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 grown-up 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 5.17MM
DIGITAL 9.3MM
EVENTS 1.2MM
TOTAL PRINT AUDIENCE
5.17MM

RATE BASE
1.35MM

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: Publisher’s Estimate
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 6888th 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

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
ART
• Smithsonian Photo Contest
HISTORY
• New Archaeology in Ein Gev, Israel
• The Untold Story of Los Alamos
SCIENCE
• My Favorite Bird photo essay
• Saving the World’s Rarest Chocolate

SEPTEMBER/OCTOBER
CLOSING: 7/18 • ON SALE: 9/5
TRAVEL
• Profile of Ada Anagho Brown, founder of African Ancestry tours
• Exploring Almeria, Spain
SCIENCE
• The Future of Mummy Cave

NOVEMBER
CLOSING: 9/12 • ON SALE: 10/31
HISTORY
• Vietnam Veterans return to Hanoi
• The Hidden History of the Federal Theater Project
ART/TECHNOLOGY
• Can a Robot Be a Master Sculptor?

DECEMBER
CLOSING: 10/10 • ON SALE: 11/28
HISTORY
• The Descendants: exclusive photography project tracing the ancestry of African American Civil War veterans
• Cuba’s most celebrated naturalist
TRAVEL
• Hiking Malawi
SCIENCE
• The Future of Mummy Cave

NOTE: Editorial and timing subject to change
## 2023 PRINT GROSS RATES

<table>
<thead>
<tr>
<th></th>
<th>B&amp;W</th>
<th>4 Color</th>
<th>4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$100,575</td>
<td>$147,350</td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>$201,150</td>
<td>$294,700</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$80,460</td>
<td>$117,880</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$60,350</td>
<td>$88,410</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$40,230</td>
<td>$58,940</td>
<td></td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$20,120</td>
<td>$29,470</td>
<td></td>
</tr>
<tr>
<td>Cover 2, Page 1</td>
<td></td>
<td>$331,550</td>
<td></td>
</tr>
<tr>
<td>Cover 2</td>
<td></td>
<td>$184,200</td>
<td></td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$162,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th Cover</td>
<td>$191,600</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No charge for bleed

**RATE BASE** 1.35 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>
</tr>
</thead>
<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>
</tr>
<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>
</tr>
<tr>
<td>September/October</td>
<td>July 18</td>
<td>July 26</td>
<td>Aug 9</td>
<td>Sept 5</td>
</tr>
<tr>
<td>November</td>
<td>Sept 12</td>
<td>Sept 20</td>
<td>Oct 4</td>
<td>Oct 31</td>
</tr>
<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.
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 TrueType 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:** 1,723,500 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.

**RATE**
- **4-Color:** $64,440 (gross)  
- **B&W:** $45,150 (gross)

---

**Platinum**
- **Circulation:** 425,000  
- **Men/Women:** 45%/55%  
- **Audience:** 1,627,750 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 value are designated to receive the Platinum edition.

**RATE**
- **4-Color:** $60,800 (gross)  
- **B&W:** $42,630 (gross)

---

**Gold**
- **Circulation:** 775,000  
- **Men/Women:** 47%/53%  
- **Audience:** 2,968,250 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 code are designated to receive the Gold edition.

**RATE**
- **4-Color:** $98,580 (gross)  
- **B&W:** $69,090 (gross)

---

**Men’s Edition**
- **Circulation:** 675,000 subscribing households  
- **Audience:** 2,585,250 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:** $85,860 (gross)  
- **B&W:** $60,150 (gross)

---

**Women’s Edition**
- **Circulation:** 675,000 subscribing households  
- **Audience:** 2,585,250 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:** $85,860 (gross)  
- **B&W:** $60,150 (gross)

---

**Under 55**
- **Circulation:** 550,000 subscribing households  
- **Men/Women:** 55%/45%  
- **Audience:** 2,106,500 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:** $75,760 (gross)  
- **B&W:** $53,120 (gross)

---

**55+**
- **Circulation:** 800,000 subscribing households  
- **Men/Women:** 47%/53%  
- **Audience:** 3,064,000 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:** $101,700 (gross)  
- **B&W:** $71,240 (gross)

---

Source: Publisher’s estimate
AGE 25-44
42%

AGE 45-64
26%

MALE
53%

FEMALE
47%

MEDIA HHI
$86,443*

UNIQUE VISITORS
8.8MM

VIEWS
15.4MM

Source: Google Analytics Monthly
Average Q4 2022: *Publisher's estimate
2023 ONLINE EDITORIAL CALENDAR

JANUARY
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
Race in America
The Science of Love

MARCH
Women Who Shaped History
Future of Transportation
Best Road Trips of 2023

APRIL
Earth Optimism/Planet Positive
My Kind of Town
Global Connections: Working Together for Public Health
Smithsonian Magazine 20th Annual Photo Contest
The Wonderful World of Birds

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
Young Innovators/Students Making Change

JULY
Folklife Festival: Religion in America, The Ozarks
Untold Stories of American History
Natural Phenomena Worth Traveling For
Everything You Wanted to Know About the Beach

AUGUST
Future of Education
DIY Guide to Living a Better Life
Medical Moonshots
Unbuilt America
Science of Sports (Women’s World Cup)

SEPTEMBER
Poetry and America
Latino Heritage Month
Mysteries of the Ancient World
Big Ideas That Changed the World
Banned Books Week

OCTOBER
Atlas of Eating
The True History Behind Movies and Television
Halloween
History of Everyday Objects/Invention Stories
History’s Greatest Daredevils

NOVEMBER
Family Stories (Thanksgiving)
Holiday Gift Guides
Best Books of the Year
Native American Heritage Month
The Best STEM Toys to Gift This Year

DECEMBER
End-of-year Lists
Toys That Stand the Test of Time
50 Years of Saving Species
Scientific Discoveries From This Year That May Lead to New Inventions

NOTE: Editorial and timing subject to change
### Digital Network 2023 Rates (Open)

**WEB:**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM (Open)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Leaderboard: 728x90</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
</tr>
<tr>
<td>ROS Billboard: 970x250</td>
<td>$52</td>
</tr>
<tr>
<td>Pre-roll</td>
<td>$75</td>
</tr>
<tr>
<td>In Article Video</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Full Screen Video Pushdown</td>
<td>$85</td>
</tr>
<tr>
<td>Custom Slideshow Billboard: 1072x325</td>
<td>$65</td>
</tr>
<tr>
<td>Custom Large Format Slideshow Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Custom Video Billboard: 1072x408</td>
<td>$80</td>
</tr>
<tr>
<td>Custom Media Showcase Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Custom In-Article Slideshow: 732x250</td>
<td>$57</td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td>$85</td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$126</td>
</tr>
</tbody>
</table>

**MOBILE:**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM (Open)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Banner: 320x50</td>
<td>$25</td>
</tr>
<tr>
<td>Custom Mobile Custom Slideshow: 320x350</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Mobile Scroller Reveal: 320x488</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Mobile Scroller Reveal Video: 320x488</td>
<td>$65</td>
</tr>
</tbody>
</table>
**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

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions</th>
<th>Max File Weight</th>
<th>Accepted File Types</th>
</tr>
</thead>
<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>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>50 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320 x 50</td>
<td>40 KB</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
</tbody>
</table>

### RICH MEDIA CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded)</th>
<th>Initial</th>
<th>Host-Initiated Subload</th>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 KB</td>
<td>300 KB</td>
<td>300 KB</td>
<td>30 Sec</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>150 KB</td>
<td>300 KB</td>
<td>300 KB</td>
<td>30 Sec</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>200 KB</td>
<td>400 KB</td>
<td>400 KB</td>
<td>30 Sec</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>250 KB</td>
<td>500 KB</td>
<td>500 KB</td>
<td>30 Sec</td>
<td>.jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
</tbody>
</table>

### VIDEO CREATIVE GUIDELINES

| Preroll      | 1920 x 1080             | 16x9    | 7MB                    | 30 Sec          | 30BPS     | 1000 KBPS VAST, MP4, MOV                                                            |
| In-Article Video | 1920 x 1080          | 16x9    | 7MB                    | 30 Sec          | 30BPS     | 1000 KBPS MP4, MOV                                                                 |

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

<table>
<thead>
<tr>
<th>Image</th>
<th>600x70, 30k max, .jpg or .gif (static)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300x250, 30k max, .jpg or .gif (static)</td>
</tr>
<tr>
<td>Native Ad</td>
<td>400x300 pixel image + Text: 90-100 characters maximum including spaces</td>
</tr>
<tr>
<td>Additional Requirements</td>
<td>Clickthrough URL for both ad units (click command tag optional)</td>
</tr>
<tr>
<td></td>
<td>List of client emails who should receive the test and final email copy. (List should identify who is responsible for final ad approval.)</td>
</tr>
<tr>
<td>Notes</td>
<td>1x1 impression-tracking pixel optional</td>
</tr>
</tbody>
</table>

## DEDICATED EBLASTS

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

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
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
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
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
DEPLOYS–Monthly

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

OPT-IN
SUBSCRIBERS 150,000
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
DEPLOYS–Monthly

ADVERTISING OPPORTUNITIES

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

Denise Elliott  
SVP, Media Group  
202-633-5963  
Elliottdm@si.edu

Elynn Hurwitz  
Marketing Director  
212-916-1319  
Hurwitze@si.edu

Edward Hayes  
Director of Business/Ad Operations  
212-916-1374  
Hayesed@si.edu

Penie Atherton-Hunt  
Senior Pre-Press & Production Manager  
202-633-5974  
Athertonp@si.edu

420 Lexington Ave., Suite 2335  
New York, NY 10170

United States

Walker Mason  
Sales Director  
212-916-1302  
Masonw2@si.edu

Jaime Duffy  
Travel Sales Director  
212-916-1304  
Duffyj2@si.edu

Direct Response

MI Media Services, L.L.C.  
32 Shepard Road  
Norfolk, CT 06058  
Alycia Isabelle  
860-265-8585  
Alycia@mi-ms.com

Japan

Pacific Business Inc.  
Tokyu Bldg.  
2-40-5, Kanda Jinbocho, Chiyoda-ku, Tokyo  
101-0051 Japan  
Mayumi Kai  
011-81-3-6380-8794  
Mayumi.kai@pacific-business.com