“AMERICA’S MOST INTERESTING MAGAZINE”
—THE NEW YORK TIMES, 2021

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 such as 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, Ann Patchett, Martin Scorsese, and Hari Kunzru. Winner of 22 National Magazine Awards, the magazine includes features like investigative reporting, essays and opinion, reviews, new fiction, poetry, and photography.

MONTHLY PRINT MAGAZINE

➕ HARPER’S ONLINE @ HARPERS.ORG
➕ TWO WEEKLY NEWSLETTERS ➕ PODCAST

= 600,000 COMBINED MONTHLY AUDIENCE

120,000 FOLLOWERS
29,000 FOLLOWERS
163,000 FOLLOWERS
Our Readers

- 40% Female
- 60% Male
- 71% Own their home
- 69% Have earned a Bachelor’s or Post-Graduate Degree
- 87% Regularly give to charitable causes at a $1,345 avg. yearly
- Avg. household income: $117,131
- Median age: 46
- 10 yrs: Average number of yrs a reader has subscribed
- 20%: Percentage of readers subscribed for 20 yrs or more
- 3+ hrs: Average number of hrs readers spend on each new issue
- 87% will spend more money to buy environmentally-friendly products

Other Average Annual Spends

- $1,418 Health + Wellness products
- $1,307 on pets
- $536 on books

Reading Harper's Magazine

All sources: 2020 Simmons/MRI and 2016 Ipsos subscriber study
HARPER’S NEWSLETTERS

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

2021 MEDIA KIT

2021 MEDIA KIT

HARPER’S PODCAST SPECS

NEWSLETTER & PODCAST SPECS

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ADVERTISING CONTACTS

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jocelyn@harpers.org

666 BROADWAY, FLOOR 11 NEW YORK, NY • HARPERS.ORG • TEL: 212.420.5720
WEB ADVERTISING SPECIFICATIONS

DESKTOP + MOBILE AD SIZES

BILLBOARD
970 x 250
CPM $15

LEADERBOARD
728 x 90
CPM $12

ABOVE + BELOW THE FOLD

BILLBOARD
970 x 250
CPM $15

LEADERBOARD
728 x 90
CPM $12

HALF PAGE
300 x 600
CPM $12

MEDIUM RECTANGLE
300 x 250
CPM $10

WEB ADVERTISING
SPECIFICATIONS

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jocelyn@harpers.org
**PRINT AD 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.

**1/2 PAGE HORIZONTAL**

- Non-bleed: 7 x 4.875 in.

**1/3 SQUARE**

- Non-bleed: 4.625 x 4.875 in.

**1/3 VERTICAL**

- Non-bleed: 2.25 x 10 in.

**PLEASE NOTE**

All live matter must remain within 0.25 in. from page trim. Page trim: 8 x 10.875 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 or crop marks

**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 cuenca@harpers.org

**PRODUCTION CONTACT**

Stephanie Cuenca
Production Manager & Designer
Tel: 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  
Tel: 212.420.5745

Stephanie Cuenca  
Production Manager & Designer  
cuenca@harpers.org  
Tel: 212.420.5757
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