



2026 MEDIA KIT

Smithsonian 
MEDIA



Smithsonian 
MEDIA

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.



Smithsonian MAGAZINE

TOTAL
PRINT AUDIENCE
2.1MM

AVERAGE
CIRCULATION
700,000

FEMALE
51%

MALE
49%

MEDIAN
HOUSEHOLD
INCOME
\$84,367

MEDIAN AGE
61

Source: Publisher's Estimate



2026 PRINT EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD CLOSE: 11/11 • ON SALE: 12/30

TRAVEL

- Teahouses of Nepal

HISTORY

- Maryland's Civil War History
- George Washington Archaeology
- How an Accident Shaped Grand Central

SCIENCE

- Rockhopper Penguins Photo Essay
- The Promise of Bugs as Food

MARCH

AD CLOSE: 12/30 • ON SALE: 2/17

TRAVEL

- The Treasures of Chad's Ennedi Reserve

SCIENCE

- The Return of an Ancient Method to Protect Ranches

HISTORY

- Allied Communication in WWII

ARTS

- Martha Graham Dance Company photo essay

APRIL/MAY

AD CLOSE: 2/17 • ON SALE: 4/7

TRAVEL & PLANET POSITIVE ISSUE

TRAVEL

- America's 250th: Revolutionary Taverns
- Australia's Indigenous Cuisine
- American Icon: Route 66

ARTS

- Smithsonian Photo Contest

SCIENCE

- La Brea Tar Pits
- Cascade Red Foxes

HISTORY

- Hidden History of American Jewel-Making
- Cambodian Art Theft

SUMMER

AD CLOSE: 4/28 • ON SALE: 6/16

SPECIAL 250TH: AMERICAN INNOVATIONS

SEPTEMBER/OCTOBER

AD CLOSE: 7/14 • ON SALE: 9/1

TRAVEL & SUSTAINABILITY ISSUE

TRAVEL

- Arkansas Gangster History
- Minoans in Crete

SCIENCE

- Europe's Last Bison
- Long Covid
- A New Picture of the Early Universe

NOVEMBER

AD CLOSE: 9/8 • ON SALE: 10/27

TRAVEL

- An American Ghost Town

SCIENCE

- Can AI Help Us Understand Whales?

HISTORY

- US History
- The WWI Royal Auto Club Volunteers

DECEMBER

AD CLOSE: 10/6 • ON SALE: 11/24

TRAVEL

- Archaeology of Puerto Rico

HISTORY

- Inside the 45th Infantry Division (WWII)

NOTE: Editorial and timing subject to change

2026 PRINT GROSS OPEN RATES

| | B&W | 4 Color |
|---------------------|----------------|----------------|
| Page | \$ 52,150 | \$ 102,430 |
| Spread | \$ 104,300 | \$ 204,860 |
| 2/3 Page | \$ 41,720 | \$ 81,950 |
| 1/2 Page | \$ 31,290 | \$ 61,460 |
| 1/3 Page | \$ 20,860 | \$ 40,980 |
| 1/6 Page | \$ 10,430 | \$ 20,490 |
| Cover 2, Page 1 | | \$ 230,530 |
| Cover 2 | | \$ 128,100 |
| Cover 3 | | \$ 112,700 |
| Cover 4 | | \$ 133,200 |
| No charge for bleed | | |
| AVERAGE CIRCULATION | | 700,000 |

2026 PRINT CLOSING DATES

| Issue | Ad Close | Material Due Date | Supplied Inserts Due* | On Sale Newsstand |
|-----------------------|-----------------|--------------------------|------------------------------|--------------------------|
| January/February | Nov 11 | Nov 19 | Dec 1 | Dec 30 |
| March | Dec 30 | Jan 07 | Jan 19 | Feb 17 |
| April/May | Feb 17 | Feb 25 | Mar 9 | April 7 |
| Summer | April 28 | May 6** | May 18 | June 16 |
| September/October | July 14 | July 22 | Aug 3 | Sept 1 |
| November | Sept 8 | Sept 16 | Sept 28 | Oct 27 |
| December | Oct 6 | Oct 14 | Oct 26 | Nov 24 |
| January/February 2027 | Nov 10 | Nov 18 | Nov 30 | Dec 29 |

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.

** Cover positions will be due April 29

CONTACTS

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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 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

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



Smithsonian MAGAZINE | digital

AGE 18-34
28%

AGE 35-54
36%

AGE 55+
36%

MALE
56%

FEMALE
43%

MEDIAN HHI
\$86,443*

UNIQUE USERS
5.1MM

VIEWS
7MM

Source: Google Analytics Monthly Average Q3 2025
*Publisher's estimate



2026 ONLINE EDITORIAL CALENDAR

JANUARY

- 250 Places to Celebrate America
- Skywatching Guide
- Places to Travel in 2025
- Most Anticipated New Museums

FEBRUARY

- Black History Month
- Long-Distance Love
- Amazing Women in Science
- Greatest Discoveries of the Ancient World

MARCH

- Women Who Shaped History
- 23rd Annual *Smithsonian* Magazine Photo Contest
- Communicating with the World (150th anniversary of telephone)

APRIL

- Planet Positive: Citizen Science
- Returning to the Moon
- Beauties of the Natural World

MAY

- Mental Health Awareness Month
- AAPI Heritage Month
- The Great Wineries of America

JUNE

- Best Small Towns of 2026
- Get Your Kicks on Route 66 (100th anniversary)
- World Oceans Day—50 Years of Marine Sanctuaries
- Celebrating 250 Years of American Innovation

JULY

- The Past and Future of Exploring Mars (50th anniversary)
- Innovation of Play
- Folklife Festival: Festival of Festivals

AUGUST

- The Science of Pets
- The United States of Superlatives
- Back to School

SEPTEMBER

- Hispanic Heritage Month
- My Kind of Town
- The Best Train Trips in the World

OCTOBER

- Atlas of Eating
- Haunted History
- Treks of a Lifetime

NOVEMBER

- Best Books of the Year
- Best STEM Toys or History of Classic Toys
- Native American Heritage Month

DECEMBER

- Gift Guide
- Best Christmas Towns

NOTE: Editorial and timing subject to change

DIGITAL NETWORK 2026 RATES

| | CPM (OPEN) | | |
|-------------------------------|------------|----------------------------------|------|
| BANNERS | | | |
| Standard Display Banners | \$39 | Desktop Autoscroller Leaderboard | \$80 |
| Desktop Billboard Banner | \$45 | Desktop Multi-Story Leaderboard | \$80 |
| VIDEO | | | |
| FULL Screen Video Pushdown | \$85 | Desktop In-Article Slideshow | \$65 |
| In-Article Pre-roll | \$75 | Desktop In-Article Autoscroller | \$65 |
| CUSTOM UNITS | | | |
| Custom Promotional Banners | \$65 | Mobile In-Article Slideshow | \$65 |
| Desktop Video Billboard | \$80 | Mobile In-Article Autoscroller | \$65 |
| Desktop Slideshow Leaderboard | \$80 | Mobile In-Article Multi-Story | \$65 |
| | | Desktop Adhesion Footer | \$70 |
| | | Mobile Adhesion Footer | \$70 |

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

Ad Operations Contact:

Edward Hayes
HayesEd@si.edu
212-916-1374

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 |
|----------------------------|-------|--------|--------------|-----------|------------|-----------|------------|----------------|---------------------|
| In-Article Preroll | 1920 | 1080 | 16x9 | 7MB | 30 Sec | 1 | 30BPS | VAST, MP4, MOV | 1000 KPBS |
| Full Screen Video Pushdown | | | | 16x9 | 7MB | 30 Sec | 1 | 30BPS | MP4, . MOV1000 KPBS |

Notes: In-Article Video requires Play, Pause and Mute buttons.; audio must be user-initiated. 1x1 impression and Quartile Tracking pixels accepted.

eNEWSLETTERS & DEDICATED eBLASTS

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 500,000 350,000 | TAKEOVER \$35,150 open cost \$24,600 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.

| | |
|--------------------------------------|---------------------------------------|
| OPT-IN SUBSCRIBERS 300,000 | TAKEOVER \$18,460 open cost |
|--------------------------------------|---------------------------------------|

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 | TAKEOVER \$4,650 open cost |
|-------------------------------------|--------------------------------------|

DEPLOYS—Monthly

History

Coverage of the latest discoveries and historically significant events that help explain our world today.

| | |
|--------------------------------------|----------------------------|
| OPT-IN SUBSCRIBERS 140,000 | TAKEOVER \$9,570 |
|--------------------------------------|----------------------------|

DEPLOYS—Monthly

Science & Innovation

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

| | |
|--------------------------------------|----------------------------|
| OPT-IN SUBSCRIBERS 130,000 | TAKEOVER \$8,890 |
|--------------------------------------|----------------------------|

Deploys—Monthly

Travel & Culture

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

| | |
|--------------------------------------|-----------------------------|
| OPT-IN SUBSCRIBERS 150,000 | TAKEOVER \$10,250 |
|--------------------------------------|-----------------------------|

DEPLOYS—Monthly

Dedicated Email Blast

| | |
|--|--|
| OPT-IN SUBSCRIBERS 100,000 200,000 | \$12,600 open cost \$25,200 open cost |
|--|--|

ADVERTISING OPPORTUNITIES

NEWSLETTER TAKEOVER INCLUDES:

100% SOV which includes a native story placement and the following banner sizes: 600x155 and 600x340.

SPECS

ENEWSLETTERS AD UNITS

| | |
|-------------------------|---|
| Banners | 600x155, 30k max, .jpg or .gif 600x340, 30k max, .jpg or .gif |
| Native Ad | 400x300 pixel image + Text: 90-100 characters maximum including spaces |
| Additional Requirements | <ul style="list-style-type: none"> Clickthrough URL for both ad units (<i>click command tag optional</i>) List of client emails who should receive the test and final email copy. (<i>List should identify who is responsible for final ad approval.</i>) |
| 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 | <ul style="list-style-type: none"> Standard web fonts (e.g., <i>Arial, Helvetica, Verdana, Tahoma</i>); minimum 10 pts/px Audio & Video Not permitted |
| Additional Requirements | <ul style="list-style-type: none"> .doc or .txt file with back-up text Clickthrough URL(s) List of client emails who should receive the test and final email copy. (<i>List should identify who is responsible for final ad approval.</i>) |
| Notes | <ul style="list-style-type: none"> 1x1 impression-tracking pixel and clickthrough tracking - optional Please deliver assets as non-Zipped email attachments (<i>Zip files are blocked by our email provider</i>), 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)