



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