Connect with the Smithsonian Media community through our diverse eNewsletters

**Smithsonian Daily eNewsletter**
Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from Smithsonian magazine and exclusive features from Smithsonian.com.
Delivered to 165,000 opt-in subscribers
Unique open rate: 31.3%
Daily takeover: $8,450 net
DEPLOYS—weekdays

**Air & Space eNewsletter**
Coverage of aviation and aerospace news, bonus features from Air & Space magazine and exclusive features from AirSpaceMag.com.
Delivered to 150,000 opt-in subscribers
Unique open rate: 23.4%
Takeover: $8,300 net
DEPLOYS—1/19, 2/16, 3/16, 4/20, 5/18, 6/15, 7/20, 8/17, 9/21, 10/19, 11/16, 12/21

**Smithsonian Weekend eNewsletter**
Our best stories of the week: Coverage of cultural and scientific news, extended features from Smithsonian magazine, exclusive features from Smithsonian.com and stunning photography.
Delivered to 450,000 opt-in subscribers
Unique open rate: 23.7%
Takeover: $24,900 net
DEPLOYS—Sundays

**At the Smithsonian eNewsletter**
Highlights new exhibits, research and commentary from Smithsonian experts, giving recipients the inside track to Washington, D.C.
Delivered to 100,000 opt-in subscribers
Unique open rate: 23.7%
Takeover: $5,535 net
DEPLOYS—1/3, 2/7, 3/7, 4/4, 5/2, 6/6, 7/4, 8/1, 9/5, 10/3, 11/7, 12/5

**History & Archaeology eNewsletter**
Coverage of the latest archaeological discoveries and historically significant events that help explain our world today.
Delivered to 215,000 opt-in subscribers
Unique open rate: 24.1%
Takeover: $11,900 net
DEPLOYS—1/10, 2/14, 3/14, 4/11, 5/9, 6/13, 7/11, 8/8, 9/12, 10/11, 11/14, 12/12

**Science & Innovation eNewsletter**
Features important breakthroughs, new studies, leading innovators and science explainers that explain the world around.
Delivered to 200,000 opt-in subscribers
Unique open rate: 24.6%
Takeover: $11,070 net
DEPLOYS—1/17, 2/21, 3/21, 4/18, 5/16, 6/20, 7/18, 8/15, 9/19, 10/17, 11/21, 12/19

**Travel & Culture eNewsletter**
Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.
Delivered to 175,000 opt-in subscribers
Unique open rate: 24.2%
Takeover: $9,685 net

**ADVERTISING OPPORTUNITIES**
DAILY NEWSLETTER TAKEOVER INCLUDES:
100% SOV, 300x250, 560x70, and native story placement

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

MEDIA INDUSTRY UNIQUE OPEN RATE BENCHMARK: 19%*

*Source: IBM 2018 Marketing Benchmarks Report