

MAGAZINE

Publisher's Statement

6 months ended December 31, 2014

Subject to Audit

Field Served: The 164-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 (See Below)	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	114,765	83.3			
Digital Issue	1,382	1.0			
Total Paid Subscriptions	116,147	84.3			
Verified					
Print	2,199	1.6			
Total Verified Subscriptions	2,199	1.6			
Total Paid & Verified Subscriptions	118,346	85.9			
Single Copy Sales					
Print	19,359	14.0			
Digital Issue	81	0.1			
Total Single Copy Sales	19,440	14.1			
Total Paid & Verified Circulation	137,786	100.0	125,000	12,786	10.2

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$6.99		
Subscription	\$30.00		
Average Subscription Price Annualized (12 issue frequency)		\$15.24	
Average Subscription Price per Copy		\$1.27	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2014.

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

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
July	122,529	1,687	124,216	2,199	2,199	126,415	17,090	86	17,176	141,818	1,773	143,591
Aug.	115,294	1,520	116,814	2,199	2,199	119,013	23,013	95	23,108	140,506	1,615	142,121
Sept.	113,593	1,393	114,986	2,199	2,199	117,185	23,504	86	23,590	139,296	1,479	140,775
Oct.	111,023	1,321	112,344	2,199	2,199	114,543	25,730	80	25,810	138,952	1,401	140,353
Nov.	114,917	1,231	116,148	2,199	2,199	118,347	15,145	64	15,209	132,261	1,295	133,556
Dec.	111,234	1,141	112,375	2,199	2,199	114,574	11,669	72	11,741	125,102	1,213	126,315

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	176,631	88.8	176,553	90.3	166,929	89.4	164,811	90.7	124,948	87.0
Verified	N/A		N/A		N/A		N/A		1,741	1.2
Total Paid & Verified Subscriptions	176,631	88.8	176,553	90.3	166,929	89.4	164,811	90.7	126,689	88.2
Single Copy Sales	22,199	11.2	18,998	9.7	19,848	10.6	16,822	9.3	16,919	11.8
Total Paid & Verified Circulation	198,830	100.0	195,551	100.0	186,777	100.0	181,633	100.0	143,608	100.0
Year Over Year Percent of Change		0.6		-1.6		-4.5		-2.8		-20.9
Avg. Annualized Subscription Price	\$14.52		\$1.27		\$14.78		\$14.76		\$15.24	

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 Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	110,839	1,380	112,219	81.5
Award Point*	1,700		1,700	1.2
Sponsored Sales	2,226	2	2,228	1.6
TOTAL PAID SUBSCRIPTIONS	114,765	1,382	116,147	84.3
VERIFIED SUBSCRIPTIONS				
Individual Use (See Par. 6B)	2,199		2,199	1.6
TOTAL VERIFIED SUBSCRIPTIONS	2,199		2,199	1.6
TOTAL PAID & VERIFIED SUBSCRIPTIONS	116,964	1,382	118,346	85.9
SINGLE COPY SALES				
Single Issue Sales	19,359	81	19,440	14.1
TOTAL SINGLE COPY SALES	19,359	81	19,440	14.1
TOTAL PAID & VERIFIED CIRCULATION	136,323	1,463	137,786	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:

	Individually Requested	Individual Use Other	Total Individual Use Copies
Verified Subscriptions: Individual Use	2,199		2,199

7. GEOGRAPHIC DATA for the October 2014 issue

Total paid & verified circulation of this issue was 1.9% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation	
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
Alabama	654	3	657	13	13	670	211		211	878	3	881
Arizona	1,636	10	1,646	32	32	1,678	433		433	2,101	10	2,111
Arkansas	402	2	404	8	8	412	70		70	480	2	482
California	15,982	140	16,122	316	316	16,438	2,708	11	2,719	19,006	151	19,157
Colorado	2,286	23	2,309	45	45	2,354	659		662	2,990	26	3,016
Connecticut	1,501	8	1,509	30	30	1,539	281	3	281	1,812	8	1,820
Delaware	233	2	235	5	5	240	47		47	285	2	287
District of Columbia	1,170	8	1,178	23	23	1,201	205		205	1,398	8	1,406
Florida	3,176	35	3,211	63	63	3,274	1,179		1,179	4,418	35	4,453
Georgia	1,526	17	1,543	30	30	1,573	622		622	2,178	17	2,195
Idaho	477	2	479	9	9	488	46		46	532	2	534
Illinois	4,490	46	4,536	89	89	4,625	918	2	920	5,497	48	5,545
Indiana	1,176	6	1,182	23	23	1,205	153		153	1,352	6	1,358
Iowa	990	6	996	20	20	1,016	75		75	1,085	6	1,091
Kansas	785	7	792	15	15	807	80		80	880	7	887
Kentucky	789	6	795	16	16	811	221		221	1,026	6	1,032
Louisiana	693	2	695	14	14	709	127		127	834	2	836
Maine	1,022	2	1,024	20	20	1,044	60		60	1,102	2	1,104
Maryland	2,203	16	2,219	44	44	2,263	385	2	387	2,632	18	2,650
Massachusetts	4,587	44	4,631	91	91	4,722	793	2	795	5,471	46	5,517
Michigan	2,633	15	2,648	52	52	2,700	967		967	3,652	15	3,667
Minnesota	2,586	9	2,595	51	51	2,646	505	1	506	3,142	10	3,152
Mississippi	294	1	295	6	6	301	55		55	355	1	356
Missouri	1,393	8	1,401	28	28	1,429	243		243	1,664	8	1,672
Montana	667	1	668	13	13	681	65		65	745	1	746
Nebraska	492	2	494	10	10	504	51		51	553	2	555
Nevada	483	6	489	10	10	499	348		348	841	6	847
New Hampshire	689	4	693	14	14	707	82		82	785	4	789
New Jersey	2,433	30	2,463	48	48	2,511	582	2	584	3,063	32	3,095
New Mexico	1,135	4	1,139	22	22	1,161	68		68	1,225	4	1,229
New York	11,083	112	11,195	219	219	11,414	2,960	7	2,967	14,262	119	14,381
North Carolina	2,185	9	2,194	43	43	2,237	544	1	545	2,772	10	2,782
North Dakota	184	2	186	4	4	190	28		28	216	2	218
Ohio	2,517	18	2,535	50	50	2,585	384	5	389	2,951	23	2,974
Oklahoma	496	2	498	10	10	508	56		56	562	2	564
Oregon	3,390	24	3,414	67	67	3,481	351		351	3,808	24	3,832
Pennsylvania	4,006	19	4,025	79	79	4,104	744	2	746	4,829	21	4,850
Rhode Island	454	2	456	9	9	465	87		87	550	2	552
South Carolina	632	3	635	13	13	648	153	3	156	798	6	804
South Dakota	194	2	196	4	4	200	12		12	210	2	212
Tennessee	1,178	13	1,191	23	23	1,214	319		319	1,520	13	1,533
Texas	3,760	40	3,800	74	74	3,874	975	1	976	4,809	41	4,850
Utah	610	6	616	12	12	628	208	7	215	830	13	843
Vermont	789	3	792	16	16	808	66		66	871	3	874
Virginia	2,600	24	2,624	51	51	2,675	651	1	652	3,302	25	3,327
Washington	4,520	26	4,546	90	90	4,636	782		782	5,392	26	5,418
West Virginia	305	1	306	6	6	312	46	3	49	357	4	361
Wisconsin	2,193	13	2,206	43	43	2,249	180		180	2,416	13	2,429
Wyoming	201	3	204	4	4	208	13	3	16	218	6	224
TOTAL 48 CONTERMINOUS STATES	99,880	787	100,667	1,977	1,977	102,644	20,798	56	20,854	122,655	843	123,498
Alaska	509	1	510	10	10	520	63		63	582	1	583
Hawaii	482	10	492	10	10	502	67		67	559	10	569
TOTAL ALASKA & HAWAII	991	11	1,002	20	20	1,022	130		130	1,141	11	1,152
U.S. Unclassified												
TOTAL UNITED STATES	100,871	798	101,669	1,997	1,997	103,666	20,928	56	20,984	123,796	854	124,650
Poss. & Other Areas	88		88	2	2	90	13	8	21	103	8	111
U.S. & POSS., etc.	100,959	798	101,757	1,999	1,999	103,756	20,941	64	21,005	123,899	862	124,761
CANADA												
Alberta	579	16	595	11	11	606	381		381	971	16	987
British Columbia	1,694	29	1,723	34	34	1,757	825		825	2,553	29	2,582
Manitoba	236	5	241	5	5	246	89		89	330	5	335
New Brunswick	80	3	83	2	2	85	60		60	142	3	145
Newfoundland/Labrador	85		85	2	2	87	46		46	133		133
Northwest Territories	8		8			8	3		3	11		11
Nova Scotia	251	4	255	5	5	260	170		170	426	4	430
Nunavut	6		6			6				6		6
Ontario	3,668		3,668	73	73	3,741	2,039	2	2,041	5,780	2	5,782
Prince Edward Island	25	86	111			111	18		18	43	86	129
Quebec	835	14	849	17	17	866	383		383	1,235	14	1,249
Saskatchewan	138	3	141	3	3	144	40		40	181	3	184
Yukon Territory	25	1	26			26	13		13	38	1	39
Canadian Unclassified		18	18			18		2	2		20	20
TOTAL CANADA	7,630	179	7,809	152	152	7,961	4,067	4	4,071	11,849	183	12,032
International	2,295	344	2,639	45	45	2,684	722	12	734	3,062	356	3,418
Other Unclassified												
Military or Civilian Personnel Overseas	139		139	3	3	142				142		142
GRAND TOTAL	111,023	1,321	112,344	2,199	2,199	114,543	25,730	80	25,810	138,952	1,401	140,353

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2014

A. DURATION	24	0.1	C. CHANNELS		%
(a) One to six months (1 to 6 issues)	24	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	41,018	93.5
(b) Seven to eleven months (7 to 11 issues).....	25	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (12 issues).....	28,595	65.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,851	6.5
(d) Thirteen to twenty-four months.....	15,162	34.5	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	63	0.1	Total Subscriptions Sold in Period	43,869	100.0
Total Subscriptions Sold in Period	43,869	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	43,869	100.0			
(b) Ordered with material reprinted from branded editorial material.....	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	43,869	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$7.99. Subscriptions: U.S., 2 yrs. \$43.00; 3 yrs. \$60.00. Canada, 1 yr. \$33.00; 2 yrs. \$49.00; 3 yrs. \$69.00. International, 1 yr. \$50.00; 2 yrs. 83.00; 3 yrs. \$120.00.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 5,411 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available at www.zinio.com.

(e) Award Point Subscription Sales: The average of 1,700 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 1,694 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 6 copies per issue represents copies purchased through the redemption of award points valued at 10¢ per point.

(f) Sponsored Subscription Sales: The average of 2,228 copies per issue (2,226 Print copies; 2 Digital copies), shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(g) An average of 2,199 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2013; 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)
12-31-13	(a)	181,633	181,633		
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

(a) Effective 07/01/13 changed from 180,000 to 140,000

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

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SHAWN GREEN

JOHN R. MacARTHUR

Date Signed: January 30, 2015

V.P. Circulation

President and Publisher

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04-0420-0	Analyzed Issue Date	10/01/14
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.99
	Association Subscription Price	
	U.S. Subscription Price	30.00
	Canadian Subscription Price	33.00
	International Subscription Price	50.00