

HARPER'S

M A G A Z I N E



2025 MEDIA KIT
175 YEARS IN PRINT

HARPER'S

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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*.

“America's Most Interesting Magazine”

- NEW YORK TIMES

Harper's contributors past and present:

MARK TWAIN	KURT VONNEGUT	REBECCA SOLNIT
EDITH WHARTON	TOM WOLFE	WILLIAM T. VOLLMANN
THOMAS NAST	JOHN UPDIKE	ZADIE SMITH
DOROTHY THOMPSON	DON DELILLO	ANN PATCHETT
WILLIAM FAULKNER	DAVID FOSTER WALLACE	STEPHEN KING
JOHN STEINBECK	JONATHAN FRANZEN	BEN LERNER
LANGSTON HUGHES	MARY GAITSKILL	RACHEL KUSHNER
JAMES BALDWIN	JOYCE CAROL OATES	MARTIN SCORSESE
SYLVIA PLATH	MARILYNNE ROBINSON	RACHEL CUSK
PHILIP ROTH	SALMAN RUSHDIE	SHEILA HETI
NORMAN MAILER	ANNIE PROULX	LAUREN OYLER
MARGO JEFFERSON	ART SPIEGELMAN	HERNAN DIAZ
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

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600,000+

Total Estimated
Print Readership

95,000

Average
Issue Circulation

HARPERS.ORG

Average 540,000 monthly page views
275,000 average unique monthly visitors

NEWSLETTERS

122,000+ total combined list size
44% average open rate

40% Female

60% Male

49.3 median subscriber age

70% have earned a college degree

65% own their own home

\$154,504 average household income

42% travel internationally

69% travel domestically

88% visit museums

\$536 spent annually on book purchases

87% regularly give to charitable causes

\$1,345 average annual charity spending

85% will spend more for environmentally-friendly products

10 years average length of their *Harper's* subscription

20% of readers have subscribed for 20+ years

3+ hours spent, on average, reading each issue

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HARPERS.ORG

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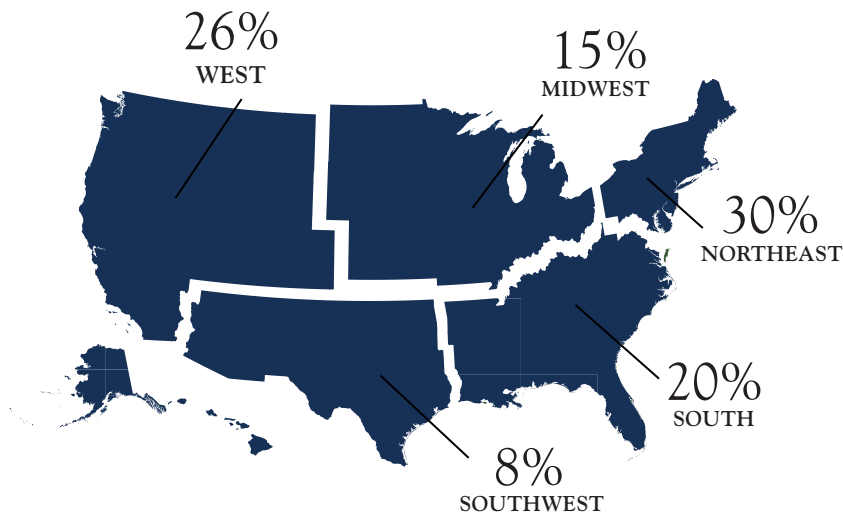
X
122,000+
X followers

Instagram
49,000+
Instagram followers

f
160,000+
Facebook followers

Harper's Magazine can be found in more than
3,500 locations nationwide, including:
400+ independent bookstores
600+ Barnes & Nobles
500+ Walmarts, Targets, and other "supercenters"
450+ airports and train stations

Harper's Magazine readers are located in:



TOP 5 STATES

California
New York
Texas
Virginia
Illinois

TOP 5 INTERNATIONAL COUNTRIES

Canada
United Kingdom
India
Australia
Germany

...and on all seven continents.

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HARPER'S MAGAZINE

Newsletter Ad Specifications

TUESDAY'S WEEKLY REVIEW



FRIDAY'S FROM THE ARCHIVE



MONTHLY INSIDE THE ISSUE



1200 x 320 PNG or GIF

Banner will display as 600 x 160

Advertising exclusivity for \$1,000 net

1200 x 320 PNG or GIF

Banner will display as 600 x 160

Advertising exclusivity for \$1,000 net

1200 x 320 PNG or GIF

Banner will display as 600 x 160

Advertising exclusivity for \$1,250 net

FILE FORMATTING

PNG or GIF

Resolution: 60 dpi (min)

Please inquire if you wish

to send video files

NO JPEGS

SUBMITTING DIGITAL CREATIVES

Materials should be sent via email to the contacts below

ADVERTISING CONTACTS

perri@harpers.org, jocelyn@harpers.org

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.

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HARPER'S MAGAZINE

Web Ad 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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to send video files
NO JPEGs

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Print Ad Specifications

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



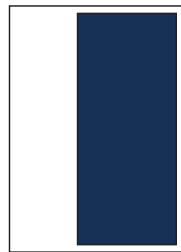
Two-page spread
Bleed: 16.25 x 11.125 in.



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



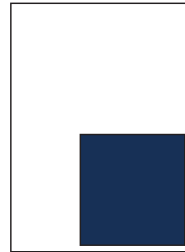
Half-page spread
Bleed: 16.25 x 11.125 in.



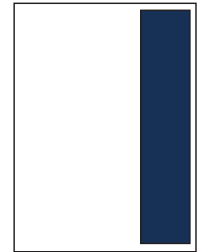
2/3 Vertical
Non-bleed:
4.625 x 10 in.



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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2025 Publication Dates & Deadlines

ISSUE	SPACE RESERVATION	MATERIALS DUE	SUBSCRIBER IN-HOME & WEB LAUNCH	ON-SALE DATE
January	10/25/24	11/1/24	12/18/24	12/24/24
February	11/22/24	11/29/24	1/22/25	1/28/25
March	1/3/25	1/10/25	2/19/25	2/25/25
April	1/31/25	2/7/25	3/19/25	3/25/25
May	2/28/25	3/7/25	4/16/25	4/22/25
June	3/28/25	4/4/25	5/21/25	5/27/25
July	4/25/25	5/2/25	6/18/25	6/24/25
August	5/30/25	6/6/25	7/16/25	7/22/25
September	6/27/25	7/4/25	8/20/25	8/26/25
October	7/25/25	8/1/25	9/17/25	9/23/25
November	9/5/25	9/12/25	10/22/25	10/28/25
December	10/3/25	10/10/25	11/19/25	11/25/25

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