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: 8,742,667
VISITS: 10,463,333
PAGEVIEWS: 19 million
TIME SPENT PER VISITOR: 2.8 minutes
MEDIAN AGE: 41
MEDIAN HHI: $92,101
MALE/FEMALE: 51/49%
USER VIDEO PLAYS: 429,005

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