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.
Our Mission
Smithsonian magazine informs and inspires readers with knowledge they can trust through a balanced editorial blend of topical, relevant issues and historical perspective.

Every month Smithsonian leads the conversation with coverage of culture in all its forms, including travel, the arts, history, biography, science and the natural world, through narrative, photography and first-hand reporting.

Our Readers
The Smithsonian audience is a group of influential thinkers who trust us to present factual, well-researched and insightful articles, giving them the tools to make well-informed decisions. Each month, Smithsonian reaches millions of well-rounded, discriminating individuals who have discerning tastes and boundless curiosity.

Our Writers
Smithsonian only features writers and journalists who are experts in their fields. Always respecting the intelligence of the Smithsonian reader, our writers deliver the highest quality editorial, sharing knowledge and educating our readers.
January/February
(Closing: Nov 15; On Sale: Jan 2)
1968: A SPECIAL ISSUE
HISTORY
• Ted Conover talk to sanitation workers in Memphis who were there the day MLK was killed
• Photo essays look at Vietnam today, the Beatles ashram in India and the RFK school in Los Angeles on the site of the old Ambassador hotel
• Shaun Raviv writes about William Calley and the My Lai massacre
• Roxane Gay looks the 1968 Miss America protest and what it says about the intersection of feminism and civil rights
• Andrew Chaikin writes about Apollo 8 and the true story behind the photo of the first Earthrise
• Novelist Todd Gitlin shares a different (and fictional) view of the 1968 Democratic convention
• In Prologue, Annette Gordon-Reed examines a ticket to Andrew Johnson’s impeachment hearings

March
(Closing: Jan 10; On Sale: Feb 27)
ARTS & CULTURE
• In Prologue, American Icon focuses on Norman Rockwell’s Four Freedoms and National Treasure is an Audubon Quadruped Series Print

SCIENCE
• Richard Grant looks the latest research on how trees communicate with each other

TRAVEL
• Novelist Jane Smiley follows in the footsteps of artist Grant Wood through his native Iowa
• Mike Sager profiles the U.S. rodeo champion
• Sean Flynn looks at conflict in Papua New Guinea while a photo essay by Sandro features portraits of tribespeople, coffee sorters and gang members there

April
(Closing: Feb 7; On Sale: Mar 27)
THE FUTURE ISSUE
ARTS & CULTURE
• The Future of Fast Food: a look at how Elon Musk’s brother, Kimbal, is testing a plan to create locally grown takeaway meals for $5
• In Prologue, National Treasure is the James Brown keyboard from a 1968 concert

SCIENCE
• The Future of Health: how immunotherapy is revolutionizing cancer treatment, focusing on Suzanne Topalian, a pioneering immunotherapy cancer researcher now at Johns Hopkins University
• The Future of Energy: America’s Most Energy Self-Sufficient Town and what it can teach us about the future of sustainability, focusing on Georgetown, Texas
• The Future of AI: author Stephen Talty looks at three visions of life under artificial intelligence

May
(Closing: Mar 7; On Sale: Apr 24)
TRAVEL
ARTS & CULTURE
• Franz Lidz travels to England’s Lake District to look at a battle brewing between environmentalists and farmers
• Tony Perrottet profiles Eusebio Leal, the Cuban behind the revival of Old Havana
• Richard Conniff travels to northern China to find rare fossils from the Cretaceous period
• We track shrinking glaciers in Wrangell St. Elias National Park in southeastern Alaska, America’s largest wilderness area
June
(Closing: Apr 11; On Sale: May 29)
ARTS & CULTURE
• Matt Shaer looks at a major new initiative to track down artworks stolen by the Nazis in WWII
HISTORY
• Alex Palmer has a new look at the Spanish Civil War
SCIENCE
• Focus on the environment: the science behind one invasive species and what it reveals about the impact of a changing climate
TRAVEL
• Jo Marchant profiles Brent Seales, a scholar who uses new technology to map ancient scrolls
• Josh Hammer heads to Burma to track the Rohingya crisis and explore efforts to restore the archaeological site of Mrauk U

July/August
(Closing: May 16; On Sale: July 3)
ARTS & CULTURE
• Wil Hylton profiles installation artist James Turrell
HISTORY
• Ted Genoways looks at the wars between two Mexican tequila families
TRAVEL
• A look at how Portugal became a destination for big-wave surfing
• Photo package on Identity: Photographer Wayne Belger shares his photo essay “Us & Them,” which features portraits of Syrian refugees, Standing Rock protesters, Zapatistas and Palestinians, among others. Lucian Perkins photographs Le Chambon-sur Lignon, a French mountain town that has long embraced refugees

September
(Closing: July 11; On Sale: Aug 28)
SECRETS OF AMERICAN HISTORY
HISTORY
• Ben Yagoda looks at the complicated relationship between Sigmund Freud and his co-author, William C. Bullitt
SCIENCE
• Focus on Education: how the science of the brain is revolutionizing education
  (If sold, deadline to assign: 3/15)

October
(Closing: Aug 8; On Sale: Sept 25)
SCIENCE
• National Treasure looks at Trinitite mineral from Trinity nuclear test site
• The Future of Health: how climate change will affect human health
  (If sold, deadline to assign: 4/1)

November
(Closing: Sept 12; On Sale: Oct 30)
December
(Closing: Oct 10; On Sale: Nov 27)
AMERICAN INGENUITY AWARDS
• Our annual issue dedicated innovation and creativity showcases the year’s brightest thinkers and biggest new ideas in the sciences, arts and more
### 2018 Rates & Dates

#### 2018 General Gross Rates

<table>
<thead>
<tr>
<th>Rate / Page Type</th>
<th>B&amp;W</th>
<th>2 Color</th>
<th>4 Color</th>
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<tr>
<td>General Gross</td>
<td>$115,600</td>
<td>$143,100</td>
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<td>Spread</td>
<td>$231,200</td>
<td>$286,200</td>
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<tr>
<td>2/3 Page</td>
<td>$92,500</td>
<td>$114,500</td>
<td>$135,400</td>
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<tr>
<td>1/2 Page</td>
<td>$69,300</td>
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<tr>
<td>1/3 Page</td>
<td>$46,200</td>
<td>$57,300</td>
<td>$67,700</td>
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<tr>
<td>1/6 Page</td>
<td>$23,200</td>
<td>$28,600</td>
<td>$33,900</td>
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<tr>
<td>BRC</td>
<td>$57,800</td>
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**Cover 2, Page 1** | $381,000
**Cover 3, Page** | $355,700
**3rd Cover** | $186,300
**4th Cover** | $211,700

No charge for bleed

### 2018 Closing Dates

<table>
<thead>
<tr>
<th>2018 Closing Dates</th>
<th>AD Close</th>
<th>Material Due Date</th>
<th>Supplied Inserts Due*</th>
<th>On Sale Newsstand</th>
<th>Digital Replicas Live</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Nov 15</td>
<td>Nov 22</td>
<td>Dec 6</td>
<td>Jan 2</td>
<td>Dec 21</td>
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<tr>
<td>March</td>
<td>Jan 10</td>
<td>Jan 17</td>
<td>Jan 31</td>
<td>Feb 27</td>
<td>Feb 22</td>
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<tr>
<td>April</td>
<td>Feb 7</td>
<td>Feb 14</td>
<td>Feb 28</td>
<td>Mar 27</td>
<td>Mar 22</td>
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<td>May</td>
<td>Mar 7</td>
<td>Mar 14</td>
<td>Mar 28</td>
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<td>June</td>
<td>Apr 11</td>
<td>Apr 18</td>
<td>May 2</td>
<td>May 29</td>
<td>May 25</td>
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<tr>
<td>July/August</td>
<td>May 16</td>
<td>May 23</td>
<td>June 6</td>
<td>July 3</td>
<td>June 29</td>
</tr>
<tr>
<td>September</td>
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<td>October</td>
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<td>December</td>
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<td>Jan/Feb 2019</td>
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<td>Nov 21</td>
<td>Dec 5</td>
<td>Jan 1</td>
<td>Dec 20</td>
</tr>
</tbody>
</table>

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.
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.

**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

**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.

**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.

**RESOLUTION:** All images/files should be high resolution 300 DPI. Total Area or Ink Density is 300%. The print line screen is 150.

**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 or 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

**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.**

### 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.
Smithsonian magazine

2018 Demographic Editions

Demographic Rates

<table>
<thead>
<tr>
<th></th>
<th>4-COLOR (GROSS)</th>
<th>B&amp;W (GROSS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>$92,100</td>
<td>$62,600</td>
</tr>
<tr>
<td>Platinum</td>
<td>$87,800</td>
<td>$59,700</td>
</tr>
<tr>
<td>Gold</td>
<td>$145,800</td>
<td>$99,100</td>
</tr>
</tbody>
</table>

**Business**

**CIRCULATION:** 550,000 subscribing households  
**MEN/WOMEN:** 54%/46%  
**AUDIENCE:** 2,140,000 readers  
**MEDIAN HHI:** $107,379  
**PROFESSIONAL-MANAGERIAL:** 76%  
**TOP MANAGEMENT:** 16%

Smithsonian’s Business edition is a targeted edition with circulation delivered to 550,000 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.

**Platinum**

**CIRCULATION:** 525,000  
**MEN/WOMEN:** 49%/51%  
**AUDIENCE:** 1,933,000 readers  
**MEDIAN HHI:** $119,402

Smithsonian’s Platinum edition is a targeted edition developed by the SESI system with circulation delivered to 525,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 525,000 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.

**Gold**

**CIRCULATION:** 1,050,000  
**MEN/WOMEN:** 51%/49%  
**AUDIENCE:** 3,712,000 readers  
**MEDIAN HHI:** $101,000

Smithsonian’s Gold edition is a targeted edition developed by the SESI system with circulation delivered to 1,050,000 of our most affluent subscribers. Each person/household in our circulation file is assigned a SESI code based on their address. The 1,050,000 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.

Source: Publisher’s estimates derived from GfK MRI Doublebase 2017
Men’s Edition
CIRCULATION: 900,000 subscribing households
AUDIENCE: 3,501,000 readers
MEDIAN HHI: $78,344
Smithsonian’s Men’s edition is a targeted edition with circulation delivered to 900,000 males in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

Women’s Edition
CIRCULATION: 900,000 subscribing households
AUDIENCE: 3,486,000 readers
MEDIAN HHI: $74,618
Smithsonian’s Women’s edition is a targeted edition with circulation delivered to 900,000 females in subscribing households. These adults are qualified by title, name and gender from our subscriber database.

Demographic Rates

<table>
<thead>
<tr>
<th></th>
<th>4-COLOR (GROSS)</th>
<th>B&amp;W (GROSS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>$124,900</td>
<td>$84,900</td>
</tr>
<tr>
<td>Women</td>
<td>$124,900</td>
<td>$84,900</td>
</tr>
</tbody>
</table>

Source: Publisher’s estimates derived from GfK MRI Doublebase 2017
**Demographic Editions**

**Under 55**
- **CIRCULATION:** 700,000 subscribing households
- **MEN/WOMEN:** 54%/46%
- **AUDIENCE:** 2,723,000 readers
- **MEDIAN HHI:** $79,537
- **AGE UNDER 55:** 90%
- **MEDIAN AGE:** 44

Smithsonian’s Under 55 edition is a targeted edition with circulation delivered to 700,000 adults who are 18-55 in subscribing households. These adults are qualified by age from our subscriber database.

**55+**
- **CIRCULATION:** 1,100,000 subscribing households
- **MEN/WOMEN:** 52%/48%
- **AUDIENCE:** 4,279,000 readers
- **Median HHI:** $74,550
- **AGE 55+:** 90%
- **MEDIAN AGE:** 67

Smithsonian’s 55+ edition is a targeted edition with circulation delivered to 1,100,000 adults who are 55 or over in subscribing households. These adults are qualified by age from our subscriber database.

**Demographic Rates**

<table>
<thead>
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<th>4-COLOR (GROSS)</th>
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<tbody>
<tr>
<td>Under 55</td>
<td>$99,000</td>
<td>$67,300</td>
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<tr>
<td>55+</td>
<td>$152,800</td>
<td>$103,900</td>
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Source: Publisher’s estimates derived from GfK MRI Doublebase 2017
# Smithsonian magazine Reader Profile

**RATE BASE:**

1.8 million

<table>
<thead>
<tr>
<th>Audience</th>
<th>% Comp</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Adults</strong></td>
<td>7,073,000</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>3,734,000</td>
<td>52.8%</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>3,340,000</td>
<td>47.2%</td>
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<table>
<thead>
<tr>
<th><strong>Household Income</strong></th>
<th>Audience</th>
<th>% Comp</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>HHI $75,000+</td>
<td>3,603,000</td>
<td>50.9%</td>
<td>117</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>2,534,000</td>
<td>35.8%</td>
<td>118</td>
</tr>
<tr>
<td>HHI $150,000+</td>
<td>1,309,000</td>
<td>18.5%</td>
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<tr>
<td>HHI $250,000+</td>
<td>337,000</td>
<td>4.8%</td>
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</tr>
<tr>
<td><strong>Median HHI</strong></td>
<td>$76,557</td>
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<tr>
<td><strong>Median HH Net Worth</strong></td>
<td>$397,865</td>
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<table>
<thead>
<tr>
<th><strong>Education</strong></th>
<th>Audience</th>
<th>% Comp</th>
<th>Index</th>
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</thead>
<tbody>
<tr>
<td>College Educated</td>
<td>5,564,000</td>
<td>78.7%</td>
<td>135</td>
</tr>
<tr>
<td>Graduated College+</td>
<td>3,479,000</td>
<td>49.2%</td>
<td>165</td>
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<tr>
<td>Post-Graduate Degree</td>
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<td>23.2%</td>
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<table>
<thead>
<tr>
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<th>% Comp</th>
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<tbody>
<tr>
<td>Professional/Managerial</td>
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<td>26.4%</td>
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<tr>
<td>Top Management</td>
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<tr>
<td>C-Suite</td>
<td>141,000</td>
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<th><strong>Influentials</strong></th>
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<td></td>
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<table>
<thead>
<tr>
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</thead>
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<td>Married</td>
<td>4,046,000</td>
<td>57.2%</td>
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<td>Own Home</td>
<td>5,543,000</td>
<td>78.4%</td>
<td>119</td>
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<table>
<thead>
<tr>
<th><strong>Counties</strong></th>
<th>Audience</th>
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<tbody>
<tr>
<td>A or B Counties</td>
<td>5,031,000</td>
<td>71.1%</td>
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</tr>
<tr>
<td>C or D Counties</td>
<td>2,043,000</td>
<td>28.9%</td>
<td>102</td>
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<table>
<thead>
<tr>
<th><strong>Regions</strong></th>
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</thead>
<tbody>
<tr>
<td>North East</td>
<td>1,444,000</td>
<td>20.4%</td>
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</tr>
<tr>
<td>South</td>
<td>2,657,000</td>
<td>37.6%</td>
<td>100</td>
</tr>
<tr>
<td>Midwest</td>
<td>1,354,000</td>
<td>19.1%</td>
<td>90</td>
</tr>
<tr>
<td>West</td>
<td>1,619,000</td>
<td>22.9%</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: GfK MRI Doublebase 2017
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

ACCOUNT MANAGERS
Meryle Lowenthal
212.916.1307
LowenthalM@si.edu

Walker Mason
(Northeast, Mid-Atlantic)
212.916.1302
MasonW2@si.edu

Jaime Duffy
212.916.1304
DuffyJ2@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.
Office 81, Trident Court
1 Oakcroft Road
Surrey, United Kingdom
KT9 1BD

Julian Staples
011 44 (0) 203.044.2750
jstaples@jsmediatltd.com

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

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
### Publisher’s Statement

6 months ended June 30, 2017, Subject to Audit

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

<table>
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<tr>
<th></th>
<th>Total Paid &amp; Verified Subscriptions</th>
<th>Single Copy Sales</th>
<th>Total Circulation</th>
<th>Rate Base</th>
<th>Variance to Rate Base</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,812,807</td>
<td>4,404</td>
<td>1,817,211</td>
<td>1,800,000</td>
<td>17,211</td>
</tr>
</tbody>
</table>

**TOTAL CIRCULATION BY ISSUE**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total Paid Subscriptions</th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total Verified Subscriptions</th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total Single Copy Sales</th>
<th>Rate Base</th>
<th>Audit Report</th>
<th>Publisher’s Statements</th>
<th>Difference</th>
<th>Percentage of Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>1,790,843</td>
<td>17,940</td>
<td>1,808,783</td>
<td>12,589</td>
<td></td>
<td>1,821,372</td>
<td>7,497</td>
<td></td>
<td>7,740</td>
<td>1,810,929</td>
<td>18,138</td>
<td>18,138</td>
<td>305</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>1,740,831</td>
<td>15,613</td>
<td>1,756,444</td>
<td>59,066</td>
<td></td>
<td>1,815,510</td>
<td>4,196</td>
<td></td>
<td>4,324</td>
<td>1,804,093</td>
<td>15,741</td>
<td>15,741</td>
<td>305</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>1,711,116</td>
<td>15,302</td>
<td>1,726,418</td>
<td>76,208</td>
<td></td>
<td>1,802,626</td>
<td>2,524</td>
<td></td>
<td>2,617</td>
<td>1,789,848</td>
<td>15,395</td>
<td>15,395</td>
<td>305</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>1,724,378</td>
<td>17,234</td>
<td>1,741,612</td>
<td>74,364</td>
<td></td>
<td>1,815,976</td>
<td>3,917</td>
<td></td>
<td>4,006</td>
<td>1,802,659</td>
<td>17,323</td>
<td>17,323</td>
<td>305</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>1,720,017</td>
<td>16,385</td>
<td>1,736,368</td>
<td>72,183</td>
<td></td>
<td>1,808,551</td>
<td>3,221</td>
<td></td>
<td>3,333</td>
<td>1,795,421</td>
<td>16,463</td>
<td>16,463</td>
<td>305</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>1,737,437</td>
<td>16,488</td>
<td>1,753,925</td>
<td>58,882</td>
<td></td>
<td>1,812,807</td>
<td>4,271</td>
<td></td>
<td>4,404</td>
<td>1,800,590</td>
<td>16,621</td>
<td>16,621</td>
<td>305</td>
<td></td>
</tr>
</tbody>
</table>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

<table>
<thead>
<tr>
<th>Paid Subscriptions</th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total</th>
<th>% of Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Subscriptions</td>
<td>2,501</td>
<td></td>
<td>2,501</td>
<td>0.1</td>
</tr>
<tr>
<td>Association: Nondeductible</td>
<td>1,734,936</td>
<td>11,580</td>
<td>1,746,516</td>
<td>96.1</td>
</tr>
<tr>
<td>Multi-Title Digital Programs</td>
<td>4,908</td>
<td></td>
<td>4,908</td>
<td>0.3</td>
</tr>
<tr>
<td>Total Paid Subscriptions</td>
<td>1,737,437</td>
<td>16,488</td>
<td>1,753,925</td>
<td>96.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Verified Subscriptions</th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total</th>
<th>% of Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Place</td>
<td>47,200</td>
<td></td>
<td>47,200</td>
<td>2.6</td>
</tr>
<tr>
<td>Individual Use</td>
<td>11,682</td>
<td></td>
<td>11,682</td>
<td>0.6</td>
</tr>
<tr>
<td>Total Verified Subscriptions</td>
<td>58,882</td>
<td></td>
<td>58,882</td>
<td>3.2</td>
</tr>
<tr>
<td>Total Paid &amp; Verified Subscriptions</td>
<td>1,796,319</td>
<td>16,488</td>
<td>1,812,807</td>
<td>99.8</td>
</tr>
</tbody>
</table>

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

<table>
<thead>
<tr>
<th>Audit Period Ended</th>
<th>Rate Base</th>
<th>Audit Report</th>
<th>Publisher’s Statements</th>
<th>Difference</th>
<th>Percentage of Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/2016</td>
<td>1,800,000</td>
<td>1,830,118</td>
<td>1,830,118</td>
<td>305</td>
<td></td>
</tr>
<tr>
<td>12/31/2015</td>
<td>1,800,000</td>
<td>1,854,774</td>
<td>1,854,774</td>
<td>544</td>
<td></td>
</tr>
<tr>
<td>12/31/2014</td>
<td>2,000,000</td>
<td>2,009,272</td>
<td>2,008,768</td>
<td>504</td>
<td></td>
</tr>
</tbody>
</table>

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**PRICES**

<table>
<thead>
<tr>
<th></th>
<th>Suggested Retail Prices (1)</th>
<th>Average Price (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Single Copy</td>
<td>$6.99</td>
<td>Net</td>
</tr>
<tr>
<td>Subscription</td>
<td>$26.00</td>
<td>Gross (Optional)</td>
</tr>
<tr>
<td>Average Subscription Price Annualized (3)</td>
<td>$18.72</td>
<td></td>
</tr>
<tr>
<td>Average Subscription Price per Copy</td>
<td>$1.56</td>
<td></td>
</tr>
</tbody>
</table>

(1) For statement period
(2) Represents subscriptions for the 12 month period ended December 31, 2016
(3) Based on the following issue per year frequency: 12
ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

<table>
<thead>
<tr>
<th></th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Place</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automotive Outlets</td>
<td>276</td>
<td></td>
<td>276</td>
</tr>
<tr>
<td>Doctor/Health Care Providers</td>
<td>45,551</td>
<td></td>
<td>45,551</td>
</tr>
<tr>
<td>Personal Care Salons</td>
<td>1,373</td>
<td></td>
<td>1,373</td>
</tr>
<tr>
<td><strong>Total Public Place</strong></td>
<td><strong>47,200</strong></td>
<td></td>
<td><strong>47,200</strong></td>
</tr>
<tr>
<td><strong>Individual Use</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ordered/Payment Not Received</td>
<td>11,682</td>
<td></td>
<td>11,682</td>
</tr>
<tr>
<td><strong>Total Individual Use</strong></td>
<td><strong>11,682</strong></td>
<td></td>
<td><strong>11,682</strong></td>
</tr>
</tbody>
</table>

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Association: Nondeductible: Copies served where the subscription was included in the dues of an association. The subscription was nondeductible from dues.

Double Issues: A double issue represents two copies of service. The Average Subscription Price Annualized is based on 12 issues, which includes two double issues.

Multi-Title Digital Programs
Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

<table>
<thead>
<tr>
<th>Program</th>
<th>Reported Multi-Title Digital Program</th>
<th>Unique Opens by Reader</th>
<th>Opens by Issue</th>
<th>Total Opens by Reader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texture</td>
<td></td>
<td>4,908</td>
<td>2.4</td>
<td>11,764</td>
</tr>
</tbody>
</table>

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 2,500

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 18,134

We certify that to the best of our knowledge all data set forth in this publisher’s statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: The Smithsonian Institution

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LISA DUNHAM  AMY WILKINS
Consumer Marketing Director  Chief Revenue Officer
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