

[2024 Media Kit]



HARPER'S

M A G A Z I N E

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

JAMES BALDWIN
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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



49.8
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



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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

500,000+
Total estimated print readership



95,000
Average Issue Circulation

HARPERS.ORG

Average 400,000 pageviews
250,000 unique monthly visitors

THREE NEWSLETTERS

100,000+ total subscribers
44% average open rate



122,000+
Twitter followers



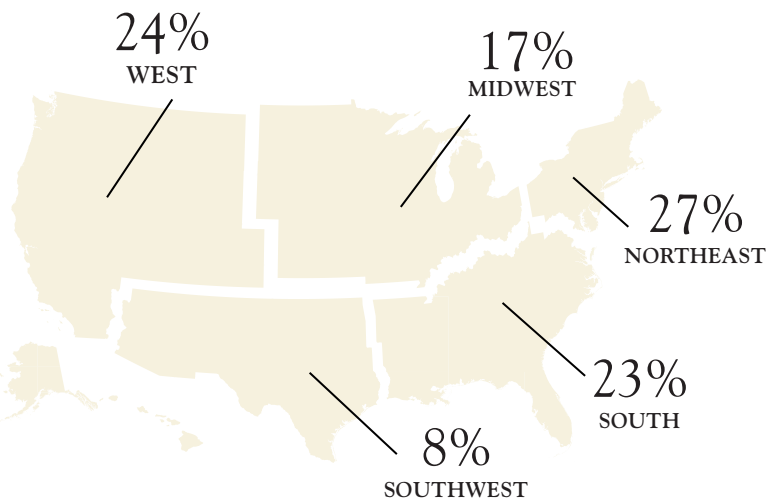
43,000+
Instagram followers



161,000+
Facebook followers

IN PRINT

AND ONLINE



TOP 5 STATES

California
New York
Virginia
Texas
Illinois

TOP 5 INTERNATIONAL COUNTRIES

Canada
United Kingdom
India
Australia
China



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HARPER'S

M A G A Z I N E

NEWSLETTER SPECIFICATIONS

Weekly Newsletters

Advertising exclusivity
for \$1,000 net per edition

YOUR AD HERE

HARPER'S
WEEKLY REVIEW

Titan, an amateur submersible whose passengers include the British chairman of Action Aviation and a British billionaire and his son, went missing off the coast of Canada during its tour of the remains of the *Titanic* and inaugurated a massive search-and-rescue effort. "It seems like this is the worst ever tragedy we've ever seen," an EU official said of the sinking of a migrant boat off the coast of Greece, which killed at least 300 Pakistani citizens trying to escape their nation's worst economic crisis in decades. In Massachusetts, "DNA Drive Day," an event organized by law enforcement, who stated they would use the genetic data they collected to solve cold cases, was postponed due to inclement weather and concerns raised by the American Civil Liberties Union. It was reported that the heir to the Wrigley gum fortune and an American financier who has produced several Adam Sandler movies were among the parties vying to acquire controlling shares of the Israeli company behind Pegasus spyware, which has been used by governments around the world to monitor journalists, including Jamal Khashoggi's wife. Daniel Ellsberg, the defense analyst who, in 1970, enlisted the aid of his 13-year-old son to xerox 7,000 pages of classified Pentagon documents, died at age 92 surrounded by his loved ones. At the New Jersey golf course where his first wife is buried, Donald Trump railed against his second indictment, which includes 31 violations of the Espionage Act, and praised three of his five children as "serious people."

The president of Turkmenistan, whose family has ruled the nation for nearly 20 years, announced a massive crackdown on smoking, and the South African Revenue Service announced that it will destroy some 20

TUESDAY'S

WEEKLY REVIEW


1200 x 320 PNG or GIF

Banner will display as 600 x 160

YOUR AD HERE

FROM THE
HARPER'S ARCHIVE

Timeless stories from our 173-year archive handpicked to speak to the news of the day.



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

[OCTOBER • 1973]
The grand inquest of the nation
Read *Rosal Bereser's* article

FRIDAY'S

FROM THE ARCHIVE

1200 x 320 PNG or GIF

Banner will display as 600 x 160

Monthly Newsletter


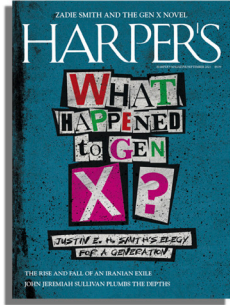
Advertising exclusivity
for \$1,250 net per edition

YOUR AD HERE

A SPECIAL OFFER

Click here to get 12 issues of *Harper's Magazine* for only \$21.97!

[SEPTEMBER • 2023]



MONTHLY

INSIDE THE ISSUE

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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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)
Please inquire if you wish
to send video files
NO JPEGS

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CHLOE ARNOLD

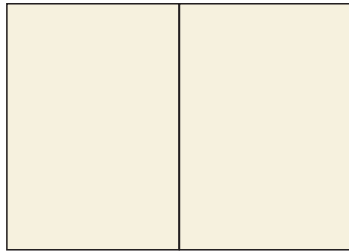
Production Manager
& Designer
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212 420 5757

HARPER'S

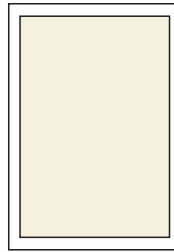
M A G A Z I N E

PRINT AD SPECIFICATIONS

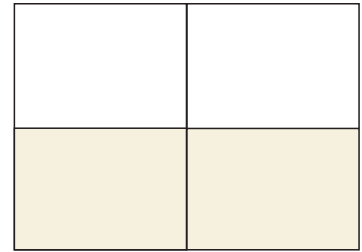
PLEASE NOTE: All live matter must remain within 0.25 in. from page trim. Page trim: 8 x 10.875 in.



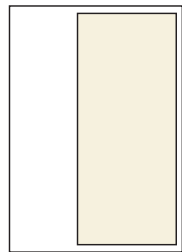
Two-page spread
Bleed: 16.25 x 11.125 in.



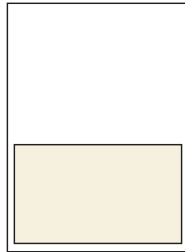
Full page/Covers
Non-bleed: 7 x 10 in.
Bleed: 8.25 x 11.125 in.*
*Bleed required for all covers



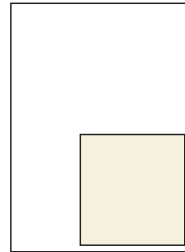
Half-page spread
Bleed: 16.25 x 11.125 in.



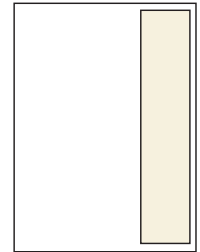
2/3 Vertical
Non-bleed:
4.625 x 10 in.



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
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 4 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	10/27/23	11/3/23	12/18/23	12/26/23
February	12/1/23	12/8/23	1/15/24	1/23/24
March	1/5/24	1/12/24	2/19/24	2/27/24
April	2/2/24	2/9/24	3/18/24	3/26/24
May	3/1/24	3/8/24	4/15/24	4/23/24
June	3/29/24	4/5/24	5/20/24	5/28/24
July	4/26/24	5/3/24	6/17/24	6/25/24
August	5/31/24	6/7/24	7/15/24	7/23/24
September	6/28/24	7/5/24	8/19/24	8/27/24
October	7/26/24	8/2/24	9/16/24	9/24/24
November	8/30/24	9/6/24	10/14/24	10/22/24
December	9/27/24	10/4/24	11/18/24	11/26/24



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M A G A Z I N E

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
January	10/27/23	11/3/23	12/26/23
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



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