

SKY & TELESCOPE

SKY & TELESCOPE DIGITAL ADVERTISING 2022



Contact:

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SKYANDTELESCOPE.ORG

The screenshot shows the Sky & Telescope website interface. At the top, a dark header bar displays location information: 'WILMETTE, IL, US', 'SUNSET: 6:35 PM', and 'MOON: 99% WAXING GIBBOUS'. On the right side of this bar is a link for 'INTERACTIVE STAR CHART'. Below the header, a white navigation bar contains links for 'NEWS', 'OBSERVING', 'TOOLS', 'COMMUNITY', 'TOURS', and 'MAGAZINE'. The central logo reads 'SKY & TELESCOPE' with the tagline 'THE ESSENTIAL GUIDE TO ASTRONOMY'. To the right of the logo are links for 'LOG OUT', 'SHOP AT SKY', and a search icon. Below the navigation is a section titled 'ASTRONOMY & OBSERVING NEWS'. This section features three article cards. The first card on the left has a thumbnail of a lunar lander and is titled 'ASTRONOMY IN SPACE WITH DAVID DICKINSON' with the sub-headline 'Two Lunar Lander Missions for 2021' and author 'BY: DAVID DICKINSON | SEPTEMBER 29, 2020'. The middle card features a vibrant, multi-colored image of various galaxies and nebulae. The third card on the right has a thumbnail of a star chart for Sagittarius and is titled 'NIGHT SKY SIGHTS' with the sub-headline 'See Beyond the Celestial Sphere: Follow These Lines into Space' and author 'BY: SCOTT LEVINE | SEPTEMBER 24, 2020'. A fourth article card is partially visible at the bottom left, showing a thumbnail of a reddish celestial body.

Skyandtelescope.org users know that the website delivers 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.

The *Sky & Telescope* brand attracts astronomy practitioners of all levels – from amateurs using their first telescope, to intermediate and advanced backyard skygazers, to professional astronomers.

SKYANDTELESCOPE.ORG

AUDIENCE AND WEBSITE TRAFFIC

2021 AVERAGE MONTHLY USERS:

441,667

2021 AVERAGE MONTHLY SESSIONS:

625,000

2021 AVERAGE MONTHLY PAGE VIEWS:

926,087

WEBSITE VISITOR DEMOGRAPHICS

AGE DISTRIBUTION:

Persons 18-34 43%

Persons 35-54 31%

Persons 55-64 14%

Persons 65+ 12%

GENDER:

MALE 64%

FEMALE 36%

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Banner Ad Sizes

Box Banner: 300x250 (various page placements ROS)

Half Page Banner: 300x600 (various page placements ROS)

Long Rectangle Banner: 728x90 (bottom page placements ROS)

Creative Specs

300x250 Box

- Max File size 40k
- File Types accepted: jpg, gif, HTML
- Need tags with destination URL

300x600 Half Page

- Max File size 60k
- File Types accepted: jpg, gif, HTML
- Need tags with destination URL

728x90 Wide Rectangle

- Max File size 25k
- File Types accepted: jpg, gif, HTML
- Need tags with destination URL

Send all creative & tags to:
tallen@skyandtelescope.org
(773) 551-0397

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
28,000 email addresses. Advertiser
receives 100% Share of Voice.

Analytics provided for this
Dedicated Email Broadcast.

Read news from the world of astronomy for the week of September 25, 2020.

SKY & TELESCOPE WEEKLY UPDATE

International Observe the Moon Night is this Saturday. Plus, astronomers have spotted an aurora around Comet 67P/Churyumov-Gerasimenko and discovered the first intact exoplanet orbiting a white dwarf.

Latest News



Giant Planet Found Around a White Dwarf

A Jupiter-size planet orbiting a white
dwarf much smaller than itself gives
insight to what a system might look
like after its host star's death.

[Read more...](#)

Subject: Rare Conjunction of Jupiter + Saturn

SKY & TELESCOPE

THE ESSENTIAL GUIDE TO ASTRONOMY

A Message from a Trusted Partner of Sky & Telescope



MEADE INSTRUMENTS

"THE GREAT CONJUNCTION" OF
SATURN & JUPITER

SKY &
TELESCOPE

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 astronomy 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

SOCIAL MEDIA



Twitter followers:
121,800



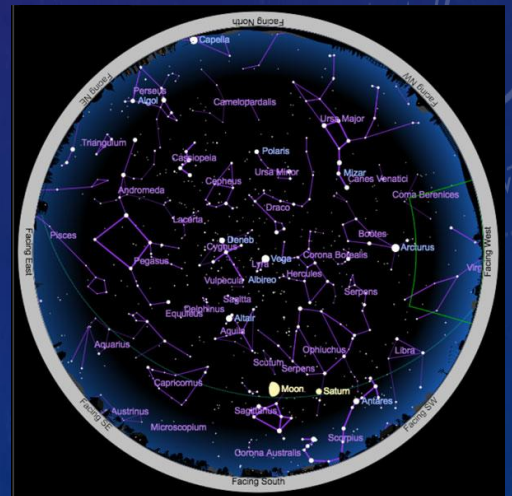
YouTube followers:
5,730



Instagram followers:
8,552



Facebook followers:
601,220



Interactive Sky Chart