

[2023 Media Kit]

HARPER'S

M A G A Z I N E

HARPER'S MAGAZINE

A B O U T H A R P E R ' S M A G A Z I N E



“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 Dime*” 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

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KURT VONNEGUT
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DAVID FOSTER WALLACE
ZADIE SMITH
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SALMAN RUSHDIE
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HARPER'S

M A G A Z I N E

H A R P E R ' S D E M O G R A P H I C S



40%
FEMALE



60%
MALE



49
MEDIAN
AGE



68%
OWN THEIR
HOME



34%
ARE PARENTS/
HAVE CHILDREN

\$149,854
AVG. HOUSEHOLD
INCOME



87%
REGULARLY GIVE TO
CHARITABLE CAUSES
\$1,345 AVG ANNUAL SPEND



\$1,307
SPENT ANNUALLY
ON PETS



85% WILL SPEND MORE FOR
ENVIRONMENTALLY
FRIENDLY PRODUCTS



\$536
SPENT ANNUALLY
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



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HARPER'S

M A G A Z I N E

H A R P E R ' S A U D I E N C E

600,000+

Total estimated print readership



100,000

Verified Print Circulation

HARPERS.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



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HARPER'S

M A G A Z I N E

NEWSLETTER & PODCAST SPECS

Harper's Newsletters

Advertising exclusivity for \$1,000 net per edition

YOUR AD HERE

HARPER'S
WEEKLY REVIEW


After eight weeks of nonstop downpours, at least one-third of Pakistan, a country responsible for less than 1 percent of global greenhouse gas emissions, was submerged in floodwater. The ongoing flooding has killed at least 1,300 people, forced millions from their homes, and threatened the World Heritage Site status of Mohenjo Daro, the ruins of a civilization that archaeologists believe was destroyed by climatic changes in the Indus Valley Basin around 1800 BC. "The best energy is that which we don't consume," said President Emmanuel Macron of France in a speech encouraging a 10 percent reduction in energy usage that was largely motivated by the end of cheap Russian gas supplies. The last leader of the USSR, Mikhail Gorbachev, passed away at the same hospital where the chairman of Russia's second largest oil producer, who had called for a speedy end to the war in Ukraine, fell to his death from a window. Life expectancy in the United States fell to its lowest level since 1996, math and reading test scores fell to their lowest levels in 30 years, and Dr. Fauci announced his retirement. "But there is no evidence to lean one way or another, so all theories are still viable," said the sheriff of Furnas County, Nebraska, where an unknown culprit opened a dam and released 16 million gallons of water.

Several weeks after school began elsewhere in their district, students of Robb Elementary, with nearly three dozen state troopers alongside them, attended their first day of classes since the 70-minute mass shooting on May 24, for which at least 90 state troopers were present. In Corpus Christi, Texas, a four-year-old brought a loaded gun to school, prompting a lockdown. New Mexico announced plans to build a \$10 million reproductive health center near its Texas border. A member of the Kyle Rittenhouse Cultural Center in La Plata,

YOUR AD HERE

FROM THE
HARPER'S
ARCHIVE

Timeless stories from our 172-year archive handpicked to speak to the news of the day.



Gorbachev

OCTOBER • 1986
A young Dinesh D'Souza finds a troubling parallel between House Speaker Tip O'Neill's political views and Gorbys's
See the chart

APRIL • 1987
A cool reaction to Gorbachev's thaw
Read Vasiliac Aksevo's article

Harper's Podcast Ad

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



TUESDAY'S

WEEKLY REVIEW

1200 x 320 PNG or GIF

Banner will display as 600 x 160

FRIDAY'S

FROM THE ARCHIVE

1200 x 320 PNG or GIF

Banner will display as 600 x 160

THE HARPER'S PODCAST

15 second

Pre-roll live-read

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.

SUBMITTING DIGITAL CREATIVES

Materials should be sent via email to the contacts below

ADVERTISING CONTACTS

perri@harpers.org, jocelyn@harpers.org



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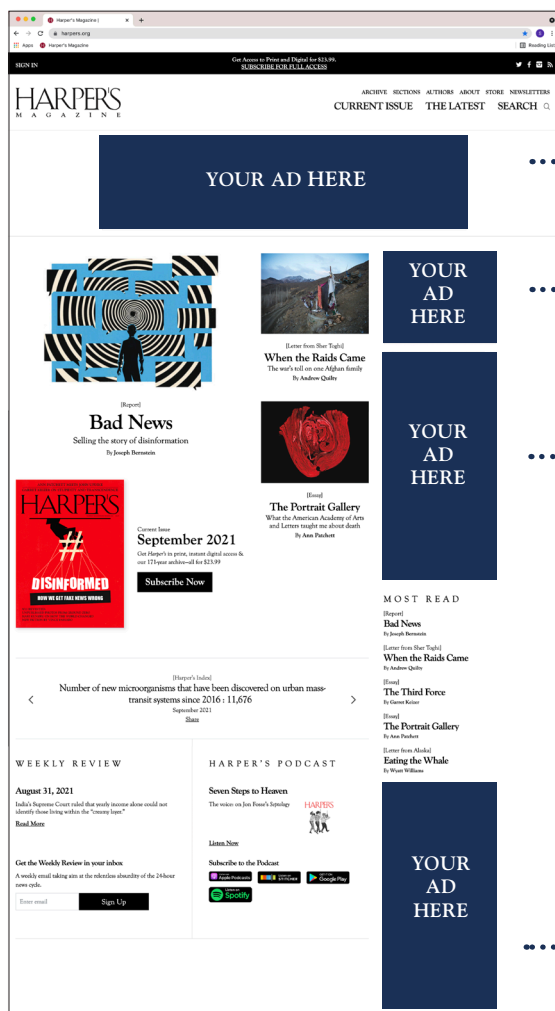
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HARPER'S MAGAZINE

WEB ADVERTISING SPECIFICATIONS



Billboard

970 x 250
PNG or GIF
CPM \$15

Medium Rectangle

300 x 250
PNG or GIF
CPM \$10

Half Page

300 x 600
PNG or GIF
CPM \$12

FILE FORMATTING

PNG or GIF
Resolution: 60 dpi (min)
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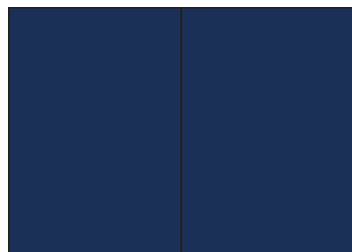
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HARPER'S

M A G A Z I N E

P R I N T A D S P E C I F I C A T I O N S

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



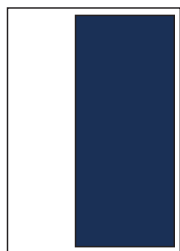
Two-page spread
Bleed: 16.25 x 11.125 in.



Full page/Covers
Non-bleed: 7 x 10 in.
Bleed: 8.25 x 11.125 in.*
*Bleed required for all covers



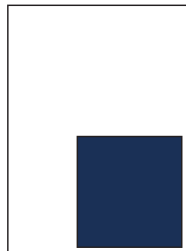
Half-page spread
Bleed: 16.25 x 11.125 in.



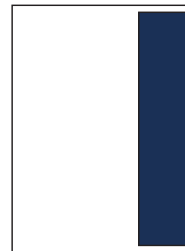
2/3 Vertical
Non-bleed:
4.625 x 10 in.



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.

FORMATTING REQUIREMENTS

Please submit a high resolution
PDF/X (300 dpi) with embedded
fonts, images, and no crop marks
All colors must be CMYK or BW
No RGB or 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 the production contact:
Chloe Arnold
Production Manager & Designer
212.420.5757, chloe@harpers.org



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GENERAL PRINT AD RATES

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.

| FOUR COLOR | NET | 3x | 6x | 9x | 12x |
|---------------|----------|----------|----------|----------|----------|
| 1 page | \$8,075 | \$7,670 | \$7,265 | \$6,865 | \$6,460 |
| 2 page spread | \$15,300 | \$14,535 | \$12,770 | \$13,005 | \$12,240 |
| 2/3 | \$6,055 | \$5,755 | \$5,450 | \$5,150 | \$4,845 |
| 1/2 | \$4,845 | \$4,600 | \$4,361 | \$4,120 | \$3,875 |
| 1/3 | \$3,230 | \$3,070 | \$2,910 | \$2,745 | \$2,585 |

| COVERS | NET | 3x | 6x | 9x | 12x |
|--------|----------|---------|---------|---------|---------|
| C2 | \$9,350 | \$8,885 | \$8,415 | \$7,950 | \$7,480 |
| C4 | \$10,200 | \$9,690 | \$9,180 | \$8,670 | \$8,160 |



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2 0 2 3 P U B L I C A T I O N D A T E S & D E A D L I N E S

| ISSUE | SPACE RESERVATION | MATERIALS DUE | SUBSCRIBER IN-HOME | ON-SALE DATE |
|-----------|-------------------|---------------|--------------------|--------------|
| January | 10/28/22 | 11/4/22 | 12/19/22 | 12/27/22 |
| February | 12/2/22 | 12/9/22 | 1/16/23 | 1/24/23 |
| March | 1/6/23 | 1/13/23 | 2/20/23 | 2/28/23 |
| April | 2/3/23 | 2/10/23 | 3/20/23 | 3/28/23 |
| May | 3/3/23 | 3/10/23 | 4/17/23 | 4/25/23 |
| June | 3/31/23 | 4/7/23 | 5/15/23 | 5/23/23 |
| July | 4/28/23 | 5/5/23 | 6/19/23 | 6/27/23 |
| August | 6/2/23 | 6/9/23 | 7/17/23 | 7/25/23 |
| September | 6/30/23 | 7/7/23 | 8/14/23 | 8/22/23 |
| October | 7/28/23 | 8/4/23 | 9/18/23 | 9/26/23 |
| November | 9/1/23 | 9/8/23 | 10/16/23 | 10/24/23 |
| December | 9/29/23 | 10/6/23 | 11/20/23 | 11/28/23 |



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