



2025 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 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
7.4MM



TOTAL
PRINT AUDIENCE
3.3MM

AVERAGE
CIRCULATION
800,000

FEMALE
51%

MALE
49%

MEDIAN
HOUSEHOLD
INCOME
\$84,367

MEDIAN AGE
61

Source: Publisher's Estimate



2025 PRINT EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD CLOSE: 11/12 • ON SALE: 12/31

TRAVEL

- Sardinia Carnival
- India's Route to Empire

HISTORY

- Butler Island Photo Essay

SCIENCE

- Reading the Signs of Nature
- Tracking Fossils in Wyoming
- Saving Coffee

MARCH

AD CLOSE: 12/31 • ON SALE: 2/18

WOMEN'S HISTORY ISSUE

HISTORY

- First Female Orthopedic Surgeon
- Arizona's Mummy Cave

SCIENCE

- African Wild Dogs

TRAVEL

- Durian Hunting in Asia

APRIL/MAY

AD CLOSE: 2/11 • ON SALE: 4/1

TRAVEL & PLANET POSITIVE ISSUE

TRAVEL

- Underground Rome
- Could the Mississippi Delta Be the Next California?

SCIENCE

- Secrets of Vermont's Birds
- An Urban Environmentalist
- Smithsonian magazine Photo Contest

HISTORY

- Birthplace of the Buddha

JUNE

AD CLOSE: 4/1 • ON SALE: 5/20

HISTORY/ARCHAEOLOGY

- The Long Legacy of an Enslaved Potter
- Amazon Civilization
- World War II's Heroic Mariners

SCIENCE

- Nurturing America's Wild Bees

JULY/AUGUST

AD CLOSE: 5/13 • ON SALE: 7/1

TRAVEL

- The Sun Also Rises at 100
- Living History in Tombstone

SCIENCE

- New Breakthroughs in the Science of the Ear
- Saving Salmon in the Pacific Northwest

HISTORY

- The History of Vanilla
- The Race to Find Stolen Greek Antiquities

SEPTEMBER/OCTOBER

AD CLOSE: 7/15 • ON SALE: 9/2

TRAVEL & SUSTAINABILITY ISSUE

TRAVEL

- Argentina Reckons with its History
- Arkansas' Gangster Museum

SCIENCE

- The Lessons of the Redfish
- The New Science of Aeroecology

NOVEMBER

AD CLOSE: 9/9 • ON SALE: 10/28

SCIENCE

- Rockhopper Penguins
- The Next Quinoa

SCIENCE

- Road to Revolution: America's 250th history

DECEMBER

AD CLOSE: 10/7 • ON SALE: 11/25

ART

- Preserving the Art of Dry Stone Masonry

HISTORY

- Sahara's Green History

SCIENCE

- What Pygmy Marmosets Teach Us

NOTE: Editorial and timing subject to change



2025 PRINT GROSS RATES

	B&W	4 Color
Page	\$76,090	\$111,480
Spread	\$152,180	\$222,950
2/3 Page	\$60,870	\$89,190
1/2 Page	\$45,660	\$66,900
1/3 Page	\$30,440	\$44,600
1/6 Page	\$15,220	\$22,300
Cover 2, Page 1		\$250,830
Cover 2		\$139,360
3rd Cover		\$122,640
4th Cover		\$144,930
No charge for bleed		
AVERAGE CIRCULATION	800,000	

2025 PRINT CLOSING DATES

Issue	Ad Close	Material Due Date	Supplied Inserts Due*	On Sale Newsstand
January/February	Nov 12	Nov 20	Dec 2	Dec 31
March	Dec 31	Jan 8	Jan 20	Feb 18
April/May	Feb 11	Feb 19	Mar 3	Apr 1
June	Apr 1	Apr 9	Apr 21	May 20
July/August	May 13	May 21	Jun 2	July 1
September/October	July 15	July 23	Aug 4	Sept 2
November	Sept 9	Sept 17	Sept 29	Oct 28
December	Oct 7	Oct 15	Oct 27	Nov 25
January/February 2026	Nov 11	Nov 19	Dec 1	Dec 30

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 ADSSHUTTLE

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 18-34
41%

AGE 35-54
30%

AGE 55+
29%

MALE
51%

FEMALE
49%

MEDIAN HHI
\$86,443*

UNIQUE VISITORS
7.4MM

VIEWS
14.8MM

Source: Google Analytics April – June 2024
*Publisher's estimate

Smithsonian MAGAZINE

digital

MEDIA KIT



2025 ONLINE EDITORIAL CALENDAR

JANUARY

- Skywatching Guide
- Places to Travel in 2024
- Treks of a Lifetime
- 25 for 25: The Best of the 21st Century (Top 25 Lists)

FEBRUARY

- Black History Month
- Amazing Woman in Science
- Exploring Mars
- Panda-monium

MARCH

- Women Who Shaped History
- Smithsonian Magazine Photo Contest
- America's Deadliest National Disasters
- Get Your Kicks on Route 66 (100th Anniversary)
- The Wonders of Air and Space

APRIL

- Planet Positive: Citizen Science
- The Historic Road to America's 250th Birthday
- Celebrating Creativity (100 years of Art Deco)
- Beauties of the Natural World

MAY

- Mental Health Awareness Month
- AAPI Heritage Month
- Best American Road Trips—100 Years of Motels
- Remembering World War II (80th anniversary of war ending)

JUNE

- Best Small Towns of 2024
- 50 Years of Summer Blockbusters (Anniversary of Jaws)
- World Oceans Day—50 Years of Marine Sanctuaries
- World Pride
- Folklife Festival: Youth and the Future of Culture

JULY

- Trials That Changed America
- Innovation of Play
- Medical Moonshots

AUGUST

- The Science of Pets
- The United States of Superlatives
- Remembering Hurricane Katrina
- Meet Me at the State Fair!

SEPTEMBER

- Hispanic Heritage Month
- Return to the Moon
- Travel California (175 Years of Statehood)
- My Kind of Town
- The Best Train Trips in the World

OCTOBER

- Atlas of Eating
- Haunted History
- Television Turns 100

NOVEMBER

- Best Books of the Year
- Native American Heritage Month
- Best STEM Toys or History of Classic Toys
- The Industries That Built America

DECEMBER

- Gift Guide
- Best Christmas Towns

NOTE: Editorial and timing subject to change

DIGITAL NETWORK 2025 RATES

CPM (OPEN)

BILLBOARD DISPLAY BANNER (970X250)	\$45
CONTENT PROMOTIONAL BANNERS	\$60
DESKTOP ADHESION UNIT	\$65
DESKTOP STANDARD DISPLAY BANNERS (300X250, 300X600, 160X600, 728X90)	\$39
DESKTOP/MOBILE ADHESION UNITS	\$60
DESKTOP/MOBILE IN-ARTICLE SLIDESHOW	\$60
DESKTOP/MOBILE STANDARD DISPLAY BANNERS (300X250, 300X600, 160X600, 728X90, 320X50)	\$37
FULL-SCREEN VIDEO PUSHDOWN	\$85
IN-ARTICLE SLIDESHOW PACKAGE (Includes Desktop and Mobile In-Article Slideshows)	\$60
IN-ARTICLE VIDEO	\$60
MEDIA SHOWCASE BILLBOARD	\$75
MEDIA SHOWCASE PACKAGE (Includes Desktop Media Showcase Billboard and Desktop/Mobile In-Article Slideshow)	\$65
MOBILE ADHESION UNIT	\$65
MOBILE SCROLLER REVEAL	\$60
MOBILE STANDARD DISPLAY BANNERS (300X250, 320X50, 300X600)	\$39
PREROLL	\$75
SLIDESHOW BILLBOARD	\$75
SLIDESHOW PACKAGE (Includes Desktop Slideshow Billboard and Desktop/Mobile In-Article Slideshow)	\$65
VIDEO BILLBOARD	\$75
VIDEO PACKAGE (Full Screen Video Pushdown, In-Article Video, Preroll)	\$70



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

Banners	Send TWO of the Following Banners: 600x155, 30k max, .jpg or .gif 600x340, 30k max, .jpg or .gif 300x250, 30k max, .jpg or .gif
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 350,000	DAILY TAKEOVER \$20,500 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 300,000	DAILY TAKEOVER \$18,460 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 140,000	DAILY TAKEOVER \$9,570 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 130,000	DAILY TAKEOVER \$8,890 open cost
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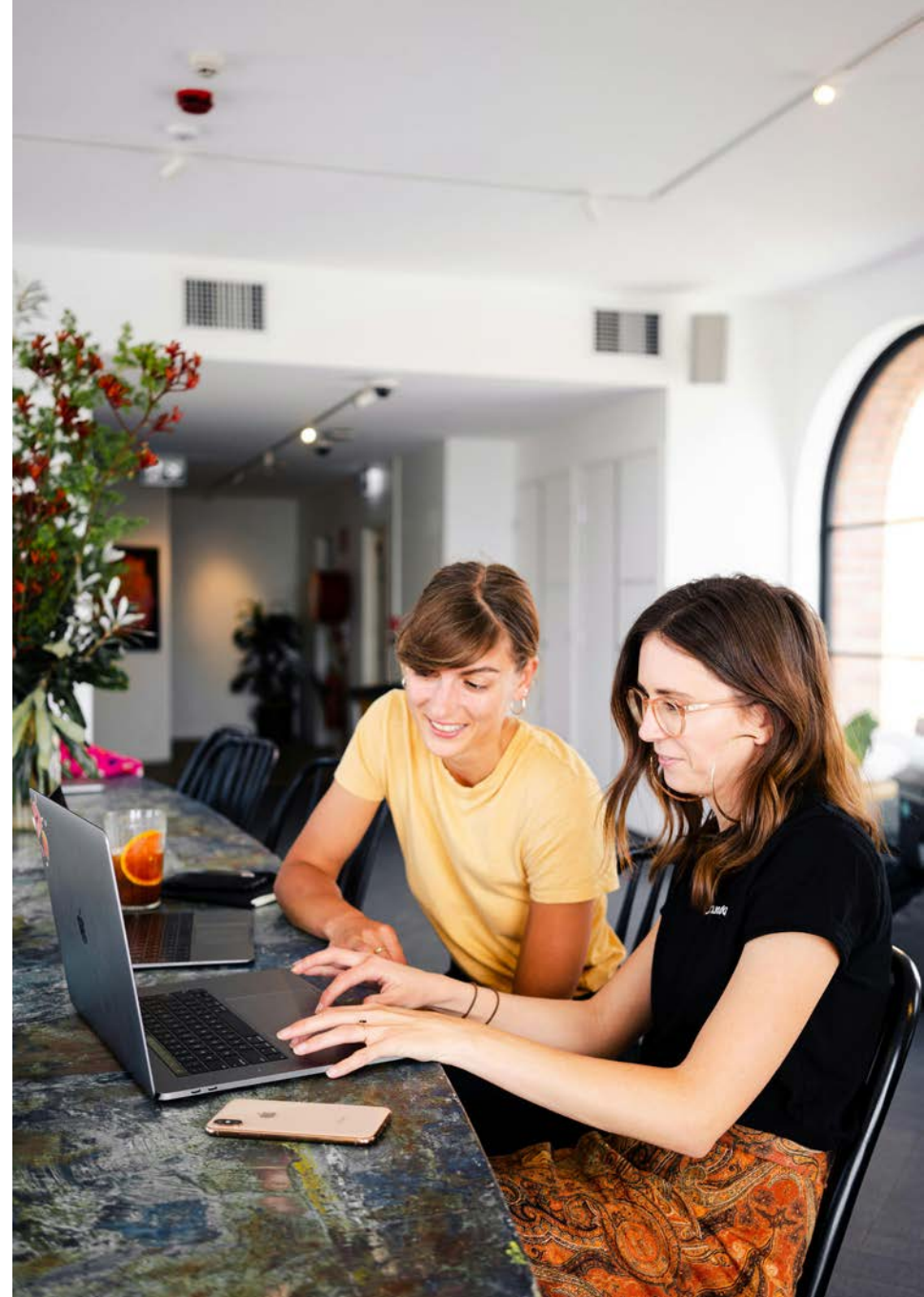
Deploys—Monthly

Travel & Culture

Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.

OPT-IN SUBSCRIBERS 110,000	DAILY TAKEOVER \$7,520 open cost
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DEPLOYS—Monthly



ADVERTISING OPPORTUNITIES

NEWSLETTER TAKEOVER INCLUDES:

100% SOV which includes a native story placement and TWO of the following banner sizes 300x250, 970x250, 970x550.

CONTACTS

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