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
MEDIA KIT

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
NOTES:
Editorial and timing subject to change
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

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 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 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>
</tr>
<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.

## 2024 PRINT GROSS RATES

<table>
<thead>
<tr>
<th>Page Type</th>
<th>B&amp;W</th>
<th>4 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$86,050</td>
<td>$126,070</td>
</tr>
<tr>
<td>Spread</td>
<td>$172,100</td>
<td>$252,140</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$68,840</td>
<td>$100,860</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$51,630</td>
<td>$75,650</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$34,420</td>
<td>$50,430</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$17,210</td>
<td>$25,220</td>
</tr>
<tr>
<td>Cover 2, Page 1</td>
<td></td>
<td>$283,670</td>
</tr>
<tr>
<td>Cover 2</td>
<td></td>
<td>$157,600</td>
</tr>
<tr>
<td>3rd Cover</td>
<td></td>
<td>$138,700</td>
</tr>
<tr>
<td>4th Cover</td>
<td></td>
<td>$163,900</td>
</tr>
</tbody>
</table>

No charge for bleed

AVERAGE CIRCULATION  **950,000**
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
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.  

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>B&amp;W:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$64,440 (gross)</td>
<td>$45,150 (gross)</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>RATE</th>
<th>4-Color:</th>
<th>B&amp;W:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$60,800 (gross)</td>
<td>$42,630 (gross)</td>
</tr>
</tbody>
</table>

**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
Future of Education — Back to school & 25th anniversary of Google

OCTOBER
Atlas of Eating
Food History at NMAH
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

<table>
<thead>
<tr>
<th>Service</th>
<th>CPM (Open)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ROS Standard Banners</strong> <em>(300x250, 300x600, 160x600, 320x50, 728x90)</em></td>
<td>$37</td>
</tr>
<tr>
<td><strong>ROS Billboard</strong> <em>(Desktop: 970x250)</em></td>
<td>$49</td>
</tr>
<tr>
<td><strong>In-Article Video</strong> <em>(Desktop/Mobile)</em></td>
<td>$57</td>
</tr>
<tr>
<td><strong>Custom In-Article Slideshow Package</strong> <em>(Desktop: 732x250; Mobile: 320x400)</em></td>
<td>$57</td>
</tr>
<tr>
<td><strong>Custom Mobile Slideshow</strong> <em>(Mobile: 320x350)</em></td>
<td>$57</td>
</tr>
<tr>
<td><strong>Custom Mobile Scroller Reveal</strong> <em>(Mobile: 320x488)</em></td>
<td>$57</td>
</tr>
<tr>
<td><strong>Custom Slideshow Package</strong> <em>(Desktop: 1072x408, 732x250; Mobile: 320x400)</em></td>
<td>$65</td>
</tr>
<tr>
<td><strong>Custom Media Showcase Billboard Package</strong> <em>(Desktop: 1072x408, 732x250; Mobile: 320x400)</em></td>
<td>$65</td>
</tr>
<tr>
<td><strong>Pre-Roll</strong> <em>(Desktop/Mobile)</em></td>
<td>$75</td>
</tr>
<tr>
<td><strong>Custom Video Billboard</strong> <em>(Desktop: 1072x408)</em></td>
<td>$80</td>
</tr>
<tr>
<td><strong>Custom Full Screen Video Pushdown</strong> <em>(Desktop/Mobile)</em></td>
<td>$85</td>
</tr>
<tr>
<td><strong>Dedicated E-Blast</strong> <em>(Distribution: 100,000)</em></td>
<td>$126</td>
</tr>
<tr>
<td><strong>Paid Social Promotion</strong></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></td>
<td>WIDTH x HEIGHT</td>
<td></td>
<td></td>
</tr>
<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</th>
<th>Max File Weight</th>
<th>Animation</th>
<th>Accepted File Types</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(unexpanded)</td>
<td></td>
<td>MAX LENGTH</td>
<td>MAX LOOPS</td>
</tr>
<tr>
<td></td>
<td>WIDTH x HEIGHT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>150 KB</td>
<td>30 Sec</td>
<td>3</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>200 KB</td>
<td>30 Sec</td>
<td>3</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>200 KB</td>
<td>30 Sec</td>
<td>3</td>
</tr>
</tbody>
</table>

### VIDEO CREATIVE GUIDELINES

<table>
<thead>
<tr>
<th></th>
<th>WIDTH x 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 x 1080</td>
<td>16:9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>VAST, MP4, MOV</td>
<td>1000 KPBS</td>
</tr>
<tr>
<td>In-Article Video</td>
<td>1920 x 1080</td>
<td>16:9</td>
<td>7MB</td>
<td>30 Sec</td>
<td>1</td>
<td>30BPS</td>
<td>MP4, MOV</td>
<td>1000 KPBS</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.*
# 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**
315,000

**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

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

**OPT-IN SUBSCRIBERS**
100,000

**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

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Mayumi.kai@pacific-business.com