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.

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.
**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
WEB ADVERTISING SPECIFICATIONS

DESKTOP + MOBILE AD SIZES

BILLBOARD
- Above + Below the fold
  - 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
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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
Please ask your sales representative for our discounted nonprofit, cultural, publishing or small business rates.

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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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