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

OVER 170 YEARS IN PRINT

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 magazine 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, David Foster Wallace, Zadie Smith, Art Spiegelman, Rebecca Solnit, Ann Patchett, 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.
Our Reach

Monthly Print Magazine + Harpers.org + Two Weekly Newsletters + Podcast

600,000+
COMBINED MONTHLY AUDIENCE

120,000+
TWITTER FOLLOWERS

30,000+
INSTAGRAM FOLLOWERS

163,000+
FACEBOOK FOLLOWERS
OUR READERS

40% FEMALE

60% MALE

48 MEDIAN AGE

71% OWN THEIR HOME

$150,149 AVG. HOUSEHOLD INCOME

34% ARE PARENTS/HAVE CHILDREN

87% REGULARLY GIVE TO CHARITABLE CAUSES AT A $1,345 AVG YEARLY

OTHER AVERAGE ANNUAL SPENDS

$1,307 ON PETS

$1,418 HEALTH & WELLNESS PRODUCTS

$536 ON BOOKS

READING HARPER’S MAGAZINE

10 YRS AVERAGE NUMBER OF YEARS A READER HAS SUBSCRIBED

20% PERCENTAGE OF READERS SUBSCRIBED FOR 20 YEARS OR MORE

3+ HRS AVERAGE NUMBER OF HOURS READERS SPEND ON EACH ISSUE

ALL SOURCES: 2021 Simmons/MRI and 2016 Ipsos subscriber study
The Taliban, which ruled three-quarters of Afghanistan from September 1996 through December 2001, announced the presidential palace in Kabul that it had seized control of the entire country. Former president Ashraf Ghani fled the country several days after his son-in-law’s film The Film Left Unfinished screened at the Revolver Theater in San Francisco. President Biden sent 2,000 troops to evacuate remaining U.S. military personnel from Afghanistan, but did not provide immediate assistance to the tens of thousands of Afghans who had worked with them. As a McDonald’s frappe C-17 Globemaster III military jet taxied and then took off from the Kabul airport, dozens of Afghans clinging to and falling from the fuselage of the aircraft, all subsequent commercial flights in and out of the capital were halted. “What Afghanistan has inherited from the U.S. is poverty, a rising unemployment rate, the destruction of social services, the unprecedented increase in class distinctions, a wealth gap, the destruction of the middle class, a vast economic, mafia network, an underground economy, increased cultivation, production, and smuggling of drugs, addiction among more than four million young people, an eerie sense of the collapse of good values, the growth of a culture of corruption, money laundering, and lying,” said the leader of Afghanistan’s National Congress Party. Harrier displayed by a 7.2 magnitude earthquake along the Etsu-plumiai Plume Garden fault zone that damaged more than 20,000 buildings, killed at least 1,989, and injured thousands more on site as police and scores of doctors and hospital staff, many on fire days, antibiotics, and X-ray film, treated patients in makeshift outdoor clines and housed one woman’s leg with clothed. International aid organizations, including the Red Cross—which in the aftermath of the 2011 earthquake failed to track millions of dollars in donations and said it had built homes for 300,000 people when it had built only 50—established an operations base in Port-au-Prince. The earthquake struck two days before Tropical Depression Grace made landfall, one month after the nation’s president was mysteriously assassinated, and nearly 230 years after Bon Coton, a volcano ceremony and organizing event that is considered the inception of the Haitian Revolution.

**TUESDAY’S WEEKLY REVIEW**

600px x 160px

**FRIDAY’S FROM THE ARCHIVE**

600px x 160px

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**FILE FORMATTING**

PNG or GIF
Resolution: 60 dpi (min)
Please inquire if you wish to send video files
NO JPEGS

**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.

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Materials should be sent via email to the contacts below

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cameron@harpers.org
jocelyn@harpers.org

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**HARPER'S PODCAST AD**

15 SECOND PRE-ROLL LIVE-READ

**FLAT RATE of $1,000 net per edition**

Please provide script, no audio file necessary

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BILLBOARD
970px x 250px
CPM $15

MEDIUM RECTANGLE
300px x 250px
CPM $10

HALF PAGE
300px x 600px
CPM $12

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212-420-5757
PRINT AD SPECIFICATIONS

TWO-PAGE SPREAD
Bleed: 16.25 x 11.125 in.
Trim: 16 x 10.875 in.

FULL PAGE/COVERS
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.

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.

FORMATING 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 the production contact:
Stephanie Cuenca
Production Manager & Designer
212.420.5757
cuenca@harpers.org

666 BROADWAY, FLOOR 11
NEW YORK, NY 10012
HARPERS.ORG
212 420 5720
Please ask your sales representative for our discounted nonprofit, cultural, publishing, or small business rates.

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