**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, Rebecca Solnit, to Mychal Denzel Smith. *Winner of 21 National Magazine Awards*, the magazine includes features ranging from investigative reporting, essays and opinion, reviews, new fiction, to photography.

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**Monthly Print Magazine**

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

**= 600,000 COMBINED MONTHLY AUDIENCE**
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

  Number of 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 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
  Percentage who prefer to buy American-made: 58

Percentage who voted in elections for public office: 71
  Number 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

Percentage who attend the theater 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.
 NEWSLETTER AND PODCAST SPECIFICATIONS

**NEWSLETTER AD SIZES**

- **TUESDAY’S WEEKLY REVIEW**
  - 600x160

- **FRIDAY’S FROM THE ARCHIVE**
  - 600x160

Advertising exclusivity for $1000 net per edition

- **HARPER’S PODCAST AD**

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

    FLAT RATE of $1,000 net per edition

    Please provide script text in .doc or .docx

---

**FILE FORMATTING**

- PNG or GIF
- NO JPEGs
- Resolution: 60 dpi (min)
- 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 DIGITAL CREATIVES**

Materials should be sent via email to the contacts below

**ADVERTISING CONTACTS**

- cameron@harpers.org
- jocelyn@harpers.org

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**HARPER’S WEEKLY REVIEW**

PUBLISHED BY HARPER’S MAGAZINE INC. EST. 1850
October 15, 2010
TUESDAY MONDAY November 2010

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**FROM THE HARPER’S ARCHIVE**

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

2020 MEDIA KIT

DESKTOP + MOBILE AD SIZES

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
NO JPEGs
Resolution: 60 dpi (min)
Please inquire if you wish to send video files

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ADVERTISING CONTACTS
cameron@harpers.org
jocelyn@harpers.org
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 PRINT CREATIVES
Materials should be sent via email to lydia@harpers.org

PRODUCTION CONTACT
Lydia Chodosh
lydia@harpers.org
212-420-5757
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**PLEASE NOTE:** 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 ask your sales representative for details.

**Print Contacts**

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

Lydia Chodosh  
Production Manager & Designer  
lydia@harpers.org  
212-420-5757
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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 non-fiction 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 events may be held at Book Culture or offsite. We have worked with offsite venues that can accommodate anywhere from 200 to 2,000 attendees; these events are supported by ticket sales, which include a copy of the book and a subscription to the magazine. These presentations feature a Harper’s editor or contributor joining author(s) in conversation, or introducing a reading.

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 assist your successful book launch, please contact:

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