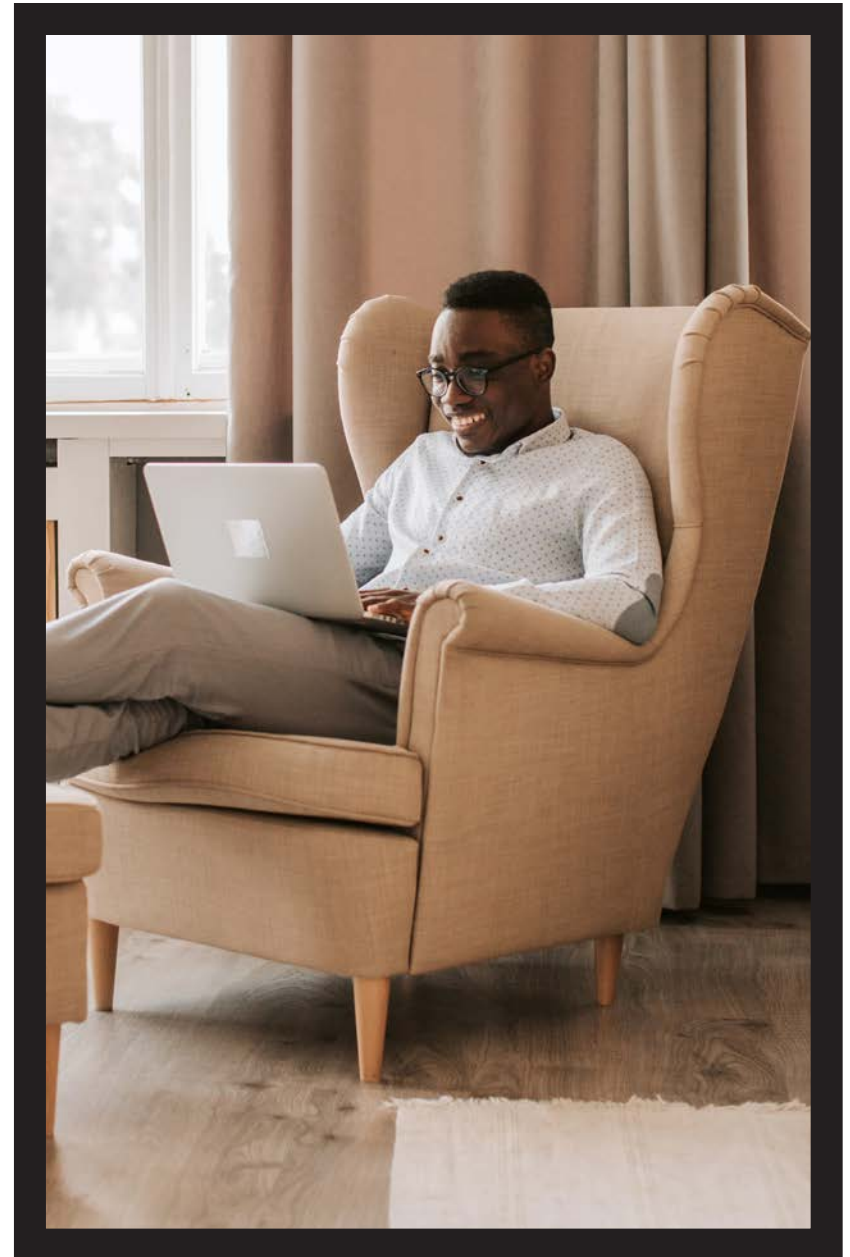
Deploys—Monthly

Travel & Culture

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

OPT-IN SUBSCRIBERS 145,000	DAILY TAKEOVER \$10,250 open cost
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DEPLOYS—Monthly



ADVERTISING OPPORTUNITIES

NEWSLETTER TAKEOVER INCLUDES:

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

CONTACTS

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