



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**