

# HARPER'S

M A G A Z I N E

## 2014 Space and Materials Schedule

Issue	Space Reservation	Materials Date	On-Sale Date
January	11/01/13	11/08/13	12/24/13
February	12/02/13	12/06/13	01/28/14
March	01/10/14	01/17/14	02/25/14
April	02/07/14	02/14/14	03/25/14
May	03/07/14	03/14/14	04/22/14
June	04/04/14	04/11/14	05/27/14
July	05/02/14	05/09/14	06/24/14
August	06/06/14	06/13/14	07/22/14
September	07/07/14	07/11/14	08/26/14
October	08/01/14	08/08/14	09/23/14
November	09/05/14	09/12/14	10/28/14
December	10/03/14	10/10/14	11/25/14

#### Demographics

Total Audience: 800,000  
Male/Female ratio: 66/34  
Median Age: 50 yrs

Median HHI: \$95,534

Mean HHI: \$113,251

	<u>Harper's %</u>	<u>U.S. %</u>	<u>Index</u>
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

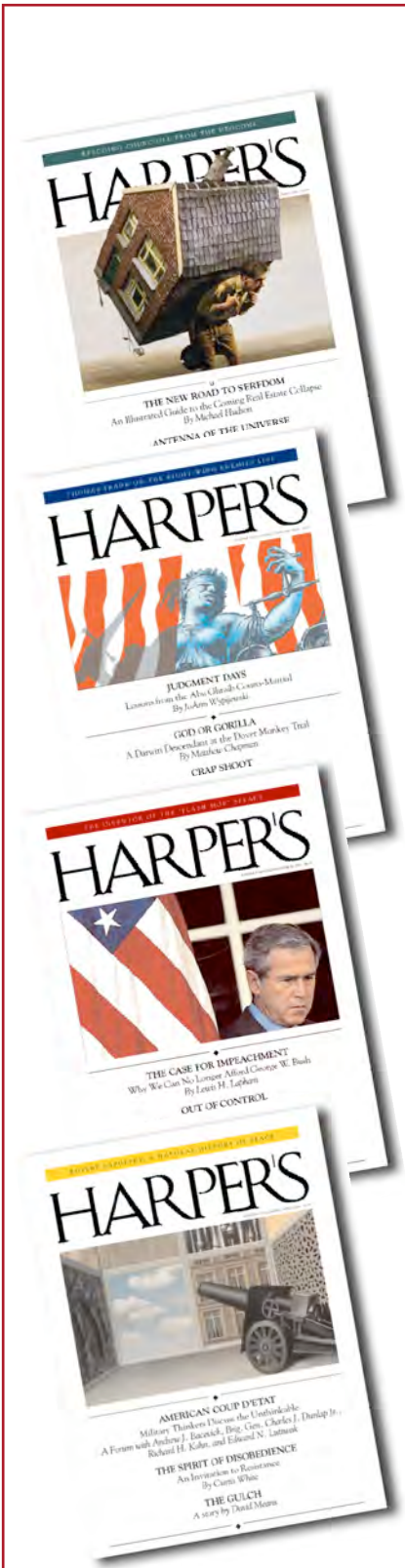
#### Globe Trotters

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.

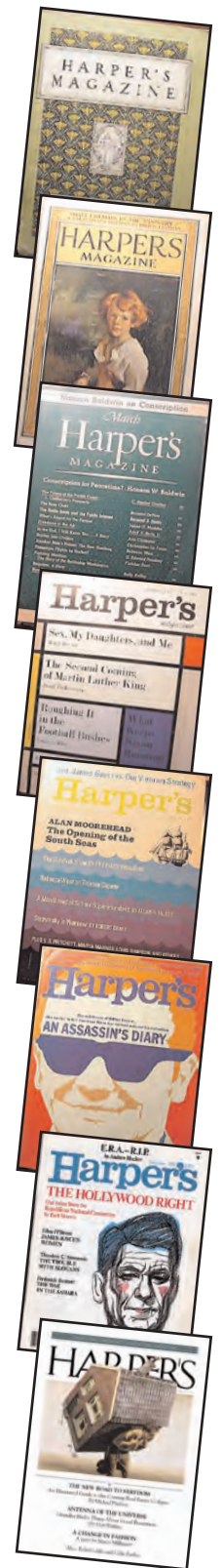
In more recent years, the magazine published Woodrow Wilson and Winston Churchill long before either man became a political leader. Theodore Roosevelt wrote for *Harper's*, as did Henry Stimson when he defended the bombing of Hiroshima. In the 1970s, *Harper's Magazine* broke Seymour Hersh's account 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 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](http://files.harpers.org)
2. Enter username: harpad; password: harpersads
3. Send e-mail to [jennifer@harpers.org](mailto:jennifer@harpers.org) for confirmation

### PREFERRED MATERIALS:

Harper's prefers digital files. Files should be sent via email to [jennifer@harpers.org](mailto: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](mailto:jennifer@harpers.org)  
 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](http://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](http://harpers.org) generates over 250,000 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](mailto:jennifer@harpers.org), or your sales representative, to advertise on [harpers.org](http://harpers.org) and for rate inquiries.

### PRODUCTION INFO:

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

1. Go to [files.harpers.org](http://files.harpers.org)
2. Enter username: harpad  
password: harpersads
3. Send e-mail to [jennifer@harpers.org](mailto: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

### 2014 General Advertising Rates

Four Color	Open	3x	6x	9x	12x
1 Page	15,330	14,565	13,795	13,030	12,265
Center Spread	30,660	29,125	27,595	26,060	24,530
2/3	11,505	10,930	10,355	9,780	9,205
1/2	9,205	8,745	8,285	7,825	7,365
1/3	6,155	5,845	5,540	5,230	4,925
Covers	Open	3x	6x	9x	12x
C2	18,400	17,480	16,560	15,640	14,720
C4	19,165	18,205	17,250	16,290	15,330
Two Color	Open	3x	6x	9x	12x
1 Page	11,840	11,250	10,655	10,065	9,470
2/3	8,885	8,440	7,995	7,550	7,110
1/2	7,105	6,750	6,395	6,040	5,685
1/3	4,745	4,510	4,270	4,035	3,795
Black & White	Open	3x	6x	9x	12x
1 Page	9,880	9,385	8,890	8,400	7,905
2/3	7,070	6,715	6,365	6,010	5,655
1/2	5,935	5,640	5,340	5,045	4,750
1/3	3,970	3,770	3,575	3,375	3,175
1/6	2,190	2,080	1,970	1,860	1,750
1/12	1,500	1,425	1,350	1,275	1,200