Smithsonian.com celebrates the creators, innovators and idea-makers who drive us forward to the future. Smithsonian.com reaches influentials across the web, engages them with what they want and need to know, and gives them inspirational ideas, insights, and information to share.

**UNIQUE VISITORS:** 6,438,000  
**VISITS:** 8,973,000  
**PAGEVIEWS:** 15,766,000  
**TIME SPENT PER VISITOR:** 2.7 minutes  
**MEDIAN AGE:** 46  
**MEDIAN HHI:** $100,004  
**MALE/FEMALE:** 47/53%  
**USER VIDEO PLAYS:** 612,190

Source: comScore Multi-Platform Oct-Dec 2017 monthly averages for traffic data; comScore Multi-Platform Dec 2017 for demo data, PC Only for HHI; JWPlayer Oct-Dec 2017 for video plays