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
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HARI KUNZRU
SALMAN RUSHDIE
REBECCA SOLNIT
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RACHEL KUSHNER
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212 420 5720

JOCELYN D. GIANNINI
Vice President
Advertising
jocelyn@harpers.org
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PERRI SMITH WALKER
Advertising Operations Coordinator
perri@harpers.org
212 420 5773

CHLOE ARNOLD
Production Manager & Designer
chloe@harpers.org
212 420 5757
HARPER’S DEMOGRAPHICS

40% FEMALE
60% MALE
49.8 MEDIAN AGE
72% OWN THEIR HOME

48% TRAVEL INTERNATIONALLY
69% TRAVEL DOMESTICALLY

$160,331 AVG. HOUSEHOLD INCOME
87% REGULARLY GIVE TO CHARITABLE CAUSES
$1,345 AVG. ANNUAL SPEND

88% MUSEUM-GOERS
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

Sources: 2023 Simmons/MRI, 2016 IPSOS Subscriber survey
**HARPERS.ORG**
Average 400,000 pageviews
250,000 unique monthly visitors

**THREE NEWSLETTERS**
100,000+ total subscribers
44% average open rate

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**IN PRINT**

- **24%** West
- **17%** Midwest
- **27%** Northeast
- **23%** South
- **8%** Southwest

**AND ONLINE**

- **122,000+** Twitter followers
- **43,000+** Instagram followers
- **161,000+** Facebook followers

**TOP 5 STATES**
- California
- New York
- Virginia
- Texas
- Illinois

**TOP 5 INTERNATIONAL COUNTRIES**
- Canada
- United Kingdom
- India
- Australia
- China

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Source: 2023 AAM and MRI Simmons
**Weekly Newsletters**

Advertising exclusivity for $1,000 net per edition

**Monthly Newsletter**

Advertising exclusivity for $1,250 net per edition

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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.

---

**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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**NEWSLETTER SPECIFICATIONS**

**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

**MONTHLY INSIDE THE ISSUE**

1200 x 320 PNG or GIF

Banner will display as 600 x 160
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
PLEASE NOTE: All live matter must remain within 0.25 in. from page trim. Page trim: 8 x 10.875 in.

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**PRINT AD SPECIFICATIONS**

Two-page spread
Bleed: 16.25 x 11.125 in.

Full page/Covers
Bleed: 16.25 x 11.125 in.*
Non-bleed: 7 x 10 in.

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.

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**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

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**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

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**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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Vice President
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---

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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>
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### 2024 Publication Dates & Deadlines

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<tr>
<th>ISSUE</th>
<th>Space Reservation</th>
<th>Materials Due</th>
<th>Subscriber In-Home</th>
<th>On-Sale Date</th>
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<td>12/8/23</td>
<td>1/15/24</td>
<td>1/23/24</td>
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<td>2/2/24</td>
<td>2/9/24</td>
<td>3/18/24</td>
<td>3/26/24</td>
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<tr>
<td>June</td>
<td>3/29/24</td>
<td>4/5/24</td>
<td>5/20/24</td>
<td>5/28/24</td>
</tr>
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<td>5/31/24</td>
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<td>7/15/24</td>
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<tr>
<td>September</td>
<td>6/28/24</td>
<td>7/5/24</td>
<td>8/19/24</td>
<td>8/27/24</td>
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<td>11/26/24</td>
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</table>
2024 CLASSIFIED RATES & DATES

ARE YOU AN AUTHOR?
To advertise your book at a highly discounted rate, contact Perri Smith Walker at perri@harpers.org.

MATERIAL NOTES

TEXT ADS: Proposed text should be submitted via email to perri@harpers.org. If you are submitting a creative instead of text, please send a high resolution file in CMYK or BW.

TERMS: All advertisements must be accompanied by name, address, telephone, and category in which you wish your ad to appear. Harper's Magazine reserves the right to refuse any advertisement deemed inappropriate.

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