

Harper's Magazine made its debut in June 1850, the brainchild of the prominent New York book-publishing firm Harper & Brothers. The initial press run of 7,500 copies sold out immediately, and within six months circulation had reached 50,000.

Although the earliest issues consisted largely of material that had already been published in England, the magazine soon began to print the work of American artists and writers — among them Winslow Homer, Frederic Remington, Edward Penfield, Henry James, Mark Twain, and Jack London. Several departments served to note regularly important events of the day, such as the publication of Herman Melville's new novel, *Moby-Dick*; the laying of the first trans-Atlantic cable; the latest discoveries from Thomas Edison's workshop; or the progress of the crusade for women's rights.

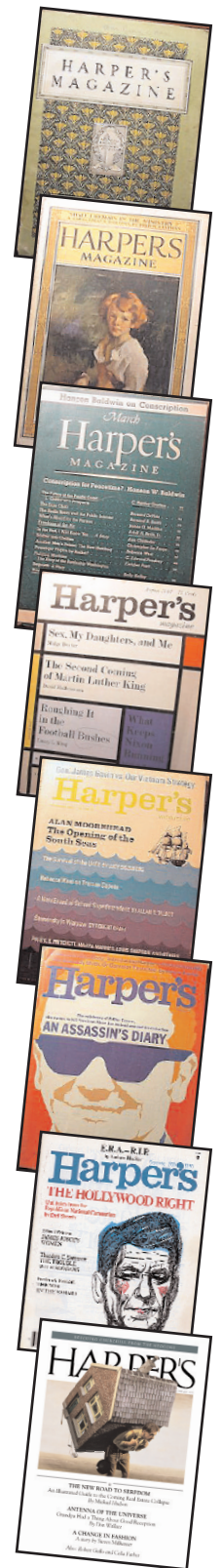
In more recent years, the magazine published Woodrow Wilson and Winston Churchill long before either man became a political leader. Theodore Roosevelt wrote for *Harper's*, as did Henry Stimson when he defended the bombing of Hiroshima. In the 1970s, *Harper's Magazine* broke Seymour Hersh's account of the My Lai massacre and devoted a full issue to Norman Mailer's "The Prisoner of Sex."

Over the years, the magazine's format has been revamped, its general appearance has evolved considerably, and ownership has changed hands. In 1962, Harper & Brothers merged with Row, Peterson & Company to become Harper & Row (now HarperCollins.) Some years later the magazine became

a separate corporation and a division of the Minneapolis Star and Tribune Company. In 1980, when the parent company announced that *Harper's Magazine* would cease publication, John R. (Rick) MacArthur and his father, Roderick, urged the boards of the John D. and Catherine T. MacArthur Foundation and the Atlantic Richfield Company to make a grant of assets and funds to form the Harper's Magazine Foundation, which now operates the magazine.

In 1984, *Harper's* was completely redesigned by long-time editor Lewis H. Lapham and MacArthur, who had become publisher of *Harper's Magazine* and president of the Foundation. Recognizing the time constraints of the modern reader, the revived magazine introduced such original journalistic forms as the Harper's Index, Readings, and Annotation to complement its acclaimed fiction, essays, and reporting. The quarterly Folio section, introduced in 1992, showcases exemplary works of journalism and fiction at lengths of 16 pages or more. In 1994 the magazine was honored with three National Magazine Awards, for excellence in feature writing, essays & criticism, and fiction. The ensuing years have been marked by continued recognition as the publication now has a total of 19 "Calders" it holds title to all its own.

February, 2010 welcomed a new chapter in the glorious history of America's oldest continuously published monthly magazine when long time staff member Ellen Rosenbush was named *Harper's* first female editor.



This inspired editorial format delivers information, insight, and opinion in a concise and dramatic series of features with a global perspective.



Index

A single page of one-line statistics (usually about forty) collected from diverse sources. When taken together, these numbers provide a sounding board of the spirit of the times.

Readings

A multi-page medley of notable and newsworthy shorter works, including essays, letters, official memos, interviews, transcripts, press releases, poems, charts, artwork, graphs, photographs, and fiction.

Forum

A debate on a single controversial subject, either a transcribed discussion or a group of solicited essays.

Annotation

Texts from everyday life—contracts, hospital bills, tax forms, menus, police reports, architectural plans, and government documents—presented and deciphered by experts.

Essay

Thought-provoking, full-length explorations of contemporary subjects by well-known, highly regarded writers.

Folio

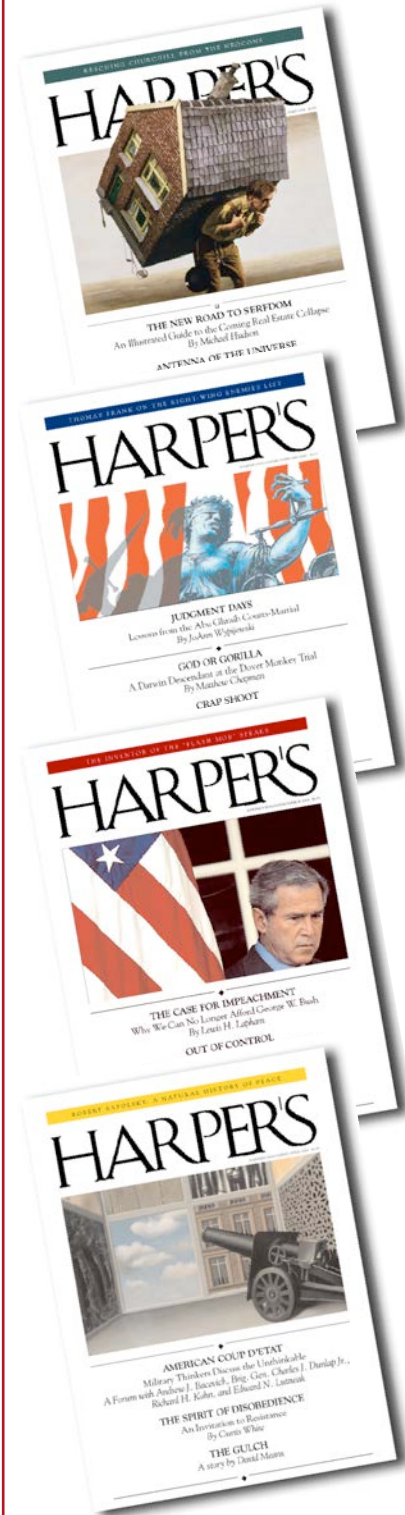
Published four times a year, this special editorial supplement consists of a significant piece of fiction or journalism, inserted into the center of the magazine.

Review

Short critiques of current cultural artifacts and fiction, including everything from books and film to art and pop album covers.

Findings

A summary of the most recent scientific— and sometimes unscientific—discoveries, written in an ironic and irreverent style.



Editorial Profile

Harper's Magazine is an award-winning journal of opinion and thought, edited to speak to readers looking for perspectives not generally found in mainstream media.

The magazine balances coverage of political, social, economic and cultural themes with essays and fiction by distinguished writers and promising new voices. Home of the widely-acclaimed *Harper's Index*.

Editorial Calendar

Due to *Harper's* timely nature—the magazine aims to offer insight on current issues affecting the national agenda—we do not publish an editorial calendar. Nor do we produce special advertising sections or supplements of any kind. However, when features are planned that may be compatible to your marketing objectives, we will immediately advise you.

An Environment of Distinction

The only thing predictable about *Harper's Magazine* is its unpredictability. Month after month the magazine offers new insight – perspectives not found in mainstream media – written with the belief that readers still care about issues, are still willing to risk changing their views and are still willing to participate in our democracy.

Harper's is a tool for change, a place for ideas and the people who have them. We attract the finest writers today and encourage them to be their best. Our mission is to inform, to argue, to interest and to question conventional wisdom. In doing this, we establish an emotional bond with readers, drawing them into the pages and challenging them to think differently on the widest possible spectrum of topics.

Harper's is a voice that is forever questioning – a magazine like no other – that knows only too well that in order to stand out, you have to stand for something.

2015

NATIONAL MAGAZINE AWARDS

Finalist, Feature Photography

DEADLINE CLUB AWARDS

Finalist, Feature Reporting

ARONSON AWARD FOR SOCIAL JUSTICE JOURNALISM

Winner

JAMES BEARD FOUNDATION JOURNALISM AWARD

Winner, Food Politics, Policy, and the Environment

ICP INFINITY AWARD

Winner, Photojournalism

WORLD PRESS PHOTO

Second Prize, Feature Reporting

“Dark Heights” by Benjamin Lowy (May 2014)

“The End of Retirement” by Jessica Bruder (August 2014)

“The End of Retirement” by Jessica Bruder (August 2014)

“The Quinoa Quarrell” by Lisa M. Hamilton (May 2014)

“Blue Sky Days” by Tomas van Houtryve (April 2014)

“Blue Sky Days” by Tomas van Houtryve (April 2014)

2014

NATIONAL MAGAZINE AWARDS

Finalist, General Excellence

Finalist, Reporting

Finalist, Essays and Criticism

Finalist, Essays and Criticism

OVERSEAS PRESS CLUB

Winner, Ed Cunningham Award

DEADLINE CLUB AWARDS

Finalist, Feature Reporting

BEST AMERICAN ESSAYS

THE O. HENRY PRIZE STORIES

January 2013 - December 2013 (calendar year)

“The Way of All Flesh” by Ted Conover (May 2013)

“Sliver of Sky: Confronting the Trauma of Sexual Abuse” by Barry Lopez (January 2013)

“Life as a Terrorist” by William T. Vollmann (September 2013)

“The Homeless Herd: An Indian Village Battles an Elephant Invasion” by Rowan Jacobsen (August 2013)

“Sliver of Sky: Confronting the Trauma of Sexual Abuse” by Barry Lopez (January 2013)

“The Devil’s Bait” by Leslie Jamison (September 2013)

“Sliver of Sky: Confronting the Trauma of Sexual Abuse” by Barry Lopez (January 2013)

“The Way Things Are Going” by Lynn Freed (August 2013)

2013

NATIONAL MAGAZINE AWARDS

Winner, Fiction

Finalist, Fiction

Finalist, Reporting

Finalist, Feature Photography

OVERSEAS PRESS CLUB

Winner, Olivier Rebbot Award

DEADLINE CLUB AWARDS

Finalist, Feature Reporting

Finalist, Environmental Reporting

BEST AMERICAN SCIENCE AND NATURE

BEST AMERICAN ESSAYS

BEST AMERICAN SHORT STORIES

“Batman and Robin Have an Altercation” by Stephen King (September 2012)

“Train” by Alice Munro (April 2012)

“All Politics Is Local: Election Night in Peru’s Largest Prison” by Daniel Alarcón (February 2012)

“The Water of My Land” by Samuel James (September 2012)

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“Starving Your Way to Vigor” by Steve Hendricks (March 2012)

“Broken Heartland” by Wil S. Hylton (July 2012)

“The Last Distinction” by Benjamin Hale (August 2012)

“Breeds of America” by William Melvin Kelley (August 2012)

“Train” by Alice Munro (April 2012)

2012

NATIONAL MAGAZINE AWARDS

Winner, News and Documentary Photography

Finalist, News and Documentary Photography

Finalist, Public Interest

PEN CENTER LITERARY AWARDS

Winner, Journalism

DEADLINE CLUB AWARDS

Winner, Minority Focus

Finalist, Business Feature

Finalist, Opinion Writing

Finalist, Feature Photo

BEST AMERICAN SHORT STORIES

BEST AMERICAN ESSAYS

“Juvenile Injustice” by Richard Ross (October 2011)

“Uncertain Exodus” by Ed Ou (July 2011)

“Tiny Little Laws” by Kathy Dobie (February 2011)

“Drip, Jordan” by Ben Ehrenreich (December 2011)

“Tiny Little Laws” by Kathy Dobie (February 2011)

“Pennies from Heaven” by Chris Lehmann (October 2011)

“Easy Chair” Column by Thomas Frank

“Juvenile Injustice” by Richard Ross (October 2011)

“The Hare’s Mask” by Mark Slouka (January 2011)

“The Accidental Universe” by Alan Lightman (December 2011)

“Getting Schooled” by Garret Keizer (September 2011)

2011

National Magazine Awards

Winner, Reporting

Finalist, Profile Writing

BEST AMERICAN ESSAYS

“The Guantanamo Suicides” by Scott Horton (March 2010)

“Own Goal” by Wells Tower (June 2010)

“Fatheralong” by John Edgar Wideman (August 2009)

2010

NATIONAL MAGAZINE AWARDS

Finalist, Reviews and Criticism

“Suburban Ghetto” by Jonathan Dee (April 2009)

“Motherless Children” by Jonathan Dee (September 2009)

2009

NATIONAL MAGAZINE AWARDS

Finalist, Feature Writing

Finalist, Photojournalism

Finalist, Essay

“Bleak Houses” by Paul Reyes (October 2008)

“Life and Death” by Lynsey Addario (November 2008)

“Mandela’s Smile” by Breyten Breytenbach (December 2008)

2008

NATIONAL MAGAZINE AWARDS

Winner, Fiction

Finalist, Essays

“Death of the Pugilist” by Daniel Mason (July 2007)

“Fiction” by Alice Munro (August 2007)

“A Report on Our Recent Troubles” by Steven Millhauser (November 2007)

“Chemo World” by Sallie Tisdale (June 2007)

Demographics

Total Audience: 563,000
 Male/Female ratio: 66/34
 Median Age: 48 yrs
 Mean HHI: \$121,285
 Mean HH Net Worth: \$492,325
 Median HHI: \$107,138
 Median HH Net Worth: \$394,124
 Post Graduate Degree

<u>U.S. %</u>	<u>HARPER'S %</u>	<u>Index</u>
10.03	41.54	415

Occupation

Professional/Managerial
 Member of the Board
 Owner/Partner
 Senior Management (C-Suite)

13.45	26.75	199
0.31	0.86	277
5.53	10.61	192
3.99	11.52	284

Globe Trotters

Own a Valid U.S. Passport
 Member, Airline Frequent Flyer Program
 Member, Hotel Awards Program
 Foreign Travel, Past 3 Years
 Foreign Travel, 3+ Trips

37.77	64.58	171
16.29	40.61	249
14.20	26.62	187
24.03	47.64	198
6.07	18.08	298

Literary Enthusiasts

Personally own any tablet or e-reader
 Heavy Users: purchased 10+ books (past 12 months)
 Paperback purchases
 Hardcover purchases
 Digital purchases

31.83	52.43	165
13.23	23.77	180
31.35	46.42	148
20.89	36.10	173
13.16	23.07	175

Civic Activities

(Past 12 months)

Written something that has been published
 Written an article for a magazine or newspaper
 Made a speech
 Worked for a political party
 Participated in environmental causes

2.40	11.47	478
1.29	6.62	515
5.12	14.01	274
1.71	6.87	402
3.43	14.23	415

Cultural Activities

(Past 12 months)

Visited gallery/museum
 Attended classical music/opera performance
 Attended live theater
 Collect art

7.24	20.33	281
3.91	12.25	313
12.92	23.76	184
1.37	2.54	185

Source: 2014 MRI Doublebase, Harper's Magazine Prototype

HARPER'S

M A G A Z I N E

2015 Space and Materials Schedule

Issue	Space Reservation	Materials Date	On-Sale Date
January	10/31/14	11/07/14	12/23/14
February	12/01/14	12/05/14	01/27/15
March	01/09/15	01/16/15	02/24/15
April	02/06/15	02/13/15	03/24/15
May	03/06/15	03/13/15	04/28/15
June	04/03/15	04/10/15	05/26/15
July	05/01/15	05/08/15	06/23/15
August	06/05/15	06/12/15	07/28/15
September	07/06/15	07/10/15	08/25/15
October	07/31/15	08/07/15	09/22/15
November	09/11/15	09/18/15	10/27/15
December	10/09/15	10/16/15	11/24/15

Mechanical Requirements

PUBLICATION TRIM SIZE: ONE PAGE = 8" x 10 7/8"; SPREAD = 16" x 10 7/8"

LIVE MATTER: All live matter = 3/8" from trim; for gutter bleed spreads, allow 1/4" on either side of gutter

UNIT SIZES:	non-bleed	bleed
■ Full page & Covers	7" x 10"	8 1/4" x 11 1/8"
■ 2/3 Page Vertical	4 5/8" x 10"	_____
■ 1/2 Page Horizontal	7" x 4 7/8"	8 1/4" x 5 9/16"
■ 1/2 Page Digest	4 5/8" x 7"	_____
■ 1/3 Page Vertical Column	2 1/4" x 10"	2 3/4" x 11 1/8"
■ 1/3 Page Square	4 5/8" x 4 7/8"	_____
■ 1/6 Page	2 1/4" x 4 7/8"	_____
■ 1/9 Page	2 1/4" x 3"	_____
■ 1/12 Page	2 1/4" x 2 3/8"	_____
■ 2 Page Spread	_____	16 1/4" x 11 1/8"
■ 1/2 Page Spread Horizontal	_____	16 1/4" x 5 9/16"
■ Wrap Outsert	4 5/8" x 10"	5 9/32" x 11 1/8"

NEW FTP INFORMATION!

1. Go to files.harpers.org
2. Enter username: harpad; password: harpersads
3. Send e-mail to jennifer@harpers.org for confirmation

PREFERRED MATERIALS:

Harper's prefers digital files. Files should be sent via email to jennifer@harpers.org or uploaded via FTP (see above) unless otherwise specified.

Please send high resolution PDFs including all images and fonts. CMYK or BW files only. *No PMS colors.*

PROOFS:

Please include 2 copies of advertisement. (laser for BW or match prints for color)

PROCESS:

Web Offset R.O.P.

MECHANICAL SCREENS:

133-line (dot size 5% to 90%)

INK ROTATION:

Black, Blue, Red, Yellow

INK DENSITIES:

Maximum 280 on 4C

PAPER:

40 lb. gloss coated offset

BINDING:

Saddle Stitch

SEND MATERIALS TO:

Jennifer Adams, Production Manager
Harper's Magazine
 666 Broadway, 11th floor
 New York, NY 10012
jennifer@harpers.org
 212-420-5757

Website Ad Specifications

Harper's Magazine, the oldest continuously published monthly in America, is entirely online. 165 years of articles and illustrations are now available on harpers.org, showcasing the publication's ability to deliver thoughtful and engaging commentary for the online visitor.

Uniquely displayed with digital reproductions of the original magazine as printed and up-to-the-minute blog posts on current events, the website houses over 250,000 interlinked and searchable pages. From the interactive version of the widely acclaimed Harper's Index to the thought-provoking *Harper's Weekly Review*, harpers.org receives an average of 200,000 unique visitors, creating more than 500,000 page impressions per month.



Half-page 300 x 600 pixels



Leaderboard 728 x 90 pixels



Medium Rectangle (Island) 300 x 250 pixels

RATE INFORMATION

Please contact Jennifer Adams at (212) 420-5757 or via email at jennifer@harpers.org, or your sales representative, to advertise on harpers.org and for rate inquiries.

PRODUCTION INFO:

Please e-mail all advertising materials to Jennifer Adams at jennifer@harpers.org. Or you may upload your files to our FTP server:

1. Go to files.harpers.org
2. Enter username: harpad
password: harpersads
3. Send e-mail to jennifer@harpers.org for confirmation

IMAGE FILE FORMATS:

GIF, JPEG OR FLASH
72 dpi Maximum resolution: 100k

Ad placement on the website's homepage is based on commitment level and is subject to availability. Animated advertisements must adhere to JavaScript rollover guidelines and are subject to a 20 second time limit. We accept media rich ads from third parties.

Updated click-thru and page views totals are tracked by *Harper's Magazine* and are available upon request.

Interactive Content Specs for iPad

Please follow the guidelines below when submitting your assets for iPad implementation.

AUDIO

- Accepted/Preferred formats: mp3
 - Preferred Audio Settings
 - MP3 format
 - 64-128 KB/sec.

Max file sizes:

- 1-1.5 MB (streamed)
- 500 KB (embedded)

HTML

- Accepted Version: HTML 5

SLIDESHOW SETTINGS

- Preferred format: jpeg
- Maximum Width: 600px
- Maximum Number of Images: 20
 - 132PPI
- Maximum total files size: 20MB

VIDEO

- Accepted formats: MP4/Mov
 - Preferred formats: MOV
- Encoded using H264 compression mp4 codec at 640 x 380

Max file sizes:

- 10-15 MB (streamed)
- 3 MB (embedded)

Data rate at roughly 700-800 KB/sec.

Bit rate may be adjusted higher or lower depending on video to target the max file size

Recommendations:

Max: 1.5 MB/sec
Min: 500 KB/sec

SEND MATERIALS BY THE FIRST WEDNESDAY OF THE PRECEDING MONTH'S ISSUE TO:

Jennifer Adams, Production Manager

Harper's Magazine
666 Broadway, 11th floor
New York, NY 10012
Jennifer@harpers.org
212-420-5757

FTP INFO FOR LARGE FILES

1. Go to files.harpers.org
2. Enter username: harpad Password: harpersads
3. Send e-mail to jennifer@harpers.org for confirmation

HARPER'S

M A G A Z I N E

2015 General Advertising Rates

Effective with the September 2015 Issue

Four Color	Open	3x	6x	9x	12x
1 Page	12,555	11,925	11,300	10,670	10,045
Center Spread	25,100	23,845	22,590	21,335	20,080
2/3	9,420	8,950	8,480	8,005	7,535
1/2	7,535	7,160	6,780	6,405	6,030
1/3	5,040	4,790	4,535	4,285	4,030

Covers	Open	3x	6x	9x	12x
C2	15,065	14,310	13,560	12,805	12,050
C4	15,690	14,905	14,120	13,335	12,550

Two Color	Open	3x	6x	9x	12x
1 Page	9,695	9,210	8,725	8,240	7,755
2/3	7,275	6,910	6,550	6,185	5,820
1/2	5,820	5,530	5,240	4,945	4,655
1/3	3,885	3,690	3,495	3,300	3,110

Black & White	Open	3x	6x	9x	12x
1 Page	8,090	7,685	7,280	6,875	6,470
2/3	5,785	5,495	5,205	4,915	4,630
1/2	4,860	4,615	4,375	4,130	3,890
1/3	3,250	3,090	2,925	2,765	2,600
1/6	1,795	1,705	1,615	1,525	1,435
1/12	1,230	1,170	1,105	1,045	985