eNewsletters

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

**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

**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

**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

**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

**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