



Audit Bureau
of Circulations

HARPER'S

M A G A Z I N E

For the six months ended December 31, 2008

Field Served: The 157-year old monthly journal of politics, economics, society, travel, culture and nature, as well as essays and fiction. Home of the Harper's Index.

Published by Harper's Magazine Foundation

Frequency: 12 times/year

ABC Member # 04-0420-0

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Harper's Magazine

Paid & Verified Magazine
Publisher's Statement

For six months ended December 31, 2008

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	172,613	82.1			
Verified					
Total Paid & Verified Subscriptions	172,613	82.1			
Single Copy Sales	37,610	17.9			
Total Paid & Verified Circulation	210,223	100.0	205,000	5,223	2.5

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$6.95		
Subscription	\$21.00		
Average Subscription Price Annualized (12 issue frequency)		\$15.12	
Average Subscription Price per Copy		\$1.26	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	173,345		173,345	32,328	205,673
Aug.	175,212		175,212	49,510	224,722
Sept.	172,691		172,691	33,164	205,855
Oct.	169,564		169,564	37,028	206,592
Nov.	172,386		172,386	33,949	206,335
Dec.	172,483		172,483	39,683	212,166

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	188,889	82.2	185,052	81.5	182,145	79.9	175,739	81.4	172,661	82.3
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	188,889	82.2	185,052	81.5	182,145	79.9	175,739	81.4	172,661	82.3
Single Copy Sales	40,793	17.8	41,952	18.5	45,851	20.1	40,143	18.6	37,129	17.7
Total Paid & Verified Circulation	229,682	100.0	227,004	100.0	227,996	100.0	215,882	100.0	209,790	100.0
Year Over Year Percent of Change		-0.3		-1.2		0.4		-5.3		-2.8
Avg. Annualized Subscription Price	\$14.28		\$14.32		\$14.64		\$14.76		\$15.12	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	172,456	82.0
Sponsored Sales	157	0.1
TOTAL PAID SUBSCRIPTIONS	172,613	82.1
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	172,613	82.1
SINGLE COPY SALES		
Single Issue Sales	37,610	17.9
TOTAL SINGLE COPY SALES	37,610	17.9
TOTAL PAID & VERIFIED CIRCULATION	210,223	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the October, 2008 issue

Total paid & verified circulation of this issue was 1.7% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	875		875	135	1,010
Arizona	2,315		2,315	70	2,385
Arkansas	586		586	456	1,042
California	25,007		25,007	4,355	29,362
Colorado	3,448		3,448	720	4,168
Connecticut	2,204		2,204	360	2,564
Delaware	311		311	67	378
District of Columbia	1,798		1,798	371	2,169
Florida	4,474		4,474	992	5,466
Georgia	2,267		2,267	810	3,077
Idaho	716		716	59	775
Illinois	6,648		6,648	2,136	8,784
Indiana	1,640		1,640	381	2,021
Iowa	1,127		1,127	156	1,283
Kansas	1,047		1,047	138	1,185
Kentucky	1,062		1,062	218	1,280
Louisiana	890		890	198	1,088
Maine	1,465		1,465	121	1,586
Maryland	3,194		3,194	439	3,633
Massachusetts	6,557		6,557	1,172	7,729
Michigan	3,649		3,649	623	4,272
Minnesota	3,912		3,912	659	4,571
Mississippi	366		366	55	421
Missouri	1,870		1,870	404	2,274
Montana	1,013		1,013	135	1,148
Nebraska	563		563	83	646
Nevada	649		649	243	892
New Hampshire	987		987	126	1,113
New Jersey	3,640		3,640	972	4,612
New Mexico	1,831		1,831	191	2,022
New York	17,050		17,050	3,652	20,702
North Carolina	2,921		2,921	490	3,411
North Dakota	206		206	42	248
Ohio	3,531		3,531	585	4,116
Oklahoma	732		732	100	832
Oregon	5,093		5,093	492	5,585
Pennsylvania	5,763		5,763	1,420	7,183
Rhode Island	736		736	111	847
South Carolina	911		911	241	1,152
South Dakota	248		248	29	277
Tennessee	1,579		1,579	379	1,958
Texas	5,689		5,689	1,366	7,055

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	866		866	145	1,011
Vermont	1,117		1,117	99	1,216
Virginia	3,824		3,824	821	4,645
Washington	7,339		7,339	1,378	8,717
West Virginia	489		489	106	595
Wisconsin	3,255		3,255	420	3,675
Wyoming	263		263	30	293
TOTAL 48 CONTERMINOUS STATES	147,723		147,723	28,751	176,474
Alaska	669		669	81	750
Hawaii	659		659	148	807
TOTAL ALASKA & HAWAII	1,328		1,328	229	1,557
U.S. Unclassified					
TOTAL UNITED STATES	149,051		149,051	28,980	178,031
Poss. & Other Areas	136		136	24	160
U.S. & POSS., etc.	149,187		149,187	29,004	178,191
CANADA					
Alberta	1,358		1,358	716	2,074
British Columbia	3,519		3,519	1,417	4,936
Manitoba	498		498	146	644
New Brunswick	177		177	72	249
Newfoundland/Labrador	126		126	59	185
Northwest Territories	25		25	10	35
Nova Scotia	500		500	237	737
Nunavut	15		15	2	17
Ontario	8,208		8,208	3,504	11,712
Prince Edward Island	39		39	28	67
Quebec	1,665		1,665	418	2,083
Saskatchewan	331		331	112	443
Yukon Territory	51		51	17	68
Canadian Unclassified					
TOTAL CANADA	16,512		16,512	6,738	23,250
International	3,601		3,601	1,286	4,887
Other Unclassified					
Military or Civilian Personnel Overseas	264		264		264
GRAND TOTAL	169,564		169,564	37,028	206,592

ANALYSIS BY ABCD COUNTY SIZE for the October, 2008 issue

County Size	% of Households	Paid Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	92,762	52.5	131
B	30	45,330	25.7	86
C	15	23,785	13.5	90
D	15	14,597	8.3	55

County Size Group Definitions by the A.C. Nielsen Company- Data for the coterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2008

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	24	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	79,447	95.2
(b) Seven to eleven months (7 to 11 issues).....	78	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	2	0.0
(c) Twelve months (12 issues).....	59,322	71.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	4,033	4.8
(d) Thirteen to twenty-four months.....	23,862	28.6	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	196	0.2	Total Subscriptions Sold in Period.....	83,482	100.0
Total Subscriptions Sold in Period.....	83,482	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	83,482	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	83,482	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Average Single Copy: Canada, \$7.95. Subscriptions: U.S., 2 yrs. \$34.00; 3 yrs. \$51.00; 4 yrs. \$68.00. Canada, 1 yr. \$23.00; 2 yrs. \$38.00; 3 yrs. \$57.00; 4 yrs. \$76.00. International, 1 yr. \$41.00; 2 yrs. \$74.00; 3 yrs. \$111.00; 4 yrs. \$148.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 8,033 copies per issue.
- (c) Post expiration copies: None.
- (d) Sponsored Subscription Sales: The average of 157 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- | | |
|---|---------|
| Renewal of Paid Subscriptions | |
| Total expirations during 12 months July 2007 thru June 2008 | 136,706 |
| Total renewals of those expirations | 105,488 |
| Renewal percentage | 77.2% |

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2007; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-07	210,000	215,497	215,882	-385	-0.2
12-31-06	210,000	227,925	227,995	-70	-0.0
12-31-05	210,000	226,985	227,004	-19	-0.0
12-31-04	205,000	228,484	229,681	-1,197	-0.5
12-31-03	205,000	229,819	230,313	-494	-0.2

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Harper's Magazine Foundation

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SHAWN GREEN

V.P. Circulation

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JOHN R. MacARTHUR

President & Publisher

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Established: 1850

ABC Member since: 1915

04-0420-0	Analyzed Issue Date	10/01/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.95
	Association Subscription Price	
	U.S. Subscription Price	21.00
	Canadian Subscription Price	23.00
	International Subscription Price	41.00