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

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HARPER'S AUDIENCE

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% 15% 31%
WEST MIDWEST NORTHEAST

19% 8%
SOUTH SOUTHWEST

TOP 5 STATES
California
New York
Texas
Illinois
Virginia

TOP 5 INTERNATIONAL COUNTRIES
Canada
United Kingdom
India
China
Australia

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

YOUR AD HERE

Harper's Podcast Ad
Advertising exclusivity for $1,000 net per edition
Please provide script or audio file

THE HARPER’S PODCAST
15 second
Pre-roll live-read

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

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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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 floodwaters. 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 B.C. “The best energy is solar,” said President Emmanuel Macron of France in a speech encouraging a 10 percent reduction in energy usage that was largely covered by the loss of deep renewable power supplies. The last leader of the USSR, Mikhail Gorbachev, passed away at the main hospital where the chairman of Russia’s second largest bank, who had called for a speedy end to the war in Ukraine, fell to his death from a window, the expediency in the United States fall in its favor made sense. In 1996, most of the two men died to the lowest levels. 20 years, and the US’s announced his retirement. “But there is no evidence to base any way or another,” said the chief of Russian, U.S., Ukraine, where an airwaves could opened a dome and released 15 million gallons of water.

Several weeks after school began elsewhere in their district, students of Beth Elementary, with nearly three dozen state troops alongside them, attended their first day of classes since the 70 minute mass-shooting on May 24, for which at least 96 state troopers were present. In Corpus Christi, Texas, a two-story building was lifted off its foundation, prompting a shutdown. New Mexico announced plans to build a 470 million expanding health center near its Texas border. A member of the Kyle Rittenhouse Cultural Center in LaPlata,

Joel Koven O’Neill finds a startling parallel between Pioneer Speaker Tip O’Neill’s political views and Gorbachev’s

1986-1991" A conversation in Gorbachev’s show Best Served Medium’s audio

THE HARPER’S PODCAST
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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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
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.

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
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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.

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### 2023 Publication Dates & Deadlines

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