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

NEWSLETTER AD SIZES
TUESDAY’S WEEKLY REVIEW
600x160
FRIDAY’S FROM THE ARCHIVE
600x160
Advertising exclusivity for $1000 net per edition

HARPER’S WEEKLY REVIEW

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

FROM THE HARPER’S ARCHIVE

2020 MEDIA KIT
WEB ADVERTISING SPECIFICATIONS

2020 MEDIA KIT

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
NO JPEGs
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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

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**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 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  
Associate Art Director & Designer  
lydia@harpers.org  
212-420-5757
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