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
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
ARCHEOLOGY
• 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

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

JULY/AUGUST
AD CLOSE: 5/14 • ON SALE: 7/2
ARCHEOLOGY
• The Archaeology of an Ancient Roman Port—in Egypt
CLIMATE
• How Four Hippos Took Over Colombia
• Houston’s Ike Dike and Other Climate Mitigation Projects: Will They Work?
• Is This the End of Growing Blueberries in Maine?
HISTORY
• The Great River: a History of the Mississippi
• A Trailblazing Equestrian in South Africa

SEPTEMBER/OCTOBER
AD CLOSE: 7/16 • ON SALE: 9/3
TRAVEL & SUSTAINABILITY ISSUE
TRAVEL
• Following the Footsteps of Gen. MacArthur in Australia
CLIMATE
• A Day in the Life of the Nation’s First Chief Heat Officer
SCIENCE
• The Future of Agave
HISTORY
• The History of Vanilla

NOVEMBER
AD CLOSE: 9/10 • ON SALE: 10/29
HISTORY
• The Feminist Scholar who Inspired the Witches of Oz
• The Actor Who Foiled the Nazis
• The Secret History of a Native American Massacre
TRAVEL
• Hunting for the Exotic Durian Fruit in Asia

DECEMBER
AD CLOSE: 10/8 • ON SALE: 11/26
ARCHEOLOGY
• The Future of Arizona’s Mummy Cave
HISTORY
• The History of Vanilla
SCIENCE
• South African Wild Dogs
• The Sherlock Holmes of Nature

NOTE: Editorial and timing subject to change
2024 PRINT GROSS RATES

<table>
<thead>
<tr>
<th></th>
<th>B&amp;W</th>
<th>4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$86,050</td>
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<tr>
<td>Spread</td>
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<td>2/3 Page</td>
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<td>1/3 Page</td>
<td>$34,420</td>
<td>$50,430</td>
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<tr>
<td>1/6 Page</td>
<td>$17,210</td>
<td>$25,220</td>
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<td>Cover 2, Page 1</td>
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<td>$283,670</td>
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<td>4th Cover</td>
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<td>$163,900</td>
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No charge for bleed

AVERAGE CIRCULATION 950,000

2024 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 2024</td>
<td>Nov 14</td>
<td>Nov 22</td>
<td>Dec 6</td>
<td>Jan 2</td>
</tr>
<tr>
<td>March</td>
<td>Jan 2</td>
<td>Jan 10</td>
<td>Jan 24</td>
<td>Feb 20</td>
</tr>
<tr>
<td>April/May</td>
<td>Feb 13</td>
<td>Feb 21</td>
<td>Mar 6</td>
<td>Apr 2</td>
</tr>
<tr>
<td>June</td>
<td>Apr 2</td>
<td>Apr 10</td>
<td>Apr 24</td>
<td>May 21</td>
</tr>
<tr>
<td>July/August</td>
<td>May 14</td>
<td>May 22</td>
<td>Jun 5</td>
<td>July 2</td>
</tr>
<tr>
<td>September/October</td>
<td>July 16</td>
<td>July 24</td>
<td>Aug 7</td>
<td>Sept 3</td>
</tr>
<tr>
<td>November</td>
<td>Sept 10</td>
<td>Sept 18</td>
<td>Oct 2</td>
<td>Oct 29</td>
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<tr>
<td>December</td>
<td>Oct 8</td>
<td>Oct 16</td>
<td>Oct 30</td>
<td>Nov 26</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 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

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

PRINT SPECS

PRINT AD SIZE (in inches) Non-Bleed Bleed Trims to Image Safety (live)

Spread
Page
Digest
2/3 Page (vertical)
1/2 Page Spread
1/2 Page (horizontal)
1/3 Page (vertical)
1/3 Page (square)
1/6 Page (vertical)

15 x 9-3/4
7 x 9-3/4
4-5/8 x 7
4-5/8 x 9-3/4
4-5/8 x 14-3/4
7 x 4-3/4
2-1/4 x 9-3/4
4-5/8 Wide x 4-3/4 Tall
2-1/4 x 4-3/4

16 x 10-3/4
8-1/8 x 10-3/4
5-3/8 x 7-5/8
5-3/8 x 10-3/4
16 x 5-3/8
16 x 5-3/8
3 x 10-3/4
—
—

15-3/4 x 10-1/2
7-7/8 x 10-1/2
5-1/8 x 7-3/8
5-1/8 x 10-1/2
15-3/4 x 5-1/8
7-7/8 x 5-1/8
2-3/4 x 10-1/2
—
—

15-1/4 x 10
7-3/8 x 10
4-5/8 x 6-3/4
4-5/8 x 10
15-1/4 x 4-5/8
7-3/8 x 4-5/8
2-1/4 x 10
—
—

PRINT AD SIZE (in pixels)

Non-Bleed Bleed Trims to Image Safety (live)

Spread
Page
Digest
2/3 Page (vertical)
1/2 Page Spread
1/2 Page (horizontal)
1/3 Page (vertical)
1/3 Page (square)
1/6 Page (vertical)

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.

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.

IPAD & OTHER TABLETS (in pixels)

Page: 1536 Wide x 2048 Tall (vertical only)

File Type: JPEG or PNG
Color Space: RGB

SMITHSONIAN MAGAZINE
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.

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.

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%

MEDIAN 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 21st

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
<table>
<thead>
<tr>
<th>Media Type</th>
<th>Dimensions</th>
<th>CPM (Open)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Standard Banners</td>
<td>(300x250, 300x600, 160x600, 320x50, 728x90)</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Billboard</td>
<td>(Desktop: 970x250)</td>
<td>$49</td>
</tr>
<tr>
<td>In-Article Video</td>
<td>(Desktop/Mobile)</td>
<td>$57</td>
</tr>
<tr>
<td>Custom In-Article Slideshow Package</td>
<td>(Desktop: 732x250; Mobile: 320x400)</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Mobile Slideshow</td>
<td>(Mobile: 320x350)</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Mobile Scroller Reveal</td>
<td>(Mobile: 320x488)</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Slideshow Package</td>
<td>(Desktop: 1072x408, 732x250; Mobile: 320x400)</td>
<td>$65</td>
</tr>
<tr>
<td>Custom Media Showcase Billboard Package</td>
<td>(Desktop: 1072x408, 732x250; Mobile: 320x400)</td>
<td>$65</td>
</tr>
<tr>
<td>Pre-Roll</td>
<td>(Desktop/Mobile)</td>
<td>$75</td>
</tr>
<tr>
<td>Custom Video Billboard</td>
<td>(Desktop: 1072x408)</td>
<td>$80</td>
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<tr>
<td>Custom Full Screen Video Pushdown</td>
<td>(Desktop/Mobile)</td>
<td>$85</td>
</tr>
<tr>
<td>Dedicated E-Blast</td>
<td>(Distribution: 100,000)</td>
<td>$126</td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td></td>
<td>Priced Per Campaign</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>
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</tbody>
</table>

### RICH MEDIA CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Dimensions (unexpanded)</th>
<th>Dimensions (expanded)</th>
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<th>Animation</th>
<th>Accepted File Types</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 99</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3 Loops .jpg, .gif, HTML5, third-party ad server tags</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>300 x 260</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3 Loops .jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>300 x 650</td>
<td>200 KB</td>
<td>400 KB</td>
<td>30 Sec 3 Loops .jpg, .gif, HTML5, third-party ad server tags</td>
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<tr>
<td>Billboard</td>
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<td>970 x 280</td>
<td>250 KB</td>
<td>500 KB</td>
<td>30 Sec 3 Loops .jpg, .gif, HTML5, third-party ad server tags</td>
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### VIDEO CREATIVE GUIDELINES

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<th>HEIGHT</th>
<th>ASPECT RATIO</th>
<th>FILE SIZE</th>
<th>MAX LENGTH</th>
<th>MAX LOOPS</th>
<th>FRAME RATE</th>
<th>FILE TYPE</th>
<th>BIT RATE</th>
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<tbody>
<tr>
<td>Preroll</td>
<td>1920</td>
<td>1080</td>
<td>16x9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>VAST, MP4, MOV</td>
<td>1000 KPBS</td>
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<tr>
<td>In-Article Video</td>
<td>1920</td>
<td>1080</td>
<td>16x9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>MP4, MOV</td>
<td>1000 KPBS</td>
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</tbody>
</table>

**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

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<thead>
<tr>
<th>Image</th>
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<tbody>
<tr>
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<tr>
<td>300x250, 30k max, .jpg or .gif</td>
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<table>
<thead>
<tr>
<th>Native Ad</th>
<th>400x300 pixel image + Text; 90-100 characters maximum including spaces</th>
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<table>
<thead>
<tr>
<th>Additional Requirements</th>
<th>Clickthrough URL for both ad units (click command tag optional)</th>
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<tbody>
<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>
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<table>
<thead>
<tr>
<th>Notes</th>
<th>1x1 impression-tracking pixel optional</th>
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### DEDICATED EBLASTS

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<table>
<thead>
<tr>
<th>File Size</th>
<th>100K (Max)</th>
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<table>
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<tr>
<th>Subject</th>
<th>50 characters max (including spaces)</th>
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<table>
<thead>
<tr>
<th>Body Text</th>
<th>No character limit</th>
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</table>

<table>
<thead>
<tr>
<th>Font</th>
<th>Standard web fonts (e.g., Arial, Helvetica, Verdana, Tahoma); minimum 10 pts/px</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Audio &amp; Video Not permitted</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Requirements</th>
<th>.doc or .txt file with back-up text</th>
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</thead>
<tbody>
<tr>
<td>Clickthrough URL(s)</td>
<td></td>
</tr>
<tr>
<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>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Notes</th>
<th>1x1 impression-tracking pixel and clickthrough tracking - optional</th>
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</thead>
<tbody>
<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.

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315,000 | $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.

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DEPLOYS–Monthly

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DEPLOYS–Monthly

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DEPLOYS–Monthly

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DEPLOYS–Monthly

ADVERTISING OPPORTUNITIES

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