

# HARPER'S

M A G A Z I N E



2025 MEDIA KIT  
*175 YEARS IN PRINT*

# HARPER'S

M A G A Z I N E

## 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

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### *Harper's* contributors past and present:

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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

666 BROADWAY, 11TH FL. NEW YORK, NY 10012

(212) 420-5720

# HARPER'S

M A G A Z I N E

X  
122,000+

X followers

Instagram  
49,000+

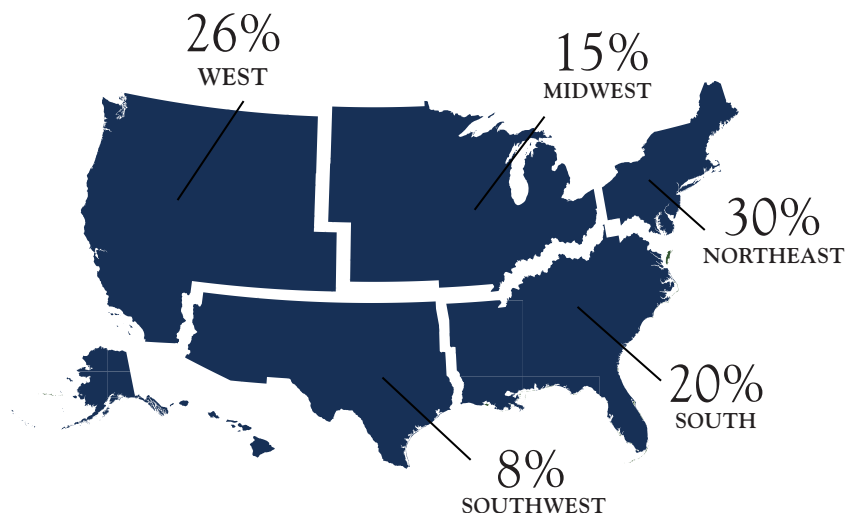
Instagram followers

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

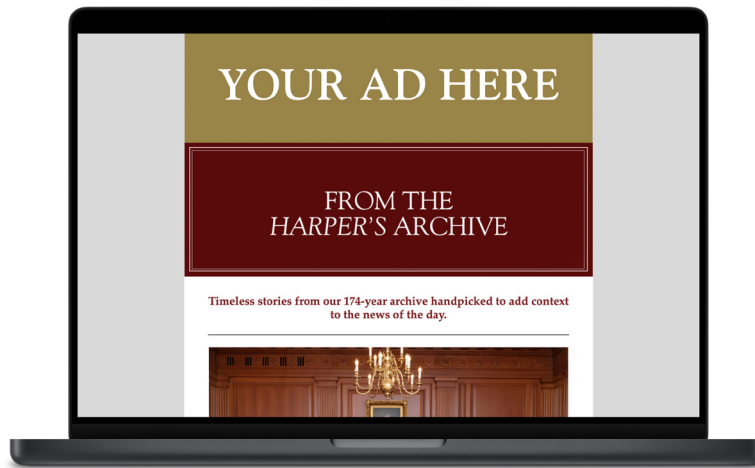
## Newsletter Ad Specifications

### TUESDAY'S WEEKLY REVIEW



1200 x 320 PNG or GIF  
Banner will display as 600 x 160  
Advertising exclusivity for \$1,000 net

### FRIDAY'S FROM THE ARCHIVE



1200 x 320 PNG or GIF  
Banner will display as 600 x 160  
Advertising exclusivity for \$1,000 net

### MONTHLY INSIDE THE ISSUE



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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## 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)  
Please inquire if you wish  
to send video files  
NO JPEGs

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## Print Ad Specifications

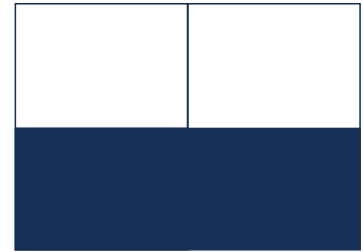
PLEASE NOTE: All live matter must be **0.5 inches outside of page trim**. Page trim is 8 x 10.875 inches.



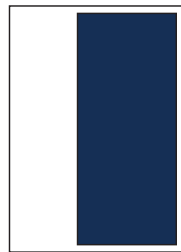
Two-page spread  
Bleed: 16.25 x 11.125 in.



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



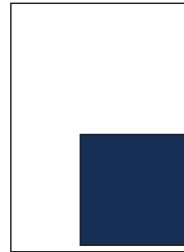
Half-page spread  
Bleed: 16.25 x 11.125 in.



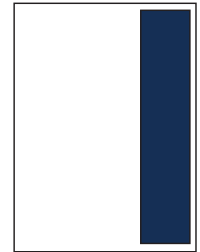
2/3 Vertical  
Non-bleed:  
4.625 x 10 in.



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](mailto: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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