Smithsonian.com
2019 MEDIA KIT
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 HHI

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
January
History: War (coinciding with print mag; possible food connection)
History/Travel: Alaska and Hawaii: 60 Year Anniversary
Ingenuity: 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
Travel/Science: Preserving America’s Beauty: 100 Years of Grand Canyon Nat’l Park
Science: The Science of Love
Science/Ingenuity: 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
Ingenuity/Science: Women in Science
Science: Gene Editing
Photo Contest: Finalists voting & winners announced (new contest starts in April)

April
Science: Future of Conservation
Ingenuity/Science: Destination Moon - The Moon’s Next 50 Years
Travel/History: Road Trip Your Way Through History
Travel/Arts & Culture: Renaissance Travel: Da Vinci 500th Anniversary
Ingenuity: Future of Transportation
Sports: 150 Years of Professional Baseball
Arts/Travel: Walt Whitman’s America
Science: A New Look at Ancient Humans
History: Real History: Real Estate for Historical Homes
Earth Day; Arab American Awareness Month; Autism Awareness Month

May
Travel: Best Small Towns in America
Arts & Culture: Cooper Hewitt Design Awards
Ingenuity: How To Be an Innovator: Advice for new grads from successful entrepreneurs
Travel: Summer Travel Spotlight

June
Art & Culture: The Art of Now
Travel/Ingenuity: Future 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
Ingenuity: 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)
Travel: New Unesco World Heritage sites announced
History/Travel: 400 Years of American Democracy
Travel: 250 Years of San Diego
Ingenuity/Travel: Your Guide to Life on the Go
4th of July; 50th Anniversary of Moon Landing; 40th anniversary of Walkman

August
Ingenuity: Future of Education (back-to-school peg)
Science: Local Lens: Scientists in the field
Science: Skywatching Guide
History/Travel: 400 Years of African Slavery in America
Travel: Fall Travel Spotlight
100th anniversary of Prohibition; 40 Years of Sesame Street

September
Ingenuity: Future 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)
Ingenuity/Arts: Future of Architecture
Science: Science of Fear
Sports/History: Black Sox Scandal at 100
History: Booze in America
Halloween

November
Ingenuity: American Ingenuity (cross-platform with Magazine & event)
Culture: Best Books of the Year
History/Culture: American Food
Thanksgiving

December
Cross-Channel: Holiday package
<table>
<thead>
<tr>
<th>Digital Network</th>
<th>2019 Rates (NET)</th>
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<tbody>
<tr>
<td><strong>WEB:</strong></td>
<td>CPM (NET)</td>
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<tr>
<td>ROS Leaderboard: 728x90</td>
<td>$37</td>
</tr>
<tr>
<td>ROS Box: 300x250</td>
<td>$37</td>
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<tr>
<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
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<tr>
<td>ROS Billboard: 970x250</td>
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<tr>
<td>First-Impression Takeover</td>
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<tr>
<td>Pre-roll</td>
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<tr>
<td>In Article Video</td>
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<tr>
<td>Custom Slideshow Billboard: 1072x325</td>
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<tr>
<td>Large Format Slideshow Billboard: 1072x500</td>
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<tr>
<td>Custom Video Billboard: 1072x325</td>
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<td>Large Format Video Billboard: 1072x500</td>
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<td>Media Showcase Billboard: 1072x325</td>
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<td>Large Format Media Showcase: 1072x500</td>
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<tr>
<td>In-Article Custom Slideshow: 732x250</td>
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<td>Paid Social Promotion</td>
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<td>Dedicated Email Blast</td>
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<td>Mobile Scroller Reveal: 320x488</td>
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<td>ROS Box: 300x250</td>
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<td>ROS Large Rectangle: 300x600</td>
<td>$46</td>
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+ 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

**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

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**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
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