In March 2020, skyandtelescope.org launched with a fresh design developed with the American Astronomical Society.

Traffic to the site is increasing consistently as astronomy enthusiasts gravitate to Sky & Telescope’s digital home.

Skyandtelescope.org users know that they will find the latest, most comprehensive news in astronomy from the most respected editorial staff in the field.

Visitors to the site are highly engaged with our daily breaking news coverage, observing tips, product advice, and imaging techniques.

Sky & Telescope attracts astronomy practitioners of all levels—from amateurs using their first telescope, to intermediate and advanced backyard astronomers, to professional sky watchers.
SKYANDTELESCOPE.ORG

AUDIENCE AND WEBSITE TRAFFIC – SEPTEMBER 2020

MONTHLY USERS: 538,445

>> UP 67% SINCE LAUNCH IN MARCH 2020

MONTHLY PAGE VIEWS: 1,022,749

>> UP 44% SINCE LAUNCH IN MARCH 2020

SOURCE: GOOGLE ANALYTICS 10-1-20
SKYANDTELESCOPE.ORG

WEBSITE VISITOR DEMOGRAPHICS

AGE:
P18-34 43%
P35-54 31%
P55-64 14%
P65+ 12%

GENDER:
MALE 65%
FEMALE 35%

SOURCE: GOOGLE ANALYTICS 10-1-20
SKY & TELESCOPE DIGITAL MONTHLY TOURS PODCAST

Monthly 10-minute guided audio tour to the night sky hosted by J. Kelly Beatty of Sky & Telescope magazine. Listeners learn when to see the planets, what constellations will dominate the evening, and what major events, such as meteor showers or eclipses, will be happening.

Sponsorships build excitement about your product or service among a highly engaged segment of the amateur community.

Sponsorable elements include 30-second introduction read by the podcast host (public radio style), accompanied by branded custom advertising, display banners on skyandtelescope.org, and social media promotion.
SKY & TELESCOPE DIGITAL EMAIL MARKETING

Sky & Telescope Weekly Newsletter
Sent to 52,000 email addresses each week. Advertiser receives 300x250 Clickable Display Banner.

Sky & Telescope eBlast
Exclusive partner email sent to 30,000 S&T subscribers. Advertiser receives 100% Share of Voice. Analytics provided for this Dedicated Email Broadcast.

Subject: Rare Conjunction of Jupiter + Saturn

A Message from a Trusted Partner of Sky & Telescope

MEADE INSTRUMENTS
“THE GREAT CONJUNCTION” OF SATURN & JUPITER
SKY & TELESCOPE DIGITAL
SOCIAL MEDIA

Twitter followers: 155,500

Instagram followers: 4,500

Facebook followers: 600,000

YouTube subscribers: 4,600

Interactive Sky Chart
GOAL:
To increase Sky & Telescope’s social media outreach and provide advertisers with an opportunity to reach our audience.

PROCESS:
• Advertisers will provide an item or service as the prize for the giveaway.
• Giveaway will be posted on both Twitter and Instagram simultaneously.
• Giveaway rules will require entrants to follow both S&T and advertiser.
• Entrants will also need to retweet giveaway on Twitter or like and comment on Instagram.
• Contest will run for one week and will end during normal business hours.
• After contest closes, S&T team will collect entrants and use a random drawing website to determine winner.
• Winner will be sent a private message, and winner’s handle will be provided to advertiser to obtain information to send prize.
• Giveaway will consist of only the prizes stated, and no personal information will be collected from entrants unless they are the winner.
SKY & TELESCOPE DIGITAL AD RETARGETING OPPORTUNITY

THE POWER OF RETARGETING

Sky & Telescope Digital is partnering with Feathr, offering the opportunity for skyandtelescope.org advertisers so extend the reach of our website ads to larger audiences as they navigate different sites on the web.

WHAT IS RETARGETING?

Our audience becomes your audience with retargeting. Get direct access to engaged, loyal skyandtelescope.org visitors and retarget them with your brand's ads anywhere they visit online.

RELY ON A TRUSTED SOURCE

Astronomy enthusiasts turn to Sky & Telescope for the latest news & information, insightful articles, observing tips, product reviews, and imaging techniques. Your display banners can continue to reach these valuable customers throughout their time on the web, reinforcing your message.