Harper’s Magazine is America’s longest-running general interest publication, consistently bringing bold and original ideas to our audience since the first issue in June 1850. This is the publication that broke the scandals of the My Lai Massacre and Guantanamo Suicides coverup, where Moby Dick was first serialized and “Nickel and Dimed” first lived, and the only American magazine to excerpt The Satanic Verses. Throughout its history, Harper’s has published writers and artists ranging from Mark Twain, Thomas Nast, Langston Hughes, Sylvia Plath, Hunter S. Thompson, James Baldwin, Kurt Vonnegut, Tom Wolfe, Alice Walker, Naomi Klein, David Foster Wallace, Zadie Smith, Art Spiegelman, and Rebecca Solnit. Winner of 21 National Magazine Awards, each issue of the magazine includes features ranging from investigative reporting, essays and opinion, reviews, new fiction, and photography.

Monthly Print Magazine

+ Harper's Online @ harpers.org
+ two weekly newsletters + podcast

= 600,000 combined monthly audience
Number of Harper’s Magazine subscribers who are women: 1 in 3

Percentage who have graduated from college: 77%
Percentage who hold a postgraduate degree: 46%
Percentage who will help finance their child or grandchild’s education within the next 4 years: 70%

Average number of years readers have subscribed to Harper’s Magazine: 10
Number who have subscribed over 20 years: 1 in 5
Average number of hours spent reading Harper’s Magazine: 3
Percentage of subscribers who prefer to read in print: 96%

Average household income of a subscriber to Harper’s Magazine: $116,049
Percentage whose household net worth exceeds $500,000: 50%
Percentage who own their own home: 68%

Percentage of subscribers who make regular charitable donations: 87%
Average yearly amount spent on charitable donations: $1,345
  On books: $536
  On music: $233
  On health & wellness products: $1,418
  On pet products: $1,307

Percentage who are willing to pay more for environmentally-friendly products: 84
Who prefer to buy American-made: 58

Who took an active role in a civic, social, or political issue: 1 in 3
Who wrote an article or book for publication: 1 in 5
Who voted in elections for public office: 71%

Percentage who attend the theatre at least once per year: 68%
  Classical music concerts: 48%
  A book reading or signing: 41%
  A sports event: 51%
  Visited a museum: 88%
  Visited an art gallery or auction house: 61%

Source: Ipsos 2016 subscriber study and 2018 MRI Doublebase. “Harper’s Index” is a registered trademark.
WEB ADVERTISING SPECIFICATIONS

DESKTOP + MOBILE AD SIZES

ABOVE + BELOW THE FOLD

BILLBOARD
970 x 250
CPM $15

LEADERBOARD
728x90
CPM $12

HALF PAGE
300 x 600
CPM $12

MEDIUM RECTANGLE
300 x 250
CPM $10

FILE FORMATTING
PNG or GIF
Please NO JPEGs
Images should be
60 DPI (minimum)
Please inquire if you wish to send video files

DESIGN SERVICES
If you are interested in Harper’s own design services, we are happy to offer these at a flat rate of an additional $100 per ad. Please contact your sales representative for details.

SUBMITTING CREATIVES
Materials should be sent via email to lydia@harpers.org

PRODUCTION CONTACT
Lydia Chodosh
lydia@harpers.org
212-420-5757

2019
HARPER'S MAGAZINE
NEWSLETTER AND PODCAST SPECIFICATIONS

NEWSLETTER AD SIZES

ABOVE THE FOLD
TUESDAY’S WEEKLY REVIEW
600x160

FRIDAY’S FROM THE ARCHIVE
600x160

Advertising exclusivity for $1,000 net per edition

HARPER’S WEEKLY REVIEW

A special offer for Weekly Tracker subscribers: Click here to get 10 issues of Harper’s Magazine for only $29.95!

HARPER’S WEEKLY REVIEW
PUBLISHED BY HARPER’S MAGAZINE, LLC
October 13, 2019

From the right nationalist far right to far left, the world is in turmoil. In the United States, a country where 11 million immigrants were welcomed with open arms with the 1965 Immigration Act, 40% of working-age immigrants are now unauthorized. In Brazil, a country where 11 million immigrants were welcomed with open arms with the 1965 Immigration Act, 40% of working-age immigrants are now unauthorized.

A PODCAST of weekly discussions going deeper inside every issue, available for download on iTunes, Stitcher, and GooglePlay

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212-420-5757

HARPER’S PODCAST AD

HARPER’S PODCAST
15 SECOND PRE-ROLL LIVE-READ

Advertising exclusivity for $1,000 net per edition

Please provide script text in .doc or .docx

FROM THE ARCHIVE

"Weird Attacks" in Cuba

Seymour Hersh on the mystery of Cuba’s "Weird Attacks"

December 2019

THE TRAGEDY OF TED CRUZ WITH ANA MARIE COX

"Weird Attacks" in Cuba

Seymour Hersh on the mystery of Cuba’s "Weird Attacks"

December 2019

THE NYPD’S HATE CRIME TASK FORCE

John Cleese and Rain McGilchrist

THE WOMEN RETHINKING GOVERNMENT AND SOCIETY IN ROJAVA

Jair Bolsonaro, Brazil
PRINT ADVERTISING SPECIFICATIONS

TWO-PAGE SPREAD
Bleed: 16.25 x 11.125 in.
Trim: 16 x 10.875 in.

FULL PAGE
Non-bleed: 7 x 10 in.
Bleed: 8.25 x 11.125 in.
Trim: 8 x 10.875 in.

HALF-PAGE SPREAD
Bleed: 16.25 x 11.125 in.
Trim: 16 x 10.875 in.

FRACTIONALS

2/3 VERTICAL
Non-bleed: 4.625 x 10 in.
Bleed: 8.25 x 11.125 in.
Trim: 8 x 10.875 in.

1/2 PAGE HORIZONTAL
Non-bleed: 7 x 4.875 in.
Bleed: 8.25 x 5.56 in.
Trim: 8 x 5.31 in.

1/3 SQUARE
Non-bleed: 4.625 x 4.875 in.

1/3 VERTICAL
Non-bleed: 2.25 x 10 in.

FORMATTING REQUIREMENTS
Please submit a high resolution PDF/X (300 dpi) with embedded images and fonts.
All colors must be CMYK or BW.
NO SPOT COLORS

MAGAZINE PRINTING INFO
Publication trim size: 8 x 10.875 in.
Process: web offset R.O.P.
Paper: 40 lb. gloss coated offset
Binding: saddle stitch
Ink density: Max 280 on 4C

SUBMITTING CREATIVES
Materials should be sent via email to lydia@harpers.org

PRODUCTION CONTACT
Lydia Chodosh
lydia@harpers.org
212-420-5757

PLEASE NOTE: All live matter must remain within 0.25 in. from page trim. Page trim size: 8 x 10.875 inches
Please ask your sales representative for our discounted non-profit, cultural, publishing and small business rates.

### Four Color

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**Advertising Contacts**

- **Jocelyn D. Giannini**
  - Vice President, Advertising
  - jocelyn@harpers.org
  - 212-420-5745

- **Lydia Chodosh**
  - Production Manager
  - lydia@harpers.org
  - 212-420-5757
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212-420-5757
Harper’s Magazine, a co-owner of Book Culture on Columbus Avenue, sponsors an ongoing (and ever-growing) author series with the independent store. Since the bookstore opened in 2015, the magazine has hosted fiction and nonfiction writers, from both trade houses and university presses, including such authors as Rebecca Solnit, Masha Gessen, Senator Bernie Sanders, Joseph Stiglitz, Ronan Farrow, Joyce Carol Oates, Thomas Frank, John Cleese, and the late Tom Wolfe.

Harper’s author presentations have taken place at Book Culture or offsite. We have worked with offsite venues that can accommodate anywhere from 200 to 2,000 people; these events can be supported by ticket sales including a copy of the book. These presentations feature an editor or contributor to the magazine leading the writer in conversation or introducing a reading or talk.

Each event receives individualized promotion which includes the following:

1. GRATIS WEB AND NEWSLETTER ADVERTISING
2. SOCIAL MEDIA RESHARES ON HARPER’S TWITTER (114K FOLLOWERS) AND FACEBOOK (162K FOLLOWERS)
3. CUSTOM DESIGNED POSTCARD INVITATIONS FEATURING BOOK JACKET ART AND EVENT DETAILS, MAILED TO THOUSANDS OF HARPER’S NYC SUBSCRIBERS

For more information on how Harper’s Magazine can help you plan a successful book launch, please contact:

Jocelyn D. Giannini,
Vice President, Advertising
jocelyn@harpers.org
212-420-5745