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
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
<table>
<thead>
<tr>
<th>Month</th>
<th>Closing Date</th>
<th>Sale Date</th>
<th>Travel</th>
<th>History</th>
<th>Science</th>
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<tbody>
<tr>
<td>JANUARY/FEBRUARY</td>
<td>11/15/22</td>
<td>1/3/23</td>
<td>The Future of Lion Hunting in South Africa</td>
<td>The Last Empress of Rome</td>
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<tr>
<td></td>
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<td>The Future of Lion Hunting in South Africa</td>
<td>The Last Empress of Rome</td>
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<td>The Last Empress of Rome</td>
<td>The Last Empress of Rome</td>
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<td>Using AI to Decipher Ancient Manuscripts</td>
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<td>2/21</td>
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<td>4/4</td>
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<td>How to Stop a Wildfire</td>
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<tr>
<td>SCIENCE</td>
<td></td>
<td></td>
<td>The New Science of Forensics</td>
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<td></td>
<td></td>
<td></td>
<td>Puffins in Iceland</td>
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<td>JUNE</td>
<td>4/4</td>
<td>5/23</td>
<td>Yukon 1000 Canoe Race</td>
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<td>4/4</td>
<td>5/23</td>
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<td>The Revival of Mead</td>
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<tr>
<td>JULY/AUGUST</td>
<td>5/9</td>
<td>6/27</td>
<td>Mapping the Universe: Inside the Effort to Shed Light on Dark Energy</td>
<td>The Fight Over Water in the West</td>
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<td>10/3</td>
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<td>Cuba’s Most Celebrated Naturalist</td>
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<td>DECEMBER</td>
<td>10/10</td>
<td>11/28</td>
<td>The Future of Mummy Cave</td>
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### 2023 PRINT GROSS RATES

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<th>Format</th>
<th>B&amp;W</th>
<th>4 Color</th>
<th>B&amp;W</th>
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<td>Page</td>
<td>$104,300</td>
<td>$152,800</td>
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<tr>
<td>Spread</td>
<td>$208,600</td>
<td>$305,600</td>
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<td>2/3 Page</td>
<td>$83,400</td>
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<td>1/2 Page</td>
<td>$42,600</td>
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<td>1/3 Page</td>
<td>$41,700</td>
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<td>1/6 Page</td>
<td>$20,900</td>
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<tr>
<td>Cover 2</td>
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<td>3rd Cover</td>
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<tr>
<td>4th Cover</td>
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No charge for bleed

RATE BASE: 1.4 MM

### 2023 PRINT CLOSING DATES

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

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.
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

**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.
DEMографИчESкиЕ ЕдИЦИи

БИзНЕс

Количество: 450,000 подписывающихся домохозяйств
Мужчины/Женщины: 52%/48%
Аудитория: 1,732,000 читателей
Медианное HHI: $120,145
Предприниматели-менеджеры: 74%
Ведущий менеджмент: 23%

СМИНэнс’S БизНЕс издание — это целевое издание с распространением среди 450,000 бизнес-профессионалами в подписывающихся домохозяйствах. Эти взрослые квалифицируются по должности, областям ответственности и функциям работы из нашей базы подписчиков.

Наше Бизнес издание прототип состоит из СМИНэнс читателей, которые входят в следующие цели: ведущий менеджмент, профессиональный, менеджерский, финансовый, юридический, MIS области, и самозанятые профессионалы и бизнес-владельцы.

ЦЕНА

Цвет: $64,440 (брутто)
Черно-белый: $43,830 (брутто)

Платинум

Количество: 425,000
Мужчины/Женщины: 45%/55%
Аудитория: 1,402,000 читателей
Медианное HHI: $123,966

СМИНэнс’S Платинум издание — это целевое издание разработано системой SESI с распространением на 425,000 наиболее обеспеченных подписчиков. Каждый человек/домохозяйство в нашем файле идентифицируется кодом SESI на основе их адреса. 425,000 подписчиков, которым присвоен ведущий ранг SESI значение, включены в Платинум издание.

ЦЕНА

Цвет: $97,940 (брутто)
Черно-белый: $66,640 (брутто)

МЕНС’S издание

Количество: 700,000 подписывающихся домохозяйств
Аудитория: 2,695,000 читателей
Медианное HHI: $88,970

СМИНэнс’S Мен’S издание — это целевое издание разработано системой SESI с распространением на 700,000 мужчин в подписывающихся домохозяйствах. Эти взрослые квалифицируются по должности, имени и полу из нашей базы подписчиков.

ЦЕНА

Цвет: $89,030 (брутто)
Черно-белый: $60,560 (брутто)

ЖЕНС’S издание

Количество: 700,000 подписывающихся домохозяйств
Аудитория: 2,695,500 читателей
Медианное HHI: $80,308

СМИНэнс’S Жен’S издание — это целевое издание разработано системой SESI с распространением на 700,000 женщин в подписывающихся домохозяйствах. Эти взрослые квалифицируются по должности, имени и полу из нашей базы подписчиков.

ЦЕНА

Цвет: $89,030 (брутто)
Черно-белый: $60,560 (брутто)

ЗАВЕРШИТЬ МЕНС: 700,000 подписывающихся домохозяйств
Аудитория: 2,695,000 читателей
Медианное HHI: $80,308

СМИНэнс’S ЗАВЕРШИТЬ МЕН’S издание — это целевое издание разработано системой SESI с распространением на 700,000 мужчин в подписывающихся домохозяйствах. Эти взрослые квалифицируются по должности, имени и полу из нашей базы подписчиков.

ЦЕНА

Цвет: $89,030 (брутто)
Черно-белый: $60,560 (брутто)

ЗАВЕРШИТЬ ЖЕНС: 700,000 подписывающихся домохозяйств
Аудитория: 2,695,500 читателей
Медианное HHI: $80,308

СМИНэнс’S ЗАВЕРШИТЬ ЖЕН’S издание — это целевое издание разработано системой SESI с распространением на 700,000 женщин в подписывающихся домохозяйствах. Эти взрослые квалифицируются по должности, имени и полу из нашей базы подписчиков.

ЦЕНА

Цвет: $89,030 (брутто)
Черно-белый: $60,560 (брутто)

ДО 55 лет

Количество: 550,000 подписывающихся домохозяйств
Мужчины/Женщины: 55%/45%
Аудитория: 2,115,000 читателей
Медианное HHI: $91,947

СМИНэнс’S ДО 55 лет издание — это целевое издание с распространением на 550,000 людей, которые 18-55 лет в подписывающихся домохозяйствах. Эти взрослые квалифицируются по возрасту из нашей базы подписчиков.

ЦЕНА

Цвет: $75,760 (брутто)
Черно-белый: $51,570 (брутто)

55 лет и старше

Количество: 850,000 подписывающихся домохозяйств
Мужчины/Женщины: 47%/53%
Аудитория: 3,275,500 читателей
Медианное HHI: $79,903

СМИНэнс’S 55 лет и старше издание — это целевое издание с распространением на 850,000 людей, которые 55 лет или старше в подписывающихся домохозяйствах. Эти взрослые квалифицируются по возрасту из нашей базы подписчиков.

ЦЕНА

Цвет: $108,050 (брутто)
Черно-белый: $73,480 (брутто)

ИСТОЧНИК: Оценка издателя
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
## Digital Network 2023 Rates (Open)

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<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
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<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
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<tr>
<td>ROS Billboard: 970x250</td>
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<tr>
<td>Pre-roll</td>
<td>$75</td>
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<tr>
<td>In Article Video</td>
<td>$57</td>
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<td>Custom Full Screen Video Pushdown</td>
<td>$85</td>
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<tr>
<td>Custom Slideshow Billboard: 1072x325</td>
<td>$65</td>
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<td>Custom Large Format Slideshow Billboard: 1072x500</td>
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<td>Custom Video Billboard: 1072x408</td>
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<td>Custom Media Showcase Billboard: 1072x500</td>
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<td>Custom In-Article Slideshow: 732x250</td>
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<td>Paid Social Promotion</td>
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<td>ROS Banner: 320x50</td>
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<td>Custom Mobile Custom Slideshow: 320x350</td>
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<tr>
<td>Custom Mobile Scroller Reveal: 320x488</td>
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<tr>
<td>Custom Mobile Scroller Reveal Video: 320x488</td>
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## DIGITAL NETWORK INFORMATION

**Parent Network:** Smithsonian Digital Network  
**Ad Server:** Google Ad Manager  
**Network Sites:** [www.SmithsonianMag.com](http://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

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<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions</th>
<th>Max File Weight</th>
<th>Accepted File Types</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Billboard</td>
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<td>Mobile Banner</td>
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### RICH MEDIA CREATIVE GUIDELINES

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<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3 .jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Half Page</td>
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<td>200 KB</td>
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<tr>
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### VIDEO CREATIVE GUIDELINES

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<th>Width</th>
<th>Height</th>
<th>Aspect Ratio</th>
<th>File Size</th>
<th>Max Length</th>
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<td>1920</td>
<td>1080</td>
<td>16x9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>30BPS</td>
<td>VAST, MP4, MOV</td>
<td>1000 KBPS</td>
<td></td>
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<tr>
<td>In-Article Video</td>
<td>1920</td>
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<td>16x9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>30BPS</td>
<td>MP4, MOV</td>
<td>1000 KBPS</td>
<td></td>
</tr>
</tbody>
</table>

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

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*Smithsonian MAGAZINE digital MEDIA KIT*
## 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](http://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 | 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—Monthly

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 | $10,250 open cost

DEPLOYS—Monthly

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

OPT-IN
SUBSCRIBERS | DAILY TAKEOVER
150,000 | $10,250 open cost

DEPLOYS—Monthly

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 | $10,250 open cost

DEPLOYS—Monthly

ADVERTISING OPPORTUNITIES

NEWSLETTER TAKEOVER INCLUDES:
100% SOV, 300x250, 600x70, & native story placement
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