Our Mission
Smithsonian Media exists for the sole purpose of increasing and diffusing knowledge. We are boundless in our expression across platforms and our topic areas are limitless.

Our Audience
The Smithsonian Audience possesses boundless curiosity which drives them to act. They are truly engaged people who make a contribution to society and expect to leave this world a better place than when they got here. These independent, influential thinkers trust us to present factual, well-researched and insightful information that they consume and share with their friends, colleagues and communities. They expect us to surprise and delight with ideas and information that sparks their curiosity.
MEDIAN AGE 44

MEDIAN HHI $96,387

FEMALE/MALE 49/51

Source: comScore Multi-Platform March 2018; PC for Median HH

UNIQUE VISITORS 9,042,892

VISITS 10,523,000

VIEWS 17,000,000

VIDEO PLAYS 286,580

Source: Google Analytics Jan-Mar 2018; comScore Multi-Platform Jan-Mar 2018; JWPlayer Jan-Mar 2018

62% MOBILE
2018 Editorial Calendar

January
History: 1968: (cross platform with Magazine)
Innovation/Science: The Future of You: Making a better you through technology, biohacking and newest scientific research
Innovation/Science: Future of Health (cross-platform with April Magazine issue)
Art: Future of Art (sponsored by UAE)
Innovation: 2018 Innovators to Watch: The people and companies to watch
Travel: 2018 Travel Destination List: Where to go this year
Arts/Travel: The Year Ahead in Culture
MLK Day; 100th anniversary of the 1918 'flu pandemic; 75th anniversary of the deaths of Nikola Tesla and George Washington Carver

February
Innovation/Science: Future of Energy (sponsored by the UAE)
Science: The Science of Love
Cross-Category: Winter Olympics
History/Culture: ‘Reel’ History: The true story behind the movies
Black History Month; Frederick Douglass’s 200th birthday; Winter Olympics in Pyeongchang, South Korea; Academy Awards

March
Innovation/Science: Women in Science
Science: Future Con: Science of Superheroes
Photo Contest: Finalists voting & winners announced (new contest starts in April)
History: Cold War History (pegged to the new season of the Americans)
History: 1968 Package: 50th anniversary of MLK’s assassination
Travel: Switzerland Spotlight (pegged to 200th anniversary of Frankenstein)
Women’s History Month: Art of Burning Man Opens at the Renwick

April
Innovation/Science: The Future of Health (cross-platform with Magazine)
Innovation/Science: The Future of Space Travel (cross-platform with Magazine)
Science: Future of Conservation
Travel/History: Road Trip Your Way Through History
Travel: U.K.
Earth Day; Arab American Awareness Month; Autism Awareness Month; 50th anniversary of the assassination of MLK; 25th anniversary of Buckingham Palace opening to the public

May
Travel: New Orleans Spotlight (300th anniversary)
Arts & Culture: Cooper Hewitt Design Awards
Innovation: How To Be an Innovator: Advice for new grads from successful entrepreneurs
Innovation: Future of Transportation
Travel: Summer Travel Spotlight
Asian American Awareness Month; 400th anniversary of the start of the Thirty Years War; 150th anniversary of America’s first Memorial Day

June
Art & Culture: The Art of Now (pegged to an opening at American Art)
Travel/Innovation: Future of Vacation
Science: The Everyday Explained
LGBTQ History Month; Smithsonian Folklife Festival

July
Innovation/Culture: The Future of Food (4th of July peg)
Innovation/Science: Life on Mars
Travel: South Africa Spotlight
Travel: New Unesco World Heritage sites announced
4th of July; 150th Anniversary of 14th Amendment; Nelson Mandela’s 100th Birthday

August
Innovation: Future of Education (back-to-school peg)
Science: Local Lens: Scientists in the field
Science: Skywatching Guide
Travel: Fall Travel Spotlight
30 years since Yellowstone fire burned more than 150,000 acres

September
Innovation: Future of Work
Art & Travel: Fall Culture Preview
Travel: Fall Phenomenon
Museum Day is September 22, 2018

October
History: Secrets of American History (cross-platform with Magazine)
Innovation/Arts: Future of Architecture
Science: Science of Fear
Halloween

November
Innovation: American Ingenuity (cross-platform with Magazine & event)
Culture: Best Books of the Year
History/Culture: American Food
History: WWI
Thanksgiving 100th Anniversary of the End of WWI

December
Cross-Channel: Holiday package
### January

**History**: War (coinciding with print mag; possible food connection)

**History**: History of Now: 25 Years of Free Trade

**History/Travel**: Alaska and Hawaii: 50 Years of Being 50 States

**Innovation/Science**: Preserving America’s Beauty: 100 Years of Grand Canyon Nat’l Park

**Innovation**: 2019 Innovators to Watch: The people and companies to watch

**Travel**: 2019 Travel Destination List: Where to go this year

**Arts/Travel**: The Year Ahead in Culture

MLK Day; Smithsonian Year in Music; Earth Optimism: 30 Years of Fixing the Ozone

### February

**Education**: How America Teaches History

**Science**: The Science of Love

**Science/Innovation**: The Hunt for Life in Outer Space

**History/Culture**: ‘Reel’ History: The true story behind the movies

**History**: The Nicest People You’ve Never Heard Of

Black History Month; Super Bowl; Academy Awards

### March

**Innovation/Science**: Women in Science

**Science**: How Will Gene Editing Change Your Life?

### April

**Science**: Evolution of Conservation

**Travel/History**: Road Trip Your Way Through History

**Travel**: Renaissance Travel

**Innovation**: Evolution of Transportation

**Sports**: 150 Years of Professional Baseball

**Arts/Travel**: Walt Whitman’s America

**Science**: A New Face for Ancient Humans

**History**: Real History: Real Estate for Nerds

Earth Day; Arab American Awareness Month; Autism Awareness Month

### May

**Travel**: Best Small Towns in America

**Arts & Culture**: Cooper Hewitt Design Awards

**Innovation**: How To Be an Innovator: Advice for new grads from successful entrepreneurs

**Travel**: Summer Travel Spotlight

### June

**Art & Culture**: The Art of Now

**Travel/Innovation**: Evolution of Vacation

**Travel/Arts**: Folklife Festival (Year of Music; Travel highlights: Brazil, Benin, Baltics)

**History/Travel**: D-Day at 75 – America and World War II

**Innovation**: American Innovators (150 years since Thomas Edison’s 1st patent)

LGBTQ History Month—50 years since Stonewall; 25 years since OJ Simpson trial

### July

**History/Culture**: History of Your Dinner (4th of July peg)

**Innovation/Science**: The Moon’s Next 50 Years

**Travel**: New UNESCO World Heritage sites announced

**History/Travel**: 400 Years of American Democracy

**Travel**: 250 Years of San Diego

**Innovation/Travel**: Your Guide to Life on the Go

4th of July; 50th Anniversary of Moon Landing; 40th anniversary of Walkman

### August

**Innovation**: Evolution of Education (back-to-school peg)

### September

**Innovation**: Evolution of Work

**Science**: The Everyday Explained

**Science**: 20 Years of Mapping the Human Genome

**Art & Travel**: Fall Culture Preview

Museum Day

### October

**History**: Secrets of American History (cross-platform with Magazine)

**Innovation/Arts**: Evolution of Architecture

**Science**: Science of Fear

**Sports/History**: Black Sox Scandal at 100

**History**: Evolution of the Booze in America

**Halloween**

### November

**Innovation**: American Ingenuity (cross-platform with Magazine & event)

**Culture**: Best Books of the Year

**History/Culture**: American Food

**History**: WWI

**Thanksgiving**

### December

**Cross-Channel**: Holiday package
## Digital Network
### 2018 Rates (NET)

**WEB:**
<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Leaderboard: 728x90</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
</tr>
<tr>
<td>ROS Billboard: 970x250</td>
<td>$48</td>
</tr>
<tr>
<td>First-Impression Takeover</td>
<td>$46</td>
</tr>
<tr>
<td>Pre-roll</td>
<td>$57</td>
</tr>
<tr>
<td>In Article Video</td>
<td>$57</td>
</tr>
<tr>
<td>Custom Slideshow Billboard: 1072x325</td>
<td>$65</td>
</tr>
<tr>
<td>Large Format Slideshow Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Custom Video Billboard: 1072x325</td>
<td>$57</td>
</tr>
<tr>
<td>Large Format Video Billboard: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>Media Showcase Billboard: 1072x325</td>
<td>$57</td>
</tr>
<tr>
<td>Large Format Media Showcase: 1072x500</td>
<td>$80</td>
</tr>
<tr>
<td>In-Article Custom Slideshow: 732x250</td>
<td>$57</td>
</tr>
<tr>
<td>Paid Social Promotion</td>
<td>$57</td>
</tr>
<tr>
<td>Dedicated Email Blast</td>
<td>$100</td>
</tr>
</tbody>
</table>

**MOBILE:**
<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Banner: 320x50</td>
<td>$27</td>
</tr>
<tr>
<td>Mobile Custom Slideshow: 320x400</td>
<td>$57</td>
</tr>
<tr>
<td>Mobile Scroller Reveal: 320x488</td>
<td>$80</td>
</tr>
</tbody>
</table>

**TABLET:**
<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>CPM (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
</tr>
</tbody>
</table>

+ 30% Premium for Viewability
*Supports all IAB ad units*
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—1/13, 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, 10/10, 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
Contacts

Chief Revenue Officer
Amy Wilkins
212.916.1347
WilkinsAP@si.edu

Marketing Director
Ellyn Hurwitz
212.916.1319
HurwitzE@si.edu

Research Manager
Linda Lawrence
212.916.1329
LawrenceL2@si.edu

New York
420 Lexington Ave., Suite 2335
New York, NY 10170
Sales Director
Walker Mason
(Northeast, Mid-Atlantic)
212.916.1302
MasonW2@si.edu

Travel Sales Director
Jaime Duffy
212.916.1304
DuffyJ2@si.edu

Account Manager
Meryle Lowenthal
212.916.1307
LowenthalM@si.edu

Midwest & West Coast
Exec. Dir., Client Partnerships
Gayle Lambert
212.916.1337
LambertG@si.edu

Southeast & Southwest
Nuala Berrells Media, Inc.
8610 Fanellanwood Place
Dallas, TX 75238
Nuala Berrells
214.660.9713
nualaberrellsmedia@gmail.com

Direct Response
MI Media Services, L.L.C.
32 Shepard Road
Norfolk, CT 06058
Alycia Isabelle
860.542.5180
Alycia@mi-ms.com

Europe
J S Media Associates Ltd.
2 Hawksmead / Bicester
Oxfordshire OX26 6ST / UK
Julian Staples
+44 (0) 7887 574 076
jstaples@jsmediatltd.com

Japan
Pacific Business Inc.
Kayabacho 2-chome Bldg.,
2-4-5, Nihonbashi Kayabacho,
Chuo-ku, Tokyo Japan 103-0025
Yoshinori Ikeda
011-81-3-3661-6138
pbi2010@gol.com

Korea
FMS Korea
SK Hubgreen #1122
73, Mapo-daero, Mapo-gu
Seoul, Korea 110-721
B.J. Kim
011-82-2-738-3591
fms_korea@fmsk.co.kr