Alliance for Audited Media
The New Audit Bureau of Circulations

MAGAZINE
Publisher's Statement
Six months ended June 30, 2013
Subject to Audit

HARPER'S MAGAZINE

Field Served: The 162-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

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					
Print	164,830	87.8			
Digital (Replica)	5,783	3.1			
Total Paid Subscriptions	170,613	90.9			
Verified					
Total Paid & Verified Subscriptions	**170,613**	**90.9**			
Single Copy Sales					
Print	16,988	9.1			
Digital (Replica)	34	0.0			
Total Single Copy Sales	17,022	9.1			
Total Paid & Verified Circulation	**187,635**	**100.0**	**180,000**	**7,635**	**4.2**

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	$6.99		
Subscription	$21.00		
Average Subscription Price Annualized (12 issue frequency)		$14.88	
Average Subscription Price per Copy		$1.24	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2012.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

	Paid Subscriptions			Verified Subscriptions		Single Copy Sales					
Issue	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
Jan.	165,292	5,268	170,560		170,560	18,975	78	19,053	184,267	5,346	189,613
Feb.	165,380	5,564	170,944		170,944	14,680	25	14,705	180,060	5,589	185,649
Mar.	165,313	5,700	171,013		171,013	15,685	20	15,705	180,998	5,720	186,718
Apr.	167,584	5,952	173,536		173,536	20,228	30	20,258	187,812	5,982	193,794
May	161,803	6,053	167,856		167,856	16,227	36	16,263	178,030	6,089	184,119
June	163,607	6,158	169,765		169,765	16,131	13	16,144	179,738	6,171	185,909

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4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	172,661	82.3	168,414	85.2	176,631	88.8	176,553	90.3	166,929	89.4
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	**172,661**	**82.3**	**168,414**	**85.2**	**176,631**	**88.8**	**176,553**	**90.3**	**166,929**	**89.4**
Single Copy Sales	37,129	17.7	29,259	14.8	22,199	11.2	18,998	9.7	19,848	10.6
Total Paid & Verified Circulation	**209,790**	**100.0**	**197,673**	**100.0**	**198,830**	**100.0**	**195,551**	**100.0**	**186,777**	**100.0**
Year Over Year Percent of Change		-2.8		-5.8		0.6		-1.6		-4.5
Avg. Annualized Subscription Price	$15.12		$14.66		$14.52		$15.25		$14.78	

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.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	117,743	4,124	121,867	64.9
Award Point*	43,456		43,456	23.2
Sponsored Sales	3,631	1,659	5,290	2.8
TOTAL PAID SUBSCRIPTIONS	**164,830**	**5,783**	**170,613**	**90.9**
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	**164,830**	**5,783**	**170,613**	**90.9**
SINGLE COPY SALES				
Single Issue Sales	16,988	34	17,022	9.1
TOTAL SINGLE COPY SALES	**16,988**	**34**	**17,022**	**9.1**
TOTAL PAID & VERIFIED CIRCULATION	**181,818**	**5,817**	**187,635**	**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 2013 issue

Total paid & verified circulation of this issue was 3.3% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES					
	Print	Digital (Replica)	Total Paid Subscrip-tions	Print	Total Paid & Verified Subscrip-tions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
Alabama	1,057	31	1,088		1,088	158	1	159	1,215	32	1,247
Arizona	3,053	74	3,127		3,127	448		448	3,501	74	3,575
Arkansas	603	15	618		618	63		63	666	15	681
California	24,156	687	24,843		24,843	2,396		2,396	26,552	687	27,239
Colorado	3,833	95	3,928		3,928	574		574	4,407	95	4,502
Connecticut	2,370	57	2,427		2,427	174		174	2,544	57	2,601
Delaware	405	6	411		411	21		21	426	6	432
District of Columbia	1,704	50	1,754		1,754	175		175	1,879	50	1,929
Florida	6,271	192	6,463		6,463	786		786	7,057	192	7,249
Georgia	2,522	100	2,622		2,622	750		750	3,272	100	3,372
Idaho	729	15	744		744	54		54	783	15	798
Illinois	7,005	222	7,227		7,227	927		927	7,932	222	8,154
Indiana	1,997	33	2,030		2,030	197		197	2,194	33	2,227
Iowa	1,401	26	1,427		1,427	76		76	1,477	26	1,503
Kansas	1,262	28	1,290		1,290	46		46	1,308	28	1,336
Kentucky	1,195	27	1,222		1,222	180		180	1,375	27	1,402
Louisiana	1,035	25	1,060		1,060	101		101	1,136	25	1,161
Maine	1,452	25	1,477		1,477	44		44	1,496	25	1,521
Maryland	3,582	116	3,698		3,698	259		259	3,841	116	3,957
Massachusetts	6,389	171	6,560		6,560	584	1	585	6,973	172	7,145
Michigan	4,027	111	4,138		4,138	599		599	4,626	111	4,737
Minnesota	3,756	64	3,820		3,820	297		297	4,053	64	4,117
Mississippi	474	9	483		483	49		49	523	9	532
Missouri	2,208	59	2,267		2,267	197		197	2,405	59	2,464
Montana	916	12	928		928	60		60	976	12	988
Nebraska	743	20	763		763	52		52	795	20	815
Nevada	875	25	900		900	212		212	1,087	25	1,112
New Hampshire	974	24	998		998	67		67	1,041	24	1,065
New Jersey	3,770	134	3,904		3,904	476		476	4,246	134	4,380
New Mexico	1,599	25	1,624		1,624	77		77	1,676	25	1,701
New York	14,920	469	15,389		15,389	1,644		1,644	16,564	469	17,033
North Carolina	3,819	100	3,919		3,919	340		340	4,159	100	4,259
North Dakota	285	8	293		293	25		25	310	8	318
Ohio	4,020	97	4,117		4,117	386		386	4,406	97	4,503
Oklahoma	836	23	859		859	65		65	901	23	924
Oregon	4,904	102	5,006		5,006	354	1	355	5,258	103	5,361
Pennsylvania	6,578	135	6,713		6,713	649		649	7,227	135	7,362
Rhode Island	676	12	688		688	63		63	739	12	751
South Carolina	1,297	37	1,334		1,334	154		154	1,451	37	1,488
South Dakota	326	5	331		331	13		13	339	5	344
Tennessee	1,860	63	1,923		1,923	210		210	2,070	63	2,133
Texas	6,109	237	6,346		6,346	723		723	6,832	237	7,069
Utah	924	30	954		954	154		154	1,078	30	1,108
Vermont	1,044	19	1,063		1,063	42		42	1,086	19	1,105
Virginia	4,678	157	4,835		4,835	456		456	5,134	157	5,291
Washington	6,549	149	6,698		6,698	883		883	7,432	149	7,581
West Virginia	462	12	474		474	38		38	500	12	512
Wisconsin	3,481	65	3,546		3,546	234		234	3,715	65	3,780
Wyoming	278	11	289		289	21		21	299	11	310
TOTAL 48 CONTERMINOUS STATES	**154,409**	**4,209**	**158,618**		**158,618**	**16,553**	**3**	**16,556**	**170,962**	**4,212**	**175,174**
Alaska	633	16	649		649	44		44	677	16	693
Hawaii	903	25	928		928	88		88	991	25	1,016
TOTAL ALASKA & HAWAII	**1,536**	**41**	**1,577**		**1,577**	**132**		**132**	**1,668**	**41**	**1,709**
U.S. Unclassified											
TOTAL UNITED STATES	**155,945**	**4,250**	**160,195**		**160,195**	**16,685**	**3**	**16,688**	**172,630**	**4,253**	**176,883**
Poss. & Other Areas	90	404	494		494		15	15	90	419	509
U.S. & POSS., etc.	**156,035**	**4,654**	**160,689**		**160,689**	**16,685**	**18**	**16,703**	**172,720**	**4,672**	**177,392**
CANADA											
Alberta	693	3	696		696	276		276	969	3	972
British Columbia	1,911	10	1,921		1,921	637		637	2,548	10	2,558
Manitoba	290		290		290	53		53	343		343
New Brunswick	111	9	120		120	30		30	141	9	150
Newfoundland/Labrador	86	51	137		137	21		21	107	51	158
Northwest Territories	13	199	212		212	5		5	18	199	217
Nova Scotia	289	4	293		293	87		87	376	4	380
Nunavut	7	6	13		13				7	6	13
Ontario	4,384	26	4,410		4,410	1,691		1,691	6,075	26	6,101
Prince Edward Island	28	69	97		97	11		11	39	69	108
Quebec	951		951		951	182		182	1,133		1,133
Saskatchewan	173	5	178		178	30		30	203	5	208
Yukon Territory	31	1	32		32	10		10	41	1	42
Canadian Unclassified		46	46		46		2	2		48	48
TOTAL CANADA	**8,967**	**429**	**9,396**		**9,396**	**3,033**	**2**	**3,035**	**12,000**	**431**	**12,431**
International	2,407	869	3,276		3,276	510	10	520	2,917	879	3,796
Other Unclassified											
Military or Civilian Personnel Overseas	175		175		175				175		175
GRAND TOTAL	**167,584**	**5,952**	**173,536**		**173,536**	**20,228**	**30**	**20,258**	**187,812**	**5,982**	**193,794**

ANALYSIS BY ABCD COUNTY SIZE for the April 2013 issue

County Size	% of Households	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	86,122	2,723	88,845	50.8	127
B	30	48,000	920	48,920	27.9	93
C	15	22,954	372	23,326	13.3	89
D	15	13,886	197	14,083	8.0	53

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 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, 2013

A. DURATION		%
(a) One to six months (1 to 6 issues)	21	0.1
(b) Seven to eleven months (7 to 11 issues)	76	0.1
(c) Twelve months (12 issues)	46,327	73.0
(d) Thirteen to twenty-four months	16,898	26.6
(e) Twenty-five months and more	120	0.2
Total Subscriptions Sold in Period	63,442	100.0

B. USE OF PREMIUMS		
(a) Ordered without premium	63,442	100.0
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums	None	
Total Subscriptions Sold in Period	63,442	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	62,293	98.2
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	1,149	1.8
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	63,442	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, $7.99. 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: 5,630 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.zinio.com.

(e) Award Point Subscription Sales: The average of 43,456 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 43,436 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at 12 issues for $15.00, in exchange for the redemption of 500 to 600 points at the rate of 2½¢ to 3¢ per mile.

An average of 20 copies per issue represents copies purchased through the redemption of award points valued at 10¢ per point.

(f) Sponsored Subscription Sales: The average of 5,290 copies per issue (3,631 Print copies; 1,659 Digital copies), shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2012; 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)
12-31-12	180,000	188,143	186,776	1,367	0.7
12-31-11	200,000	196,000	195,551	449	0.2
12-31-10	200,000	199,296	198,830	466	0.2
12-31-09	200,000	196,739	197,673	-934	-0.5
12-31-08	205,000	208,080	209,790	-1,710	-0.8

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 Alliance for Audited Media's 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

JOHN R. MacARTHUR
President and Publisher

Date Signed: July 30, 2013

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	Analyzed Issue Date	04/01/13
04-0420-0	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.99
	Association Subscription Price	
	U.S. Subscription Price	14.88
	Canadian Subscription Price	23.00
	International Subscription Price	41.00