



Audit Bureau
of Circulations

HARPER'S MAGAZINE

For the six months ended June 30, 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

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	172,709	82.5			
Verified					
Total Paid & Verified Subscriptions	172,709	82.5			
Single Copy Sales	36,647	17.5			
Total Paid & Verified Circulation	209,356	100.0	205,000	4,356	2.1

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)		\$14.91	
Average Subscription Price per Copy		\$1.24	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2007.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	170,622		170,622	36,184	206,806
Feb.	174,543		174,543	41,112	215,655
Mar.	173,349		173,349	32,591	205,940
Apr.	172,305		172,305	33,293	205,598
May	172,889		172,889	43,892	216,781
June	172,544		172,544	32,807	205,351

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2008

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	188,336	81.8	188,889	82.2	185,052	81.5	182,145	79.9	175,739	81.4
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	188,336	81.8	188,889	82.2	185,052	81.5	182,145	79.9	175,739	81.4
Single Copy Sales	41,977	18.2	40,793	17.8	41,952	18.5	45,851	20.1	40,143	18.6
Total Paid & Verified Circulation	230,313	100.0	229,682	100.0	227,004	100.0	227,996	100.0	215,882	100.0
Year Over Year Percent of Change		2.4		-0.3		-1.2		0.4		-5.3
Avg. Annualized Subscription Price	\$14.08		\$14.28		\$14.32		\$14.64		\$14.76	

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*	172,612	82.5
Sponsored Sales	97	0.0
TOTAL PAID SUBSCRIPTIONS	172,709	82.5
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	172,709	82.5
SINGLE COPY SALES		
Single Issue Sales	36,647	17.5
TOTAL SINGLE COPY SALES	36,647	17.5
TOTAL PAID & VERIFIED CIRCULATION	209,356	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 April, 2008 issue

Total paid & verified circulation of this issue was 1.8% 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	899		899	113	1,012
Arizona	2,402		2,402	513	2,915
Arkansas	576		576	61	637
California	25,826		25,826	4,354	30,180
Colorado	3,532		3,532	487	4,019
Connecticut	2,246		2,246	316	2,562
Delaware	328		328	79	407
District of Columbia	1,937		1,937	394	2,331
Florida	4,590		4,590	891	5,481
Georgia	2,337		2,337	601	2,938
Idaho	732		732	66	798
Illinois	6,857		6,857	1,499	8,356
Indiana	1,699		1,699	349	2,048
Iowa	1,147		1,147	120	1,267
Kansas	1,084		1,084	111	1,195
Kentucky	1,072		1,072	195	1,267
Louisiana	900		900	169	1,069
Maine	1,436		1,436	112	1,548
Maryland	3,324		3,324	608	3,932
Massachusetts	6,701		6,701	1,036	7,737
Michigan	3,674		3,674	835	4,509
Minnesota	3,981		3,981	442	4,423
Mississippi	381		381	44	425
Missouri	1,905		1,905	274	2,179
Montana	1,031		1,031	93	1,124
Nebraska	575		575	65	640
Nevada	650		650	314	964
New Hampshire	971		971	125	1,096
New Jersey	3,557		3,557	762	4,319
New Mexico	1,842		1,842	159	2,001
New York	17,867		17,867	3,477	21,344
North Carolina	2,983		2,983	413	3,396
North Dakota	219		219	27	246
Ohio	3,586		3,586	757	4,343
Oklahoma	719		719	103	822
Oregon	5,167		5,167	453	5,620
Pennsylvania	5,842		5,842	1,044	6,886
Rhode Island	754		754	91	845
South Carolina	884		884	117	1,001
South Dakota	244		244	20	264
Tennessee	1,642		1,642	399	2,041
Texas	5,754		5,754	1,006	6,760

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	882		882	149	1,031
Vermont	1,156		1,156	89	1,245
Virginia	3,870		3,870	780	4,650
Washington	7,495		7,495	1,072	8,567
West Virginia	468		468	153	621
Wisconsin	3,303		3,303	426	3,729
Wyoming	266		266	20	286
TOTAL 48 CONTERMINOUS STATES	151,293		151,293	25,783	177,076
Alaska	699		699	74	773
Hawaii	686		686	118	804
TOTAL ALASKA & HAWAII	1,385		1,385	192	1,577
U.S. Unclassified					
TOTAL UNITED STATES	152,678		152,678	25,975	178,653
Poss. & Other Areas	156		156	19	175
U.S. & POSS., etc.	152,834		152,834	25,994	178,828
CANADA					
Alberta	1,244		1,244	64	1,308
British Columbia	3,386		3,386	232	3,618
Manitoba	444		444	28	472
New Brunswick	155		155	76	231
Newfoundland/Labrador	125		125	444	569
Northwest Territories	26		26	2,955	2,981
Nova Scotia	455		455	141	596
Nunavut	18		18	92	110
Ontario	7,689		7,689	740	8,429
Prince Edward Island	40		40	1,388	1,428
Quebec	1,610		1,610	16	1,626
Saskatchewan	285		285	14	299
Yukon Territory	47		47	1	48
Canadian Unclassified					
TOTAL CANADA	15,524		15,524	6,191	21,715
International	3,650		3,650	1,108	4,758
Other Unclassified					
Military or Civilian Personnel Overseas	297		297		297
GRAND TOTAL	172,305		172,305	33,293	205,598

ANALYSIS BY ABCD COUNTY SIZE for the April, 2008 issue

County Size	% of Households	Paid Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	93,708	52.9	132
B	30	45,469	25.7	86
C	15	23,656	13.4	89
D	15	14,243	8.0	53

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 June 30, 2008

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	32	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	76,461	99.2
(b) Seven to eleven months (7 to 11 issues).....	105	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	13	0.0
(c) Twelve months (12 issues).....	51,142	66.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	634	0.8
(d) Thirteen to twenty-four months.....	25,682	33.3	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	147	0.2	Total Subscriptions Sold in Period.....	77,108	100.0
Total Subscriptions Sold in Period.....	77,108	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	77,108	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	77,108	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.	(d) Sponsored Subscription Sales: The average of 97 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.
(b) Average non-analyzed non-paid circulation for the 6 month period: 7,319 copies per issue.	Renewal of Paid Subscriptions Total expirations during 12 months January 2007 thru December 2007 Total renewals of those expirations Renewal percentage
(c) Post expiration copies: None.	139,874 108,147 77.3%

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

HARPER'S MAGAZINE, published by Harper's Magazine Foundation • 666 Broadway • New York, NY 10012

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	04/01/08
	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