

2027 MEDIA KIT

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 MEDIA



TOTAL
PRINT AUDIENCE
2.1MM

AVERAGE
CIRCULATION
635,000

FEMALE
51%

MALE
49%

MEDIAN AGE
61

Source: Publisher's Estimate

Smithsonian *magazine*







2027 PRINT EDITORIAL CALENDAR

JANUARY/FEBRUARY
AD CLOSE: 11/10/26
ON SALE: 12/29/26

- Along the Rhône: The Living Archaeology of Ancient Gaul
- Forest Elephants
- Archaeology of Puerto Rico
- The Birth of the Smokejumpers

MARCH
AD CLOSE: 12/29/26
ON SALE: 2/16/27

- Iguanas
- Wendy Red Star Profile

APRIL/MAY
AD CLOSE: 2/23/27
ON SALE: 4/13/27

TRAVEL & CONSERVATION ISSUE

- Ottoman Cuisine
- Historical Crime Story
- Bioprospecting in Sloths
- American Icon: Ansel Adams

JUNE
AD CLOSE: 4/13/27
ON SALE: 6/1/27

- Off the Beaten Path
- Ireland's UNESCO site: Skellig Michael
- Into the Peruvian Amazon

JULY/AUGUST
AD CLOSE: 5/18/27
ON SALE: 7/6/27

- The Historical Mary
- WWII History

SEPTEMBER/OCTOBER
AD CLOSE: 7/13/27
ON SALE: 8/31/27

TRAVEL & CULTURE & CONSERVATION ISSUE

- Tokaj Hungary

NOVEMBER
AD CLOSE: 9/7/27
ON SALE: 10/26/27

- Anteaters

DECEMBER
AD CLOSE: 10/5/27
ON SALE: 11/23/27

NOTE: Editorial and timing subject to change

2027 PRINT GROSS OPEN RATES

	B&W	4 Color
Page	$50,150	$98,500
Spread	$100,300	$197,000
2/3 Page	$40,120	$78,800
1/2 Page	$30,090	$59,100
1/3 Page	$20,060	$39,400
1/6 Page	$10,030	$19,700
Cover 2, Page 1		$221,700
Cover 2		$123,200
Cover 3		$108,400
Cover 4		$128,100

No charge for bleed

AVERAGE CIRCULATION **635,000**

2027 PRINT CLOSING DATES

Issue	Ad Close	Material Due Date	Supplied Inserts Due*	On Sale Newsstand
January/February	Nov 10	Nov 16	Nov 30	Dec 29
March	Dec 29	Jan 6	Jan 18	Feb 16
April/May	Feb 23	Mar 3	Mar 15	April 13
June	April 13	Apr 21	May 3	June 1
July/Aug	May 18	May 26	June 7	July 6
September/October	July 13	July 21	Aug 2	Aug 31
November	Sept 7	Sept 15	Sept 27	Oct 26
December	Oct 5	Oct 13	Oct 25	Nov 23
January/February 2028	Nov 9	Nov 15	Nov 29	Dec 28

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.*

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



AGE 18-34
29%

AGE 35-54
39%

AGE 55+
32%

MALE
56%

FEMALE
44%

UNIQUE USERS
7.2MM

VIEWS
12.6MM

Source: Google Analytics & Apple News April-Jun 2026





2027 ONLINE EDITORIAL CALENDAR

JANUARY
- Skywatching Guide
- Public Domain in 2027
- Sustainable Tourism

FEBRUARY
- Black History Month
- Women in Science
- Innovations in Photography
- Travel on the Paths of America's Great Authors

MARCH
- Unsing Wonders of the Natural World
- Women Who Shaped History
- Future of Transportation
- Future of media

APRIL
- Planet Positive:
- Young Innovators
- Science of Pets

MAY
- Mental Health Awareness Month
- AAPI Heritage Month
- American Imagination
- Great Adventurers

JUNE
- Best Small Towns
- World Oceans Day
- Folklife Festival 2027
- Pride Month

JULY
- Disability Pride Month
- The Quirkiest Festivals in America
- The United States of Superlatives

AUGUST
- Dreaming Big: Future of Space Exploration
- Nature-inspired Inventions
- Educating Americans for the 21st Century: Future of Education

SEPTEMBER
- Hispanic Heritage Month
- Amereica's Great Small Museums

OCTOBER
- Atlas of Eating
- Spooky Science
- 100 Years of Movie Magic

NOVEMBER
- Best Books of the Year
- Best STEM Toys
- Medical Moonshots

DECEMBER
- Gift Guide
- History of Everyday Objects: Toys

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DIGITAL NETWORK 2027 RATES

	CPM (OPEN)
BANNERS	
Standard Display Banners	$39
Desktop Billboard Banner	$45
VIDEO	
FULL Screen Video Pushdown	$85
In-Article Pre-roll	$75
CUSTOM UNITS	
Custom Promotional Banners	$65
Desktop Video Billboard	$80
Desktop Slideshow Leaderboard	$80
Desktop Autoscroller Leaderboard	$80
Desktop Multi-Story Leaderboard	$80
Desktop In-Article Slideshow	$65
Desktop In-Article Autoscroller	$65
Mobile In-Article Slideshow	$65
Mobile In-Article Autoscroller	$65
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	TAKEOVER
500,000	**$35,150 open cost**
350,000	**$24,600 open cost**

DEPLOYS–weekdays

Smithsonian Weekender

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	TAKEOVER
350,000	**$29,725 open cost**

DEPLOYS–Sundays

History

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

OPT-IN SUBSCRIBERS	TAKEOVER
140,000	**$9,570**

DEPLOYS–Monthly

Science & Innovation

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

OPT-IN SUBSCRIBERS	TAKEOVER
130,000	**$8,890**

Deploys–Monthly

Travel

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

OPT-IN SUBSCRIBERS	TAKEOVER
150,000	**$10,250**

DEPLOYS–Monthly

Dedicated Email Blast

OPT-IN SUBSCRIBERS	
100,000	**$12,600 open cost**
200,000	**$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
(Weekender only)	600x340 (2), 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)