

2024 MEDIA KIT

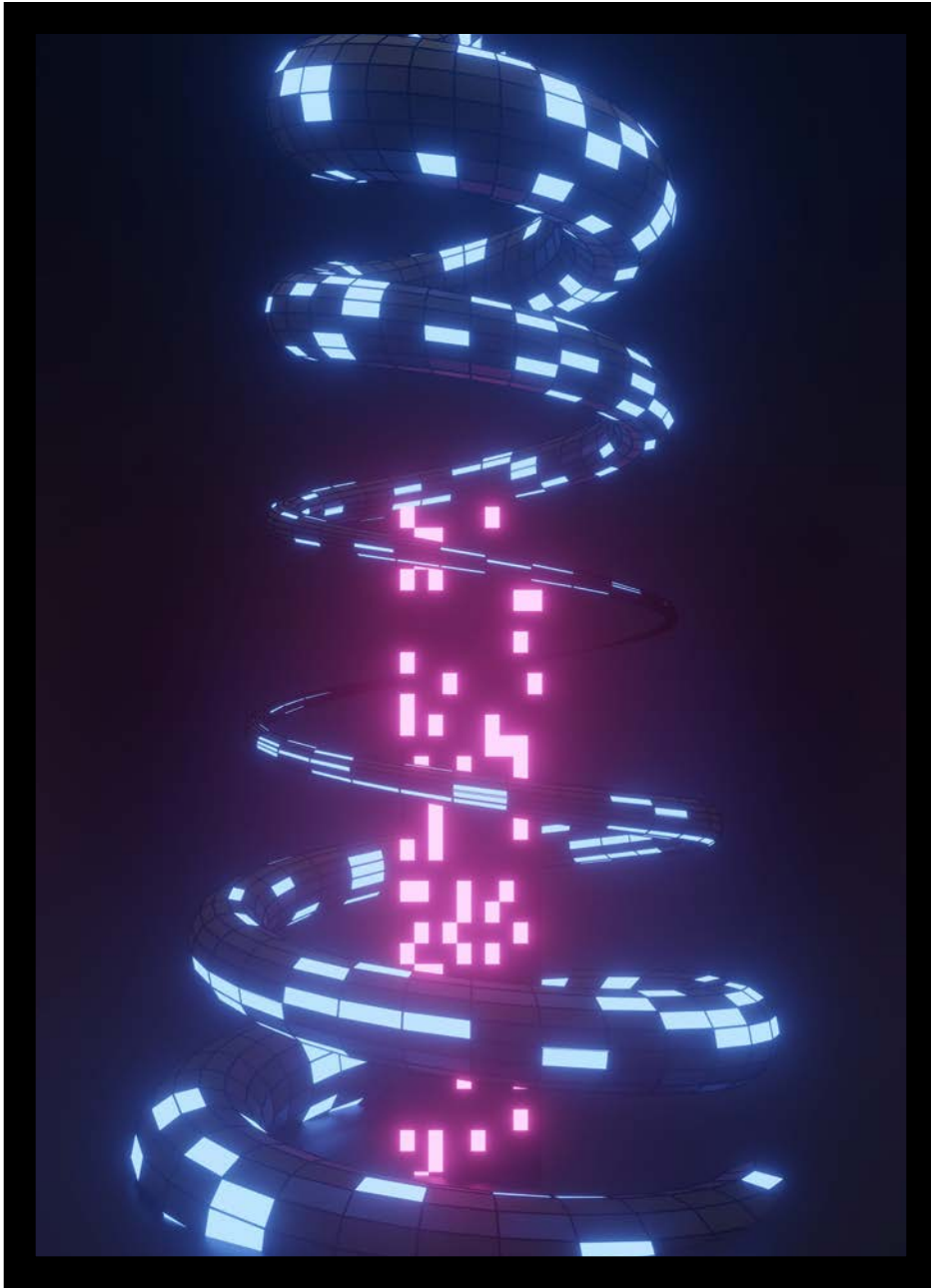
Smithsonian  MEDIA **boundless
CURIOSITY**



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.





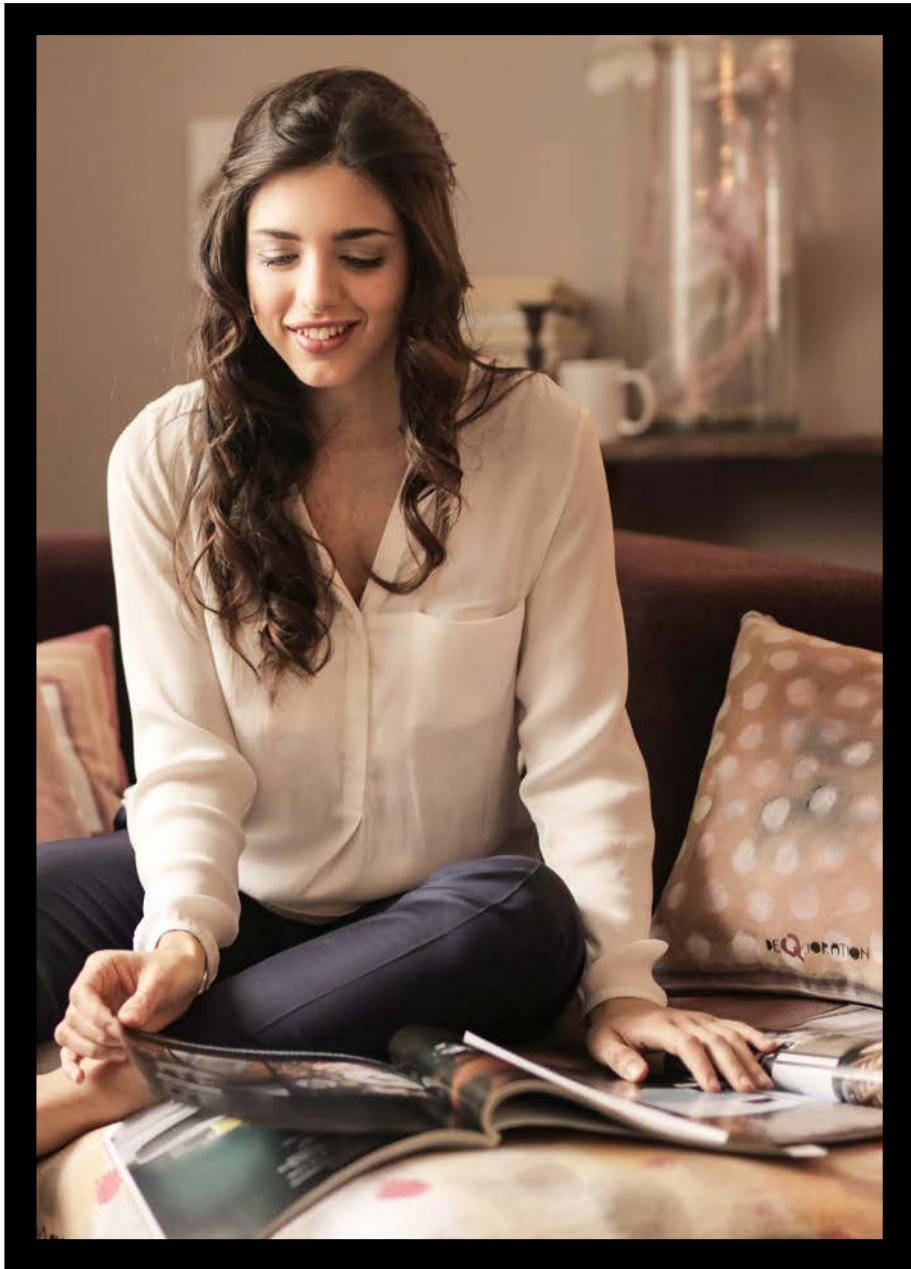
Smithsonian  **boundless
CURIOSITY**

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
3.3MM

DIGITAL
6.3MM



TOTAL PRINT
AUDIENCE
3.3MM

AVERAGE
CIRCULATION
950,000

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

2024 PRINT EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD CLOSE: 11/14 • ON SALE: 1/2

ART/TRAVEL

- Ai WeiWei in Portugal

HISTORY/SCIENCE

- The Science of the Enslaved
 - The Descendants of Black Civil War Soldiers
 - The Birth of African Ancestry Tours
 - Tracing the Routes of the Enslaved

SCIENCE

- The New Science of Forensics

CONSERVATION

- Saving Leatherback Turtles

MARCH

AD CLOSE: 1/2 • ON SALE: 2/20

WOMEN'S HISTORY

- New Discoveries about Sojourner Truth

ART

- The World's Largest Art Fraud

ARCHAEOLOGY

- The Search for a World War II plane in the Pacific

SCIENCE

- What We Can Learn from Prehistoric Flowers

APRIL/MAY

AD CLOSE: 2/13 • ON SALE: 4/2
TRAVEL & PLANET POSITIVE ISSUE

TRAVEL

- Hiking Malawi

WILDLIFE/TRAVEL

- Nudibranchs in Australia

ART

- Smithsonian Photo Contest

SUSTAINABILITY

- How Flood Barriers Protect Against Climate Change
- Deconstructing Roads in our National Forests

ARCHAEOLOGY

- Exploring Mummy Cave in Arizona

HISTORY

- Baseball historian John Thorn

JUNE

AD CLOSE: 4/2 • ON SALE: 5/21

TRAVEL

- A Pilgrimage Along Italy's Via Francigena

CONSERVATION

- Protecting Wildlife in Kenya

SCIENCE

- The Quest for Artificial Blood

HISTORY

- Female Surgeons in World War II

JULY/AUGUST

AD CLOSE: 5/14 • ON SALE: 7/2

ARCHAEOLOGY

- Roman Archaeology in Egypt

CLIMATE

- Miami's Chief Heat Officer

HISTORY

- The Inventor of the Calorie and the Birth of Diet Culture

SEPTEMBER/OCTOBER

AD CLOSE: 7/16 • ON SALE: 9/3
TRAVEL & SUSTAINABILITY ISSUE

TRAVEL

- Turkey's Pisidia Heritage Trail

CLIMATE

- Filipino Resilience in the Face of Climate Change

NOVEMBER

AD CLOSE: 9/10 • ON SALE: 10/29

HISTORY

- Scott Joplin's Lost Opera
- Dry Stone Masonry photo essay

DECEMBER

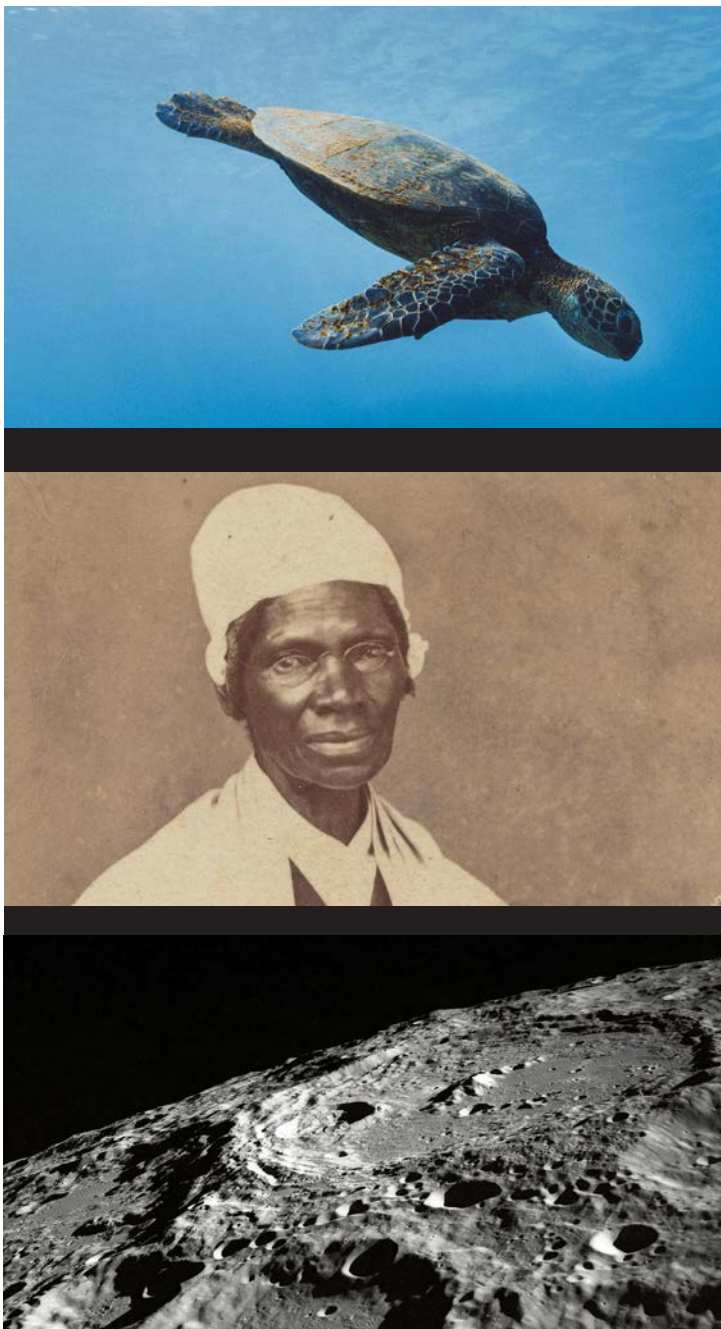
AD CLOSE: 10/8 • ON SALE: 11/26

HISTORY

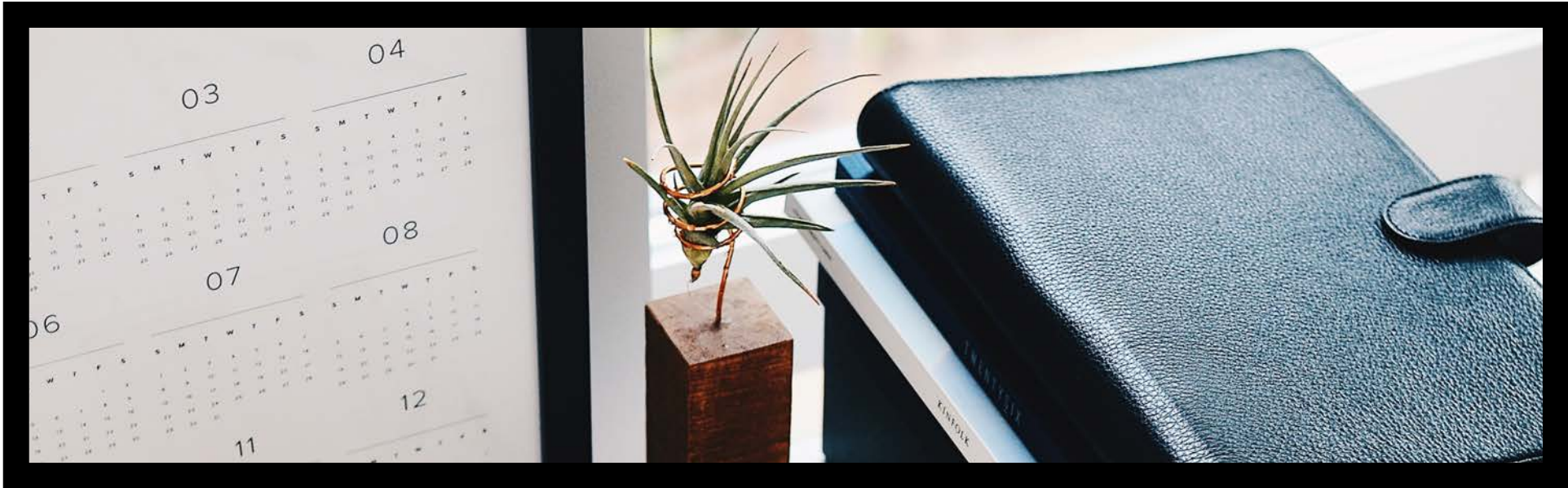
- The History of Japanese Internment

SCIENCE

- Project Artemis and NASA's Return to the Moon



NOTE: Editorial and timing subject to change



2024 PRINT GROSS RATES

	B&W	4 Color
Page	\$86,050	\$126,070
Spread	\$172,100	\$252,140
2/3 Page	\$68,840	\$100,860
1/2 Page	\$51,630	\$75,650
1/3 Page	\$34,420	\$50,430
1/6 Page	\$17,210	\$25,220
Cover 2, Page 1		\$283,670
Cover 2		\$157,600
3rd Cover		\$138,700
4th Cover		\$163,900
No charge for bleed		
AVERAGE CIRCULATION	950,000	

2024 PRINT CLOSING DATES

Issue	Ad Close	Material Due Date	Supplied Inserts Due*	On Sale Newsstand
Jan/Feb 2024	Nov 14	Nov 22	Dec 6	Jan 2
March	Jan 2	Jan 10	Jan 24	Feb 20
April/May	Feb 13	Feb 21	Mar 6	Apr 2
June	Apr 2	Apr 10	Apr 24	May 21
July/August	May 14	May 22	Jun 5	July 2
September/October	July 16	July 24	Aug 7	Sept 3
November	Sept 10	Sept 18	Oct 2	Oct 29
December	Oct 8	Oct 16	Oct 30	Nov 26

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

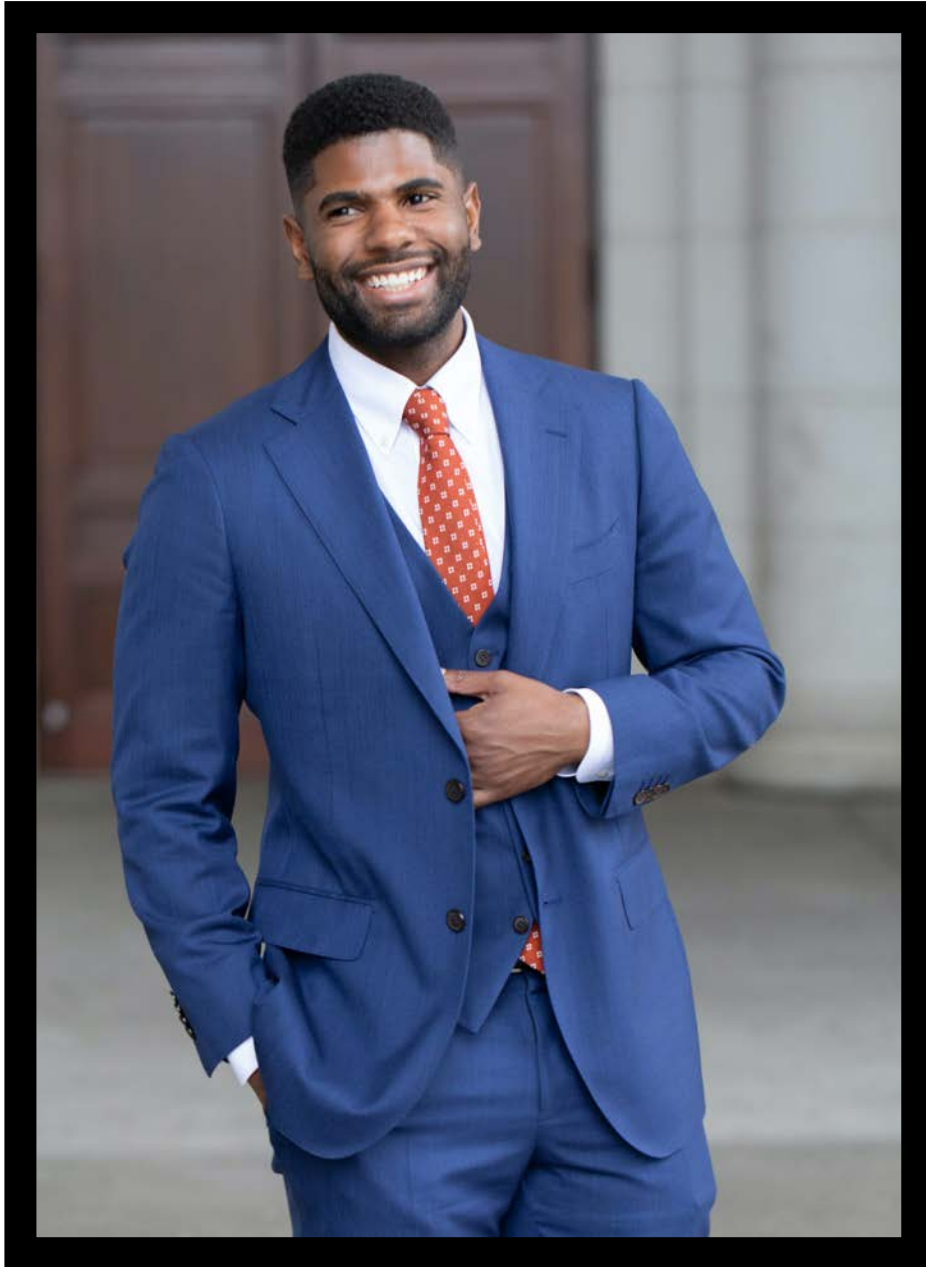
- Ad must be designed to specs to fit perfectly within 4:3 & 16:9 tablets.
- Ad can have only one web-element/URL. Link will be activated by Smithsonian. Flash is not supported on all devices and it would be best to avoid any links that attempt to run Flash. HTML5 is now universally supported on both 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: 1,710,000 readers

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: 1,636,250 readers

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)

DEMOGRAPHIC EDITIONS AVAILABLE UPON REQUEST:

- **Under 55**
- **55+**
- **Geographic distribution**



AGE 25-44
42%

AGE 45-64
26%

MALE
53%

FEMALE
47%

MEDIA HHI
\$86,443*

UNIQUE VISITORS
6.3MM

VIEWS
11MM

Source: Google Analytics Oct – Dec 2023

*Publisher's estimate



2024 ONLINE EDITORIAL CALENDAR

JANUARY

Skywatching Guide
Places to Travel in 2024
Most Anticipated
New Museums
Natural Phenomena
Worth Traveling For

FEBRUARY

Black History Month
Long-Distance Love
Treks of a Lifetime
Best American
Road Trips — 100th
anniversary of 1st Rand
McNally Road Atlas

MARCH

Women Who
Shaped History
The United States
of Superlatives
Greatest Discoveries
of Ancient World —
50th anniversary of
the discovery of the
Terracotta Army

APRIL

Planet Positive/
Sustainability
Smithsonian Magazine
Photo Contest
Students for Change/
Young Innovators
Solar Eclipse on April 8th

MAY

Ode to Joy package —
200th anniversary
of Beethoven's 9th
Mental Health
Awareness Month
AAPI Heritage Month
Sustainable Travel
True Crime — 100 years
since Leopold & Loeb
murder on May 21^o

JUNE

Best Small Towns of 2024
America 250
D-Day/WWII package
marking 80th anniversary
of Normandy landings

JULY

Summer Olympics in Paris
Travel to France
Science of Sport
The Future of Food —
100 years of frozen food
How Food Will Change
Over Next 100 Years

AUGUST

My Kind of Town
The Most Daring Feats in
History — 50 years since
Philippe Petit walked a
tightrope between the
World Trade Towers
The Future of Medicine/
Medical Moonshots —
75 years since first use of
radiation to fight cancer

SEPTEMBER

Hispanic Heritage Month
Election History/
History of Now
Future of Education —
Back to school &
25th anniversary of Google

OCTOBER

Atlas of Eating
Food History at NMAH
Haunted History
Europa Clipper —
Spacecraft going to
moon, searching for
extraterrestrial life

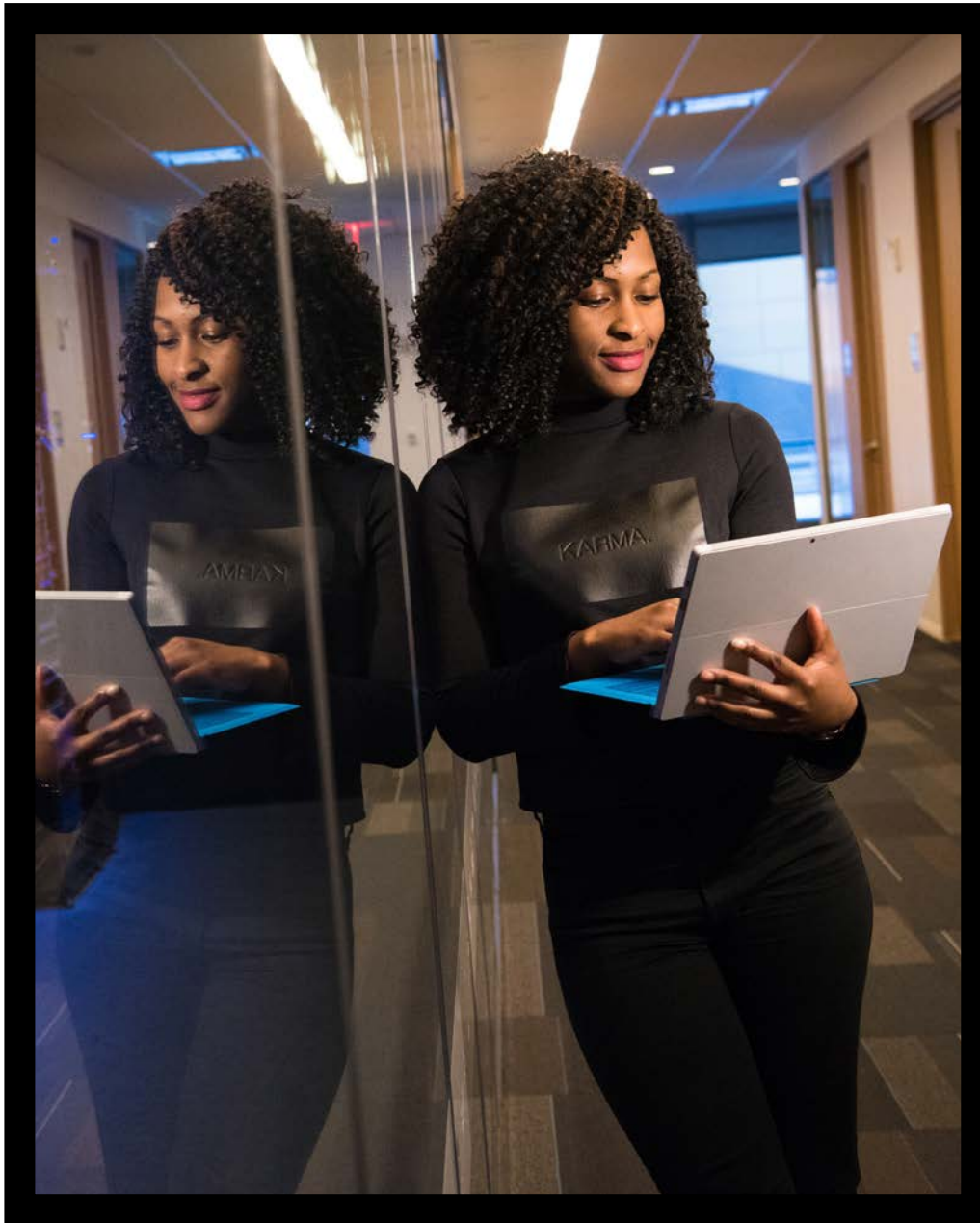
NOVEMBER

Best Books of the Year
Return to the Moon —
Artemis 2
Great Discoveries —
50 year anniversary of
Australopithecus
discovery "Lucy"

DECEMBER

Gift Guide
History of Classic Toys

*NOTE: Editorial and timing
subject to change*



DIGITAL NETWORK 2024 RATES

	CPM (OPEN)
ROS STANDARD BANNERS (300x250, 300x600, 160x600, 320x50, 728x90)	\$37
ROS BILLBOARD (Desktop: 970x250)	\$49
IN-ARTICLE VIDEO (Desktop/Mobile)	\$57
CUSTOM IN-ARTICLE SLIDESHOW PACKAGE (Desktop: 732x250; Mobile: 320x400)	\$57
CUSTOM MOBILE SLIDESHOW (Mobile: 320x350)	\$57
CUSTOM MOBILE SCROLLER REVEAL (Mobile: 320x488)	\$57
CUSTOM SLIDESHOW PACKAGE (Desktop: 1072x408, 732x250; Mobile: 320x400)	\$65
CUSTOM MEDIA SHOWCASE BILLBOARD PACKAGE (Desktop: 1072x408, 732x250; Mobile: 320x400)	\$65
PRE-ROLL (Desktop/Mobile)	\$75
CUSTOM VIDEO BILLBOARD (Desktop: 1072x408)	\$80
CUSTOM FULL SCREEN VIDEO PUSHDOWN (Desktop/Mobile)	\$85
DEDICATED E-BLAST (Distribution: 100,000)	\$126
PAID SOCIAL PROMOTION	Priced Per Campaign

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 315,000	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 & Innovation

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

OPT-IN SUBSCRIBERS 100,000	DAILY TAKEOVER \$10,250 open cost
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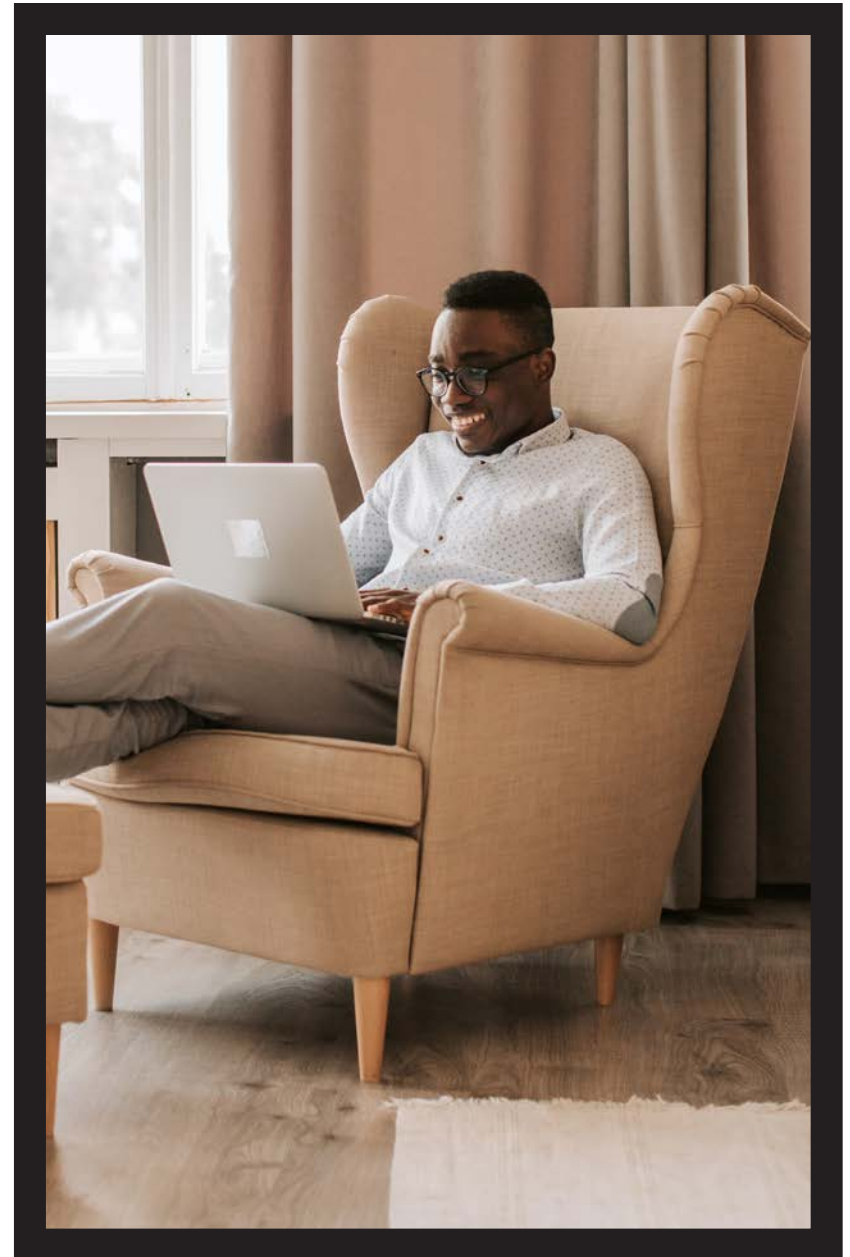
Deploys—Monthly

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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