

2020 OVERVIEW



Sky & Telescope magazine ...

- Was **founded in 1941** at Harvard Observatory and has been published continuously ever since.
- Is **published monthly** (12x per year)
 - Monthly Average 2019 Paid Subscribers: 50,038 + Paid Newsstand: 3,548 = Total Paid Print Distribution: **53,586**
 - Monthly Average 2018 Paid Subscribers: 51,059 + Paid Newsstand: 4,212 = Total Paid Print Distribution: **55,271**
 - Monthly Average 2017 Paid Subscribers: 51,108 + Paid Newsstand: 4,194 = Total Paid Print Distribution: **55,302**
- Delivers the latest astronomy news, science, **observing tips, product reviews, and imaging techniques.**
- Boasts the **most respected editorial staff and contributing editors of any astronomy magazine** - **authority, credibility, and accuracy are hallmarks** of *Sky & Telescope*.
- Has a **highly engaged audience** that includes astronomy practitioners of all levels – **from novices with their first telescope, to intermediate and advanced backyard astronomers, to professionals.**
- Publishes the **most thorough and trusted product reviews in the industry**, helping readers make informed decisions about astro equipment to fit their level of skill and expertise.
- **In 2019, *Sky & Telescope* was acquired by the American Astronomical Society (AAS).**