[2023 Media Kit]
ABOUT HARPER’S MAGAZINE

“America’s Most Interesting Magazine”
- NEW YORK TIMES

Winner of 22 National Magazine Awards

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, the only American magazine to excerpt The Satanic Verses, and among the first to condemn the US invasion of Iraq. Harper’s devotes over a third of every issue in some way to books—reviews, excerpts, and analysis—alongside investigative reporting, opinion, photo essays, short fiction, art, poetry, and the inimitable Harper’s Index.

Harper’s contributors past and present

MARK TWAIN
EDITH WHARTON
THOMAS NAST
 Winslow Homer
LANGSTON HUGHES
SYLVIA PLATH
HUNTER S. THOMPSON
JAMES BALDWIN
KURT VONNEGUT
TOM WOLFE
DAVID FOSTER WALLACE
ZADIE SMITH
ART SPIEGELMAN
SALMAN RUSHDIE
REBECCA SOLNIT
ANN PATCHETT
JOSHUA COHEN
RACHEL KUSHNER
STEPHEN KING
COLSON WHITEHEAD

ABOUT HARPER’S MAGAZINE

666 BROADWAY, FL 11
NEW YORK, NY 10012
HARPER’S.ORG
212 420 5720

JOCELYN D. GIANNINI
Vice President
Advertising
jocelyn@harpers.org
212 420 5745

PERRI SMITH
Advertising Operations Coordinator
perri@harpers.org
212 420 5773

STEPHANIE CUENCA
Production Manager & Designer
cuenca@harpers.org
212 420 5757
$1,307
SPENT ANNUALLY
ON PETS

60%
FEMALE

$149,854
AVG. HOUSEHOLD
INCOME

40%
MALE

68%
OWN THEIR
HOME

34%
ARE PARENTS/
HAVE CHILDREN

85%
WILL SPEND MORE FOR
ENVIRONMENTALLY
FRIENDLY PRODUCTS

$1,345 AVG ANNUAL SPEND

$536
SPENT ANNUALLY
ON BOOKS

87%
REGULARLY GIVE TO
CHARITABLE CAUSES

HARPER’S DEMOGRAPHICS

Sources: 2022 Simmons/MRI, 2016 IPOS Subscriber survey

60%
M A L E

49
MEDIAN
AGE

40%
F E M A L E

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

Stephanie Cuenca
Production Manager & Designer
cuenca@harpers.org
212 420 5757

Jocelyn D. Giannini
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600,000+
Total estimated print readership

100,000
Verified Print Circulation

HARPER’S ORG
Average 500,000 pageviews
400,000 unique monthly visitors

TWO WEEKLY NEWSLETTERS
100,000+ total subscribers
40% average open rate

WEEKLY PODCAST
Now available on Apple Podcasts, Spotify,
Google Podcasts, Stitcher, SoundCloud,
Audible, and harpers.org

125,000+
Twitter followers

36,000+
Instagram followers

162,000+
Facebooks followers

IN PRINT .......................................................... AND ONLINE ..................................................

25% WEST

15% MIDWEST

31% NORTHEAST

19% SOUTH

8% SOUTHWEST

TOP 5 STATES
California
New York
Texas
Illinois
Virginia

TOP 5 INTERNATIONAL COUNTRIES
Canada
United Kingdom
India
China
Australia

Source: 2022 AAM and MRI Simmons
Harper's Newsletters
Advertising exclusivity for $1,000 net per edition

YOUR AD HERE

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.

Submiting Digital Creatives
Materials should be sent via email to the contacts below

Advertising Contacts
perri@harpers.org, jocelyn@harpers.org

The Harper's Podcast
15 second
Pre-roll live-read

Advertising exclusivity for $1,000 net per edition
Please provide script or audio file

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NEWSLETTER & PODCAST SPECS

Weekly Review
600px x 160px

From the Archive
600px x 160px

Podcast Ad
15 second
Pre-roll live-read
WEB ADVERTISING SPECIFICATIONS

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

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

ADVERTISING CONTACTS
perri@harpers.org, jocelyn@harpers.org

Billboard
970px x 250px
CPM $15

Medium Rectangle
300px x 250px
CPM $10

Half Page
300px x 600px
CPM $12
PRINT AD SPECIFICATIONS

PLEASE NOTE: All live matter must remain within 0.25 in. from page trim. Page trim: 8 x 10.875 in.

Two-page spread
Bleed: 16.25 x 11.125 in.
Trim: 16 x 10.875 in.

Full page/Covers
Bleed: 8.25 x 11.125 in.
Non-bleed: 7 x 10 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.

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

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

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.

<table>
<thead>
<tr>
<th>FOUR COLOR</th>
<th>NET</th>
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<th>6x</th>
<th>9x</th>
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<td>$7,265</td>
<td>$6,865</td>
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<td>MATERIALS DUE</td>
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<td>ON-SALE DATE</td>
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<td>11/4/22</td>
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