



**2020**  
**MEDIA KIT**  
**AIR & SPACE** SMITHSONIAN



TOTAL AUDIENCE  
**1,480,000**

MALE  
**90%**  
FEMALE  
**10%**

MEDIAN  
HOUSEHOLD  
INCOME  
**\$114,810**

HOMEOWNERS  
**85%**

MEDIAN  
AGE  
**54**

COLLEGE  
GRADUATE+  
**75%**

INFLUENTIALS  
**321**  
INDEX

PROFESSIONAL/  
MANAGERIAL  
**172**  
INDEX

Source: Publisher's estimate derived from GfK MRI Doublebase 2017

# 2020 PRINT EDITORIAL CALENDAR



## FEBRUARY/MARCH

### Fly to Mars and Land on a Dime

The scientists hoping to bring back pieces of Mars with the new Mars 2020 rover are extremely demanding. They want the rover placed in the right part of the right crater, and engineers have devised a way to do it.

### The Year of UFOs

Throughout 2019, UFOs were back in the spotlight: a history channel documentary, articles in the New York Times and Washington Post, revelations by the Pentagon, and an event at Area 51. What's going on?

### From Omaha to Salt Lake without GPS

A long journey teaches a pilot to navigate the way the airmail pilots of the 1920s did: by watching the landscape. It taught him a lot about himself as well.

## APRIL/MAY

### Because of HerStory: American Women in Aerospace

Beginning in April/May and for three consecutive issues, Air & Space will publish profiles of women who achieved remarkable firsts in aerospace: Holly Ridings, the first woman to become Lead Flight Director at Houston's storied Mission Control; Hannah Johnson, the first woman to ascend in a hot air balloon (in 1825); Jeannie Leavitt, the first U.S. woman fighter pilot (1993) and the first to command a fighter wing.

### Found! The Most Famous Small Airplane of World War II

In 1944, a history teacher who enlisted in the Army Air Forces, bolted six M1A1 bazookas on the wing struts of a flimsy little Piper Cub and rained fire on German Panzer columns. He caused a sensation in the newspapers back home. That little Cub, once thought lost to history, was recovered in Austria and is about to fly again.

### Touch and Go on an Asteroid

A spacecraft visits a space rock 175,000,000 miles away and brings back a souvenir from the dawn of the solar system

## APRIL SPECIAL COLLECTOR'S EDITION

### Arsenal of Democracy: 75 Years Since Victory

To mark the 75th anniversary of the Victory in Europe, Air & Space will publish a 96-page special on the 10 Great Air Battles of World War II.

## JUNE/JULY

### Top Gun Is Back

The Hollywood sensation about the U.S. Navy's ace fighter pilots returns and Air & Space examines how far movies—and fighter pilots—have come since 1986.

### The Stampede to Mars

Four countries are sending spacecraft to Mars this summer, including the United Arab Emirates. Profiling UAE's Mars Hope mission, Air & Space will look into the partnerships the UAE developed for this historic first step into space.

## AUGUST

### Seven Airplanes that Surpassed Expectations

First impressions can be misleading. The history of aviation is filled with stories about aircraft that initially seemed to have limited value, but that over time exceeded expectations. Air & Space Magazine presents a list of seven notable aircraft that had to prove their worth. For example: The Boeing 747 was designed as an interim airliner to carry lots of passengers until the Boeing 2707 SST would enter service. As a result, it was designed to carry cargo as Boeing and Pan American envisioned the 747 as soldiering on as a cargo transport. They thought that they could sell about 400. Boeing has sold well over 1,500 and have changed the world in so doing. Fifty years after its first flight, it is still in production. Not bad for an interim design. The Curtiss SB2C Helldiver earned a rude nickname from its pilots ("Beast"), but it sank more tons of Japanese ships than any other World War II airplane.

### The Whole Sky, Every Night

A new telescope is about to revolutionize astronomy. Unlike other new instruments that can look deeper into time or see objects at new wavelengths, the Large Synoptic Survey Telescope in Chile will image the entire sky at high resolution in a single night, every few days. The changes in the sky that it sees will likely blow the minds of astronomers.

## SEPTEMBER

### Speed Demons

The X-15, the F-104, the SR-71, the XB-70 Valkyrie: The fastest, sexiest airplanes ever invented each had something going for it besides its speed.

### Violence Against Didymoon

Two years from now and almost seven million miles away, the DART spacecraft will smash into poor little Didymoon to test whether kinetic impactors can move future big, mean Earth-crossing asteroids away from a path that intercepts our peaceful planet. (Is anybody rooting for Didymoon?)

## OCTOBER/NOVEMBER

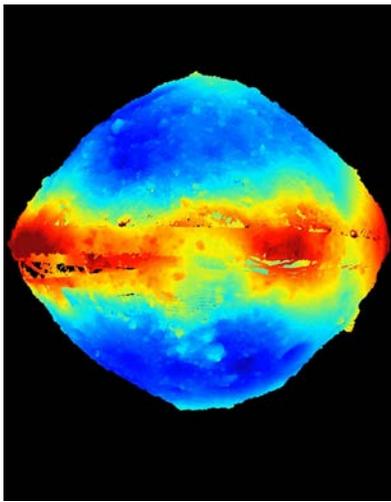
### Escape from the Space Shuttle

Most shuttle astronauts believed that the elaborate escape system developed for the U.S. space shuttle would not work, but the parachutists who tested the system in the atmosphere have come forward to prove that it did.

### NARCODRONES

The newest smugglers of drugs across the U.S. southern border are drones, hundreds of them, flown at night and almost undetectable. What's the government doing to counter the cartels?

*NOTE: Editorial subject to change*





### 2020 PRINT GROSS RATES

	<b>B&amp;W</b>	<b>4 Color</b>
Page	\$18,000	\$27,000
Spread	\$36,000	\$54,000
2/3 Page	\$14,400	\$21,600
1/2 Page	\$10,800	\$16,200
1/3 Page	\$7,200	\$10,800
1/6 Page	\$3,600	\$5,400
Cover 2, Page 1		\$58,050
3rd Cover		\$29,700
4th Cover		\$32,400

No charge for bleed

### 2020 PRINT CLOSING DATES

<b>Issue</b>	<b>Ad Close</b>	<b>Material Due Date</b>	<b>Supplied Inserts Due*</b>	<b>On Sale Newsstand</b>	<b>Digital Replicas Live</b>
Feb/Mar	Dec 4	Dec 10	Dec 26	Jan 28	Jan 17
Apr/May	Feb 6	Feb 12	Feb 26	Mar 24	Mar 20
SIP - WWII	Feb 28	Mar 5	Mar 20	Apr 21	-----
June/July	Apr 9	Apr 15	Apr 29	May 26	May 22
August	June 4	June 10	June 24	July 21	July 17
September	July 9	July 15	July 29	Aug 25	Aug 21
Oct/Nov	Aug 6	Aug 12	Aug 26	Sept 22	Sept 18
SIP - Carriers	Sept 13	Sept 19	Oct 4	Nov 5	-----
Dec 20/Jan 21	Oct 8	Oct 14	Oct 28	Nov 24	Nov 20

\* PLEASE ADVISE PRODUCTION WHEN EXTENDED MATERIAL DUE DATES HAVE BEEN GIVEN. If Drop Dead dates are needed, please contact Production.

\*\* Preprinted inserts should arrive at Quad on the due dates posted—there will be NO EXTENSIONS on these dates.

# PRINT SPECS

PRINT AD SIZE (in inches)	Non-Bleed	Bleed	Trims to	Image Safety (live)
Spread	15 x 9-3/4	16 x 10-3/4	15-3/4 x 10-1/2	15-1/4 x 10
Page	7 x 9-3/4	8-1/8 x 10-3/4	7-7/8 x 10-1/2	7-3/8 x 10
Digest	4-5/8 x 7	5-3/8 x 7-5/8	5-1/8 x 7-3/8	4-5/8 x 6-3/4
2/3 Page (vertical)	4-5/8 x 9-3/4	5-3/8 x 10-3/4	5-1/8 x 10-1/2	4-5/8 x 10
1/2 Page Spread	15 x 4-3/4	16 x 5-3/8	15-3/4 x 5-1/8	15-1/4 x 4-5/8
1/2 Page (horizontal)	7 x 4-3/4	8-1/8 x 5-3/8	7-7/8 x 5-1/8	7-3/8 x 4-5/8
1/3 Page (vertical)	2-1/4 x 9-3/4	3 x 10-3/4	2-3/4 x 10-1/2	2-1/4 x 10
1/3 Page (square)	4-5/8 Wide x 4-3/4 Tall	—	—	—
1/6 Page (vertical)	2-1/4 x 4-3/4	—	—	—

**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.

## DELIVERY

Electronic advertising file delivery is now available via AdShuttle. Please navigate to: [adshuttle.com](http://adshuttle.com) to submit your press-ready PDFs.

### ALL ELECTRONICALLY-DELIVERED ADS MUST BE SUBMITTED THROUGH ADSHUTTLE

1. Log on to [www.adshuttle.com](http://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.**

**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.

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

**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.

**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 of 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

## 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.

## CONTACTS

**Production:** If you have any questions about AdShuttle or material specs, please call Production.

Penie Atherton-Hunt: [athertonp@si.edu](mailto:athertonp@si.edu), 202-633-5974. Fax: 202-633-6097

**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

## CONTACTS

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### **East Coast Travel**

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### **Midwest, Pacific Northwest & New York**

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### **Southeast & Southwest**

**Nuala Berrells Media, Inc.**  
8610 Fanellanwood Place  
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**Nuala Berrells**  
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### **Direct Response**

**MI Media Services, L.L.C.**  
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### **Europe**

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