

# 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.

*This edition is audited by AAM.*

### 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 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:** \$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 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:** \$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