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.
NEWSLETTER AND PODCAST SPECIFICATIONS

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

TUESDAY’S NEWSLETTER AD SIZES
- 600x160

FRIDAY’S NEWSLETTER AD SIZES
- 600x160

Advertising exclusivity for $1000 net per edition

HARPER’S WEEKLY REVIEW
- HARPER’S WEEKLY REVIEW
- HARPER’S PODCAST AD
- FROM THE HARPER’S ARCHIVE

HARPER’S PODCAST AD
- HARPER’S WEEKLY REVIEW
- FROM THE ARCHIVE

FLAT RATE of $1,000 net per edition

Please provide script text in .doc or docx

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

REQUEST FOR AD MARKET
- If you wish to submit your digital creatives, please follow the guidelines above for format and file sizes.

HELPFUL HINTS
- Please ensure all files are sent via email to the contacts above.
- Digital creatives should be submitted in PNG or GIF format.
- NO JPEG files are accepted.
- Resolution should be at least 60 dpi.
- Inquire if you wish to send video files.

Please contact your sales representative for any additional requirements or clarification.

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

DESIGN SERVICES
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SUBMITTING DIGITAL CREATIVES
- Materials should be sent via email to the contacts below

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
### General Print Advertising Rates

**Please ask your sales representative for our discounted nonprofit, cultural, publishing or small business rates.**

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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.

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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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