

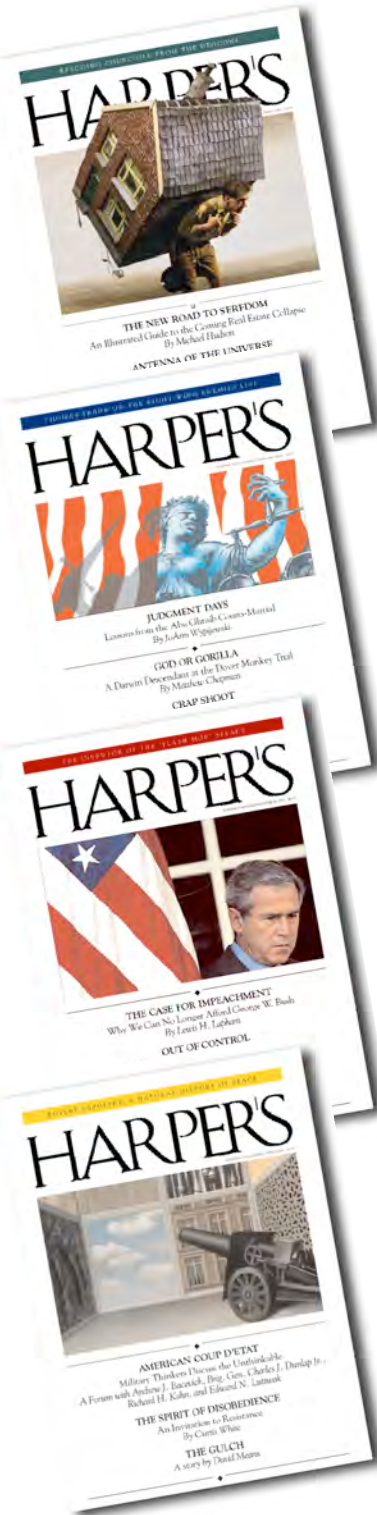
HARPER'S

M A G A Z I N E

2013 Space and Materials Schedule

Issue	Space Reservation	Materials Date	On-Sale Date
January	11/02/12	11/09/12	12/25/12
February	11/30/12	12/07/12	01/22/13
March	01/11/13	01/18/13	02/26/13
April	02/08/13	02/15/13	03/26/13
May	03/08/13	03/15/13	04/23/13
June	04/05/13	04/12/13	05/28/13
July	05/03/13	05/10/13	06/25/13
August	06/07/13	06/14/13	07/23/13
September	07/05/13	07/12/13	08/27/13
October	08/02/13	08/09/13	09/24/13
November	09/06/13	09/13/13	10/22/13
December	10/04/13	10/11/13	11/26/13

<u>Demographics</u>	<u>Harper's %</u>	<u>U.S. %</u>	<u>Index</u>
Total Audience: 800,000			
Male/Female ratio: 66/34			
Median Age: 50 yrs			
Median HHI: \$95,534			
Mean HHI: \$113,251			
College Graduate	75.96	27.52	276
Post-Graduate Degree	40.61	9.47	429
 Occupation			
Professional/Managerial	44.81	22.63	198
Owner/Partner	12.93	5.69	227
Top Management (C-Titles)	14.48	4.15	349
Member of the Board	0.75	0.33	225
 Civic Activities (Past 12 months)			
Written something that has been published	9.90	2.24	442
Worked for a political party	5.57	1.46	381
Made a speech	12.34	4.78	258
Participated in environmental causes	15.69	3.44	457
An active member of a group that attempts to influence public policy	14.20	3.32	428
Considered an "Influential" (3+ activities)	25.34	6.28	404
 Literary Enthusiasts			
Personally own any e-reader	30.94	14.61	212
Heavy Users: purchased 10+ books (past 12 months)	37.33	18.60	201
Paperback purchases	52.81	35.01	151
Hardcover purchases	38.83	23.57	165
Digital purchases	20.08	9.37	214
 Globe Trotters			
Own a valid passport	61.09	36.61	167
Domestic travel (past 12 months)	70.75	50.92	139
Foreign travel (past 3 years)	46.15	23.67	195
3+ foreign trips (past 3 years)	13.21	4.05	326
 Leisure Activities (Past 12 months)			
Attend art galleries/shows	24.35	6.91	353
Attend classical music/opera	16.33	3.62	450
Go to live theater	24.91	11.59	215



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.

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.



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 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 a record three National Magazine Awards, for excellence in feature writing, essays & criticism, and fiction. It has since gone on to win 9 more.













June, 2010, welcomed a new chapter in the glorious history of America's oldest, continuously published monthly magazine. Mr. Lapham was appointed editor emeritus and long-time staff member Ellen Rosenbush was named as *Harper's* next editor, the first woman to hold the position.



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	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"

PROCESS: Web Offset R.O.P.

PREFERRED MATERIALS:

Harper's prefers digital files. Files should be sent via email to jennifer@harpers.org or by mail on disk to Harper's Magazine unless otherwise specified.

InDesign, QuarkXPress, **PDF ***, **PDF-X ***, or TIFF/IT files accepted. Please include all images and fonts.

* **PREFERRED FILE FORMAT**

FTP INFO (NEW!!!)

Please upload files to the following address:
<http://dropbox.yousendit.com/harpers-ads>

PROOFS:

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

MECHANICAL SCREENS: 133-line
(dot size 5% to 90%)

INK ROTATION: Black, Blue, Red, Yellow

INK DENSITIES: Maximum 280 on 2C

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

CONTACT:

Jennifer Adams 212-420-5757

Website Ad Specifications

Harper's Magazine, the oldest continuously published monthly in America, is entirely online. 160 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 generates over 300,000 unique visitors, creating more than 750,000 page impressions per month.



Skyscraper 160 x 600 pixels



Leaderboard 728 x 90 pixels



Medium Rectangle (Island) 300 x 250 pixels



Button 150 x 150 pixels

RATE INFORMATION

Please contact Advertising Coordinator, Patty Beck at (212) 420-5772 or via email at patty@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 at the following address:

<http://dropbox.yousendit.com/harpers-ads>

(no password necessary)

PRODUCTION CONTACT:

Jennifer Adams 212-420-5757

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 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

Please upload files to the following address:

<http://dropbox.yousendit.com/harpers-ads>