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  
HARI KUNZRU  
SALMAN RUSHDIE  
REBECCA SOLNIT  
ANN PATCHETT  
JOSHUA COHEN  
RACHEL KUSHNER  
STEPHEN KING  
LAUREN OYLER

666 BROADWAY, FL 11  
NEW YORK, NY 10012  
HARPERS.ORG  
212 420 5720

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

PERRI SMITH WALKER  
Advertising Operations Manager  
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
HARPER’S AUDIENCE

500,000+
Total estimated print readership

95,000
Average Issue Circulation

HARPER’S.ORG
Average 400,000 pageviews
250,000 unique monthly visitors

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

122,000+
Twitter followers

43,000+
Instagram followers

161,000+
Facebook followers

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

24% WEST

17% MIDWEST

27% NORTHEAST

23% SOUTH

8% SOUTHWEST

TOP 5 STATES
California
New York
Virginia
Texas
Illinois

TOP 5 INTERNATIONAL COUNTRIES
Canada
United Kingdom
India
Australia
China

Source: 2023 AAM and MRI Simmons
NEWSLETTER SPECIFICATIONS

Weekly Newsletters
Advertising exclusivity for $1,000 net per edition

Monthly Newsletter
Advertising exclusivity for $1,250 net per edition

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

JOCELYN D. GIANNINI
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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

It’s the 50th Anniversary of the Start of the Senate’s Investigation into the Watergate Break-in!

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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.

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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

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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212 420 5773

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Production Manager & Designer
chloe@harpers.org
212 420 5757
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.

### GENERAL PRINT AD RATES

<table>
<thead>
<tr>
<th>FOUR COLOR</th>
<th>NET</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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<tr>
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<td>$8,075</td>
<td>$7,670</td>
<td>$7,265</td>
<td>$6,865</td>
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<tr>
<td>2 page spread</td>
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<td>$12,770</td>
<td>$13,005</td>
<td>$12,240</td>
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<td>$5,755</td>
<td>$5,450</td>
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<td>$4,845</td>
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<tr>
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<td>$4,361</td>
<td>$4,120</td>
<td>$3,875</td>
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<tr>
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<td>$3,070</td>
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<table>
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<tr>
<th>COVERS</th>
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<th>6x</th>
<th>9x</th>
<th>12x</th>
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<tbody>
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<td>C2</td>
<td>$9,350</td>
<td>$8,885</td>
<td>$8,415</td>
<td>$7,950</td>
<td>$7,480</td>
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<tr>
<td>C4</td>
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<td>$9,690</td>
<td>$9,180</td>
<td>$8,670</td>
<td>$8,160</td>
</tr>
</tbody>
</table>

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CHLOE ARNOLD
Production Manager & Designer
chloe@harpers.org
212 420 5757
## 2024 Publication Dates & Deadlines

<table>
<thead>
<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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</thead>
<tbody>
<tr>
<td>February</td>
<td>12/1/23</td>
<td>12/8/23</td>
<td>1/15/24</td>
<td>1/23/24</td>
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<tr>
<td>March</td>
<td>1/5/24</td>
<td>1/12/24</td>
<td>2/19/24</td>
<td>2/27/24</td>
</tr>
<tr>
<td>April</td>
<td>2/2/24</td>
<td>2/9/24</td>
<td>3/18/24</td>
<td>3/26/24</td>
</tr>
<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>
<tr>
<td>August</td>
<td>5/31/24</td>
<td>6/7/24</td>
<td>7/15/24</td>
<td>7/23/24</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>
</tr>
<tr>
<td>October</td>
<td>7/26/24</td>
<td>8/2/24</td>
<td>9/16/24</td>
<td>9/24/24</td>
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<tr>
<td>November</td>
<td>8/30/24</td>
<td>9/6/24</td>
<td>10/14/24</td>
<td>10/22/24</td>
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<tr>
<td>December</td>
<td>9/27/24</td>
<td>10/4/24</td>
<td>11/18/24</td>
<td>11/26/24</td>
</tr>
</tbody>
</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.

Display Size | 1X | 3X | 6X | 9X | 12X
--- | --- | --- | --- | --- | ---
1 inch (2.25 x 1”) | $270 | $260 | $245 | $235 | $220
2 inch (2.25 x 2”) | $530 | $500 | $480 | $430 | $425
3 inch (2.25 x 3”) | $765 | $730 | $650 | $630 | $590
5 inch (2.25 x 5”) | $925 | $880 | $835 | $795 | $755

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.

Issue | Space Reservation | Materials Due | On-Sale Date
--- | --- | --- | ---
February | 12/1/23 | 12/8/23 | 1/23/24
March | 1/5/24 | 1/12/24 | 2/27/24
April | 2/2/24 | 2/9/24 | 3/26/24
May | 3/1/24 | 3/8/24 | 4/23/24
June | 3/29/24 | 4/5/24 | 5/28/24
July | 4/26/24 | 5/3/24 | 6/25/24
August | 5/31/24 | 6/7/24 | 7/23/24
September | 6/28/24 | 7/5/24 | 8/27/24
October | 7/26/24 | 8/2/24 | 9/24/24
November | 8/30/24 | 9/6/24 | 10/22/24
December | 9/27/24 | 10/4/24 | 11/26/24