

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

### 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

### 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

### 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—1/23, 2/27, 3/27, 4/24, 5/22, 6/26, 7/23, 8/28, 9/25, 10/23, 12/19

### 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—1/2, 2/6, 3/6, 4/3, 5/1, 6/5, 7/3, 8/7, 9/3, 10/1, 11/5, 12/3

### 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—1/9, 2/13, 3/13, 4/10, 5/8, 6/12, 7/10, 8/14, 9/11, 10/9, 11/13, 12/10

### 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—1/16, 2/20, 3/20, 4/17, 5/15, 6/19, 7/17, 8/21, 9/18, 10/16, 11/20, 12/18

### 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**  
DEPLOYS—1/31, 3/1, 3/29, 4/25, 5/31, 6/28, 8/2, 8/29, 9/27, 11/1, 11/29, 12/27

The screenshot displays the top portion of the Smithsonian.com DAILY eNewsletter, dated 06.18.18. It features a header with the logo and date. Below the header, there are several content blocks: an advertisement placeholder, a featured article titled "Einstein's Travel Diaries Reveal His Deeply Troubling Views on Race" with a portrait of Einstein and social media icons, another article "This Town In Kansas Has Its Own Unique Accent" with a photo of hands and social media icons, a "Sponsored:" section, an article "An Astronaut Reflects on Sally Ride's Legacy for Women in STEM" with a photo of an astronaut and social media icons, another advertisement placeholder, and a final article "Why a Fire Broke Out at William the Conqueror's Coronation" with a photo of a man in a crown and social media icons.