

2021 MEDIA KIT

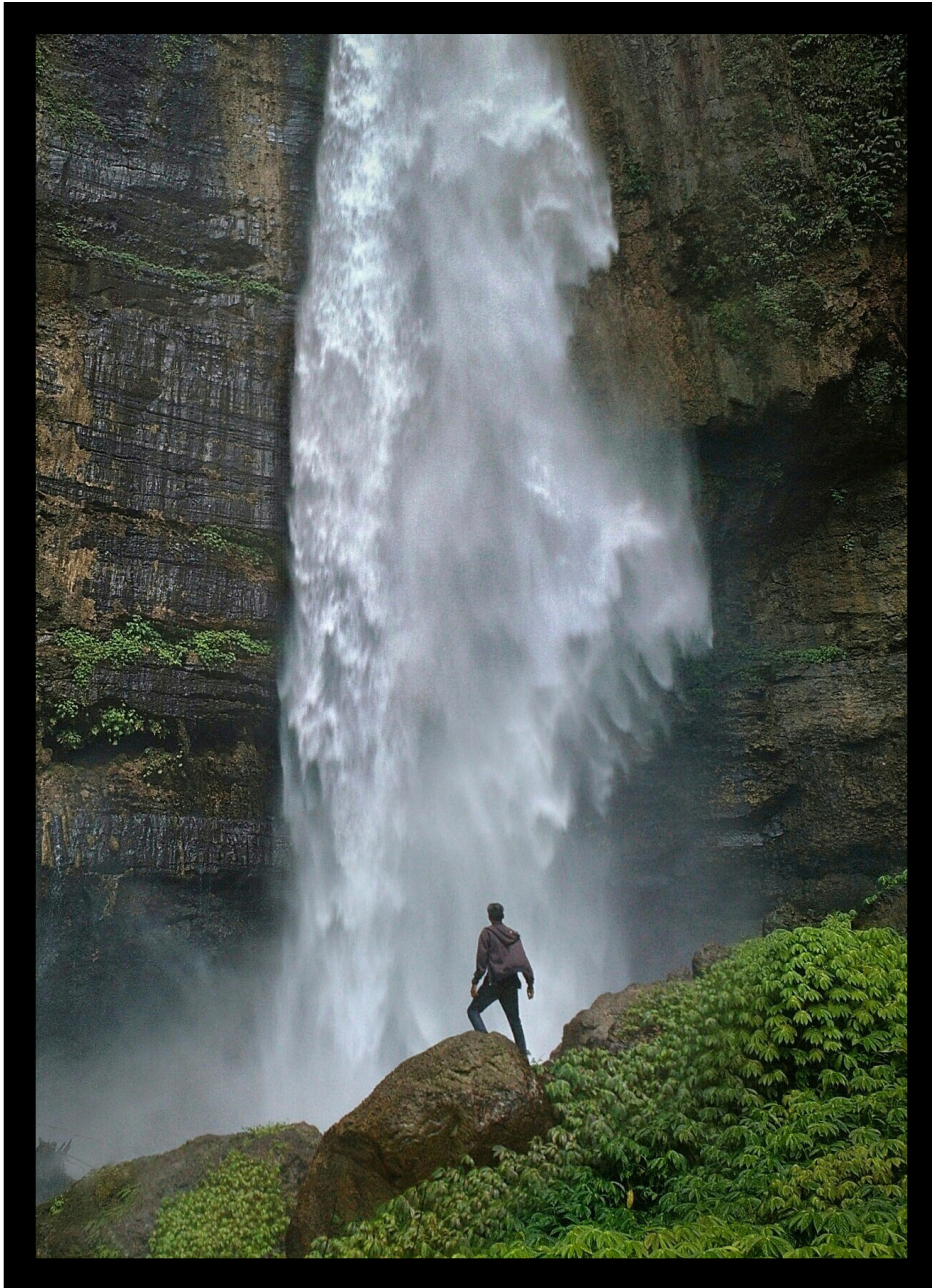
Smithsonian  MEDIA **boundless
CURIOSITY**



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 **boundless
CURIOSITY**

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
6.6MM

DIGITAL
13.4MM

EVENTS
1.2MM



TOTAL PRINT
AUDIENCE
6.6MM

RATE BASE
1.575MM

FEMALE
51%

MALE
49%

MEDIAN
HOUSEHOLD
INCOME
\$84,367

HOMEOWNERS
75%

MEDIAN AGE
61

COLLEGE
EDUCATED
83%

INFLUENTIALS
299
INDEX

PROFESSIONAL/
MANAGERIAL
115
INDEX

Source: MRI Doublebase 2020



2021 PRINT EDITORIAL CALENDAR

JANUARY/ FEBRUARY

CLOSING: 11/10 • ON SALE: 12/29

HISTORY

- Unknown Yellowstone
- Icon: Peanut Butter
- Black History Month: First African American elected to Congress

ARTS

- Artisan America
- National Treasure: Black Panther costume

TRAVEL

- Snow Monkeys in Japan

MARCH

CLOSING: 1/5 • ON SALE: 2/23

HISTORY

- Women's History Month: Woman who led the NSA during the Cuban Missile Crisis
- National Treasure: Martha Washington's dress
- Peace Corps 60th anniversary

SCIENCE

- Polar Bears
- Photo Essay: Navajo doctors on the C-19 frontlines

TRAVEL

- Pizza in Italy

APRIL

CLOSING: 2/2 • ON SALE: 3/23

HISTORY

- History of Oklahoma
- Tulsa Race Massacre

SCIENCE: PLANET POSITIVE

- Wolves Make a Comeback in California

- Rosalie Barrow Edge, conservationist who protects birds of prey from hunters
- Photo spread featuring conservation in Ecuador
- National Treasure: Panamanian golden frog

MAY

CLOSING: 3/9 • ON SALE: 4/27

TRAVEL ISSUE

TRAVEL

- Hiking the WPA Trail in Oregon
- Photo essay on Lanzarote, Spain

ARTS

- Smithsonian Photo Contest
- Excerpt of Mom Genes, by Abigail Tucker

JUNE

CLOSING: 4/6 • ON SALE: 5/25

SCIENCE

- Growing Truffles in North Carolina

TRAVEL

- Rebuilding villages in Italy
- Photo essay: Odyssey across Zagros mountain in Iran

JULY/AUGUST

CLOSING: 5/11 • ON SALE: 6/29

HISTORY

- Smithsonian at 175
- Sacred Saqqara

CULTURE

- 2020 Olympics coverage: Karate's debut

SEPTEMBER

CLOSING: 7/6 • ON SALE: 8/24

HISTORY

- Remembering 9/11

TRAVEL

- Archaeology in New Mexico

SCIENCE

- Bird evolution

ARTS

- Blues in Mississippi

OCTOBER

CLOSING: 8/10 • ON SALE: 9/28

SCIENCE

- Orcas
- Diphtheria

TRAVEL

- Sake in Arizona

HISTORY

- A Portuguese Holocaust hero

NOVEMBER

CLOSING: 9/7 • ON SALE: 10/26

SCIENCE

- John Deere and the Future of Agriculture
- Mission to Mars

HISTORY

- World War I Memorial
- History of diplomacy

DECEMBER

CLOSING: 10/5 • ON SALE: 11/23

HISTORY

- Viking shipwreck

SCIENCE

- Future of Coding
- Wind farms

TRAVEL

- Arctic National Wildlife Refuge

NOTE: Editorial and timing subject to change



2021 PRINT GROSS RATES

	B&W	4 Color
Page	\$110,600	\$161,900
Spread	\$221,200	\$323,800
2/3 Page	\$88,500	\$129,500
1/2 Page	\$66,400	\$97,100
1/3 Page	\$44,200	\$64,800
1/6 Page	\$22,100	\$32,400
Cover 2, Page 1		\$364,300
Cover 2		\$202,400
3rd Cover		\$178,100
4th Cover		\$202,400
No charge for bleed		
RATE BASE	1.575MM	

2021 PRINT CLOSING DATES

Issue	Ad Close	Material Due Date	Supplied Inserts Due*	On Sale Newsstand	Digital Replicas Live
January/February	Nov 10	Nov 18	Dec 2	Dec 29	Dec 18
March	Jan 5	Jan 13	Jan 27	Feb 23	Feb 19
April	Feb 2	Feb 10	Feb 24	Mar 23	Mar 19
May	Mar 9	Mar 17	Mar 31	Apr 27	Apr 23
June	Apr 6	Apr 14	Apr 28	May 25	May 21
July/August	May 11	May 19	June 2	June 29	June 25
September	July 6	July 14	Jul 28	Aug 24	Aug 20
October	Aug 10	Aug 18	Sept 1	Sept 28	Sept 24
November	Sept 7	Sept 15	Sept 29	Oct 26	Oct 22
December	Oct 5	Oct 13	Oct 27	Nov 23	Nov 19
Jan/Feb 2022	Nov 9	Nov 16	Dec 1	Dec 28	Dec 17

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 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

DEMOGRAPHIC EDITIONS

Business

Circulation: 475,000 subscribing households

Men/Women: 51%/49%

Audience: 1,875,000 readers

Median HHI: \$123,118

Professional-Managerial: 72%

Top management: 13%

Smithsonian's Business edition is a targeted edition with circulation delivered to 475,000 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: \$64,100 (gross)

B&W: \$43,600 (gross)

Platinum

Circulation: 425,000

Men/Women: 41%/59%

Audience: 1,435,000 readers

Median HHI: \$113,891

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: \$57,300 (gross)

B&W: \$39,000 (gross)

Gold

Circulation: 825,000

Men/Women: 48%/52%

Audience: 2,924,000 readers

Median HHI: \$101,805

Smithsonian's Gold edition is a targeted edition developed by the SESI system with circulation delivered to 825,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 825,000 subscribers having the highest-ranking SESI value are designated to receive the Gold edition.

MRI also uses SESI and applies a value to our respondents.

This edition is audited by AAM.

RATE

4-Color: \$98,900 (gross)

B&W: \$67,300 (gross)

Men's Edition

Circulation: 787,500 subscribing households

Audience: 3,080,000 readers

Median HHI: \$93,476

Smithsonian's Men's edition is a targeted edition with circulation delivered to 787,500 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE

4-Color: \$94,400 (gross)

B&W: \$64,200 (gross)

Women's Edition

Circulation: 787,500 subscribing households

Audience: 3,080,000 readers

Median HHI: \$82,272

Smithsonian's Women's edition is a targeted edition with circulation delivered to 787,500 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

RATE

4-Color: \$94,400 (gross)

B&W: \$64,200 (gross)

Under 55

Circulation: 550,000 subscribing households

Men/Women: 55%/45%

Audience: 2,151,000 readers

Median HHI: \$90,388

Age Under 55: 90%

Median Age: 42

Smithsonian's Under 55 edition is a targeted edition with circulation delivered to 550,000 adults who are 18-55 in subscribing households. These adults are qualified by age from our subscriber database.

RATE

4-Color: \$71,400 (gross)

B&W: \$48,600 (gross)

55+

Circulation: 1,025,000 subscribing households

Men/Women: 48%/52%

Audience: 4,007,000 readers

Median HHI: \$85,806

Age 55+: 90%

Median Age: 67

Smithsonian's 55+ edition is a targeted edition with circulation delivered to 1,025,000 adults who are 55 or over in subscribing households. These adults are qualified by age from our subscriber database.

RATE

4-Color: \$122,800 (gross)

B&W: \$83,500 (gross)

Source: Publisher's estimates derived from GfK MRI Doublebase 2020



AGE 25-44
39%

AGE 45-64
31%

MALE
53%

FEMALE
47%

UNIQUE VISITORS
13.4MM

VIEWS
18.7MM

Source: Google Analytics Jan-March 2021



2021 ONLINE EDITORIAL CALENDAR

JANUARY

Places Worth Traveling For This Year
 Innovators to Watch This Year: Covid Edition
 Skywatching Guide for the Year Ahead
 Pandamonium!
 How to Improve Your Life in 2021

FEBRUARY

Winter Wonderlands
 Long-Distance Love
 Black History Month
 Mars Exploration
 History of Chocolate
 The 21st Century Explorers

MARCH

Planet Positive
 Women Who Shaped History
 • Map of Memorials/ Statues to Women Across the U.S.
 Year of Birds
 • Opening of bird house at the Zoo

APRIL

Planet Positive
 Jazz Appreciation Month
 125 years of modern Olympics
 The Culture and History of Japan

Local Lens photography series
 18th Annual Photo Contest

MAY

Asian American Heritage Month
 Enjoying the Great Outdoors
 Intel Science and Engineering Fair
 Mental Health Awareness Month
 Best Small Towns to Visit in 2020
 • My Kind of Town

JUNE

PRIDE
 National Parks and the Great Outdoors
 All About the Royals
 Science and Gardening
 • DIY Backyard Science

JULY

The Science and Tech of the Olympics
 Folklife Festival

AUGUST

What's Next in Education
 Back to School series
 • Stories Behind Beloved Children's Books

SEPTEMBER

Museum Day
 Fall Culture Preview
 The Past and Future of Fast Food
 Science: The Everyday Explained
 Mexico: Aztec Travel
 • The future of cultural heritage sites

OCTOBER

Science of Fear
 Food History
 Unbuilt America
 Meet the Artists

NOVEMBER

400th Anniversary of Thanksgiving
 Holiday Gift Guide
 Best Books of the Year
 Family Stories
 • How to Learn Your Family History

DECEMBER

End-of-year lists
 "True Story of" movie coverage
 Sky-watching Guide for 2022

NOTE: Editorial and timing subject to change



DIGITAL NETWORK 2021 RATES (NET)

WEB:	CPM (NET)
ROS Leaderboard: 728x90	\$37
ROS Box: 300x250	\$37
ROS Large Rectangle: 300x600	\$46
ROS Billboard: 970x250	\$48
First-Impression Takeover	\$46
Pre-roll	\$57
In Article Video	\$57
Custom Slideshow Billboard: 1072x325	\$65
Large Format Slideshow Billboard: 1072x500	\$80
Custom Video Billboard: 1072x325	\$57
Large Format Video Billboard: 1072x500	\$80
Media Showcase Billboard: 1072x325	\$57
Large Format Media Showcase: 1072x500	\$80
In-Article Custom Slideshow: 732x250	\$57
Paid Social Promotion	\$57
Dedicated Email Blast	\$100
MOBILE:	
ROS Box: 300x250	\$37
ROS Banner: 320x50	\$27
Mobile Custom Slideshow: 320x400	\$57
Mobile Scroller Reveal: 320x488	\$80
TABLET:	
ROS Box: 300x250	\$37
ROS Large Rectangle: 300x600	\$46

DIGITAL NETWORK INFORMATION

Parent Network: Smithsonian Digital Network

Ad Server: Google Ad Manager

Network Sites: www.SmithsonianMag.com and www.AirSpaceMag.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

(Smithsonian Weekender, Air & Space, History & Archaeology, Science and Travel & Culture)

Image	160x600, 30k max, .jpg or .gif (static) 300x250, 30k max, .jpg or .gif (static)
Native Ad	420x240 image + Text Headline - 150 characters max (including spaces)
Additional Requirements	Clickthrough URL (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

DAILY NEWSLETTER AD UNITS

Image	560x70, 30k max, .jpg or gif(static) 300x250 30k max, .jpg or gif(static)
Native Ad	420x240 image + Text Headline - 150 characters max (including spaces)
Additional Requirements	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

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

Perrin Doniger: donigerp@si.edu, 202.633.5629. Fax: 202.633.6093

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	DAILY TAKEOVER
300,000	\$15,375 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	DAILY TAKEOVER
275,000	\$14,095 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	DAILY TAKEOVER
70,000	\$3,875 open cost

DEPLOYS--1/6, 2/3, 3/3, 4/7, 5/5, 6/2, 7/7, 8/4, 9/1, 10/6, 11/3, 12/1

Air & Space

Coverage of aviation and aerospace news, bonus features from Air & Space magazine and exclusive features from AirSpaceMag.com.

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
100,000	\$5,535 open cost

DEPLOYS--1/27, 2/24, 3/24, 4/28, 5/26, 6/23, 7/28, 8/25, 9/22, 10/27, 11/24, 12/22

Smithsonian MAGAZINE | digital

History & Archaeology

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

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
150,000	\$8,295 open cost

DEPLOYS--1/20, 2/17, 3/17, 4/21, 5/19, 6/16, 7/21, 8/18, 9/15, 10/20, 11/17, 12/15

Science & Innovation

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

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
150,000	\$8,300 open cost

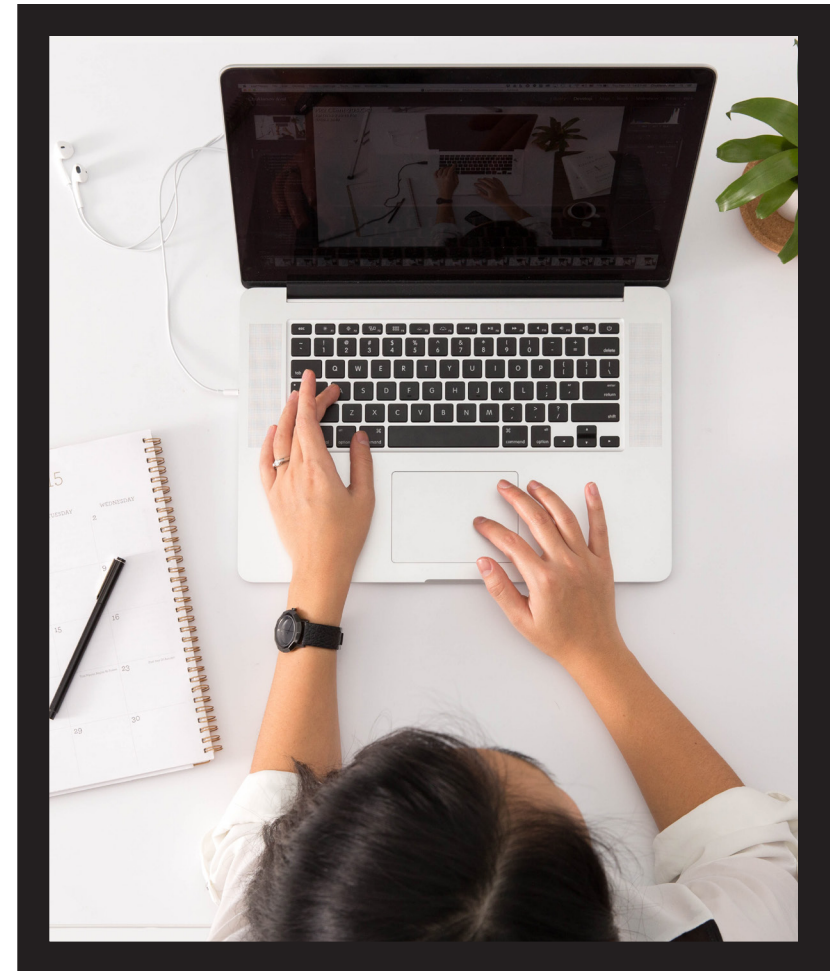
Deploys--1/13, 2/10, 3/10, 4/14, 5/12, 6/9, 7/14, 8/11, 9/8, 10/13, 11/10, 12/8

Travel & Culture

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

OPT-IN SUBSCRIBERS	DAILY TAKEOVER
145,000	\$8,025 open cost

DEPLOYS--1/28, 2/25, 3/31, 4/29, 5/27, 6/30, 7/29, 8/26, 9/29, 10/28, 11/30, 12/29



ADVERTISING OPPORTUNITIES

DAILY NEWSLETTER TAKEOVER INCLUDES: 100% SOV, 300x250, 560x70, & native story placement

ALL OTHER NEWSLETTER TAKEOVERS INCLUDE: 100% SOV, 300x250, 160x600, & native story placement

MEDIA KIT

CONTACTS

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