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 publication 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, and the only American magazine to excerpt The Satanic Verses. Throughout its history, Harper’s has published writers and artists ranging from Mark Twain, Thomas Nast, Langston Hughes, Sylvia Plath, Hunter S. Thompson, James Baldwin, Kurt Vonnegut, Tom Wolfe, Alice Walker, Naomi Klein, David Foster Wallace, Zadie Smith, Art Spiegelman, Rebecca Solnit, to Mychal Denzel Smith. Winner of 21 National Magazine Awards, the magazine includes features ranging from investigative reporting, essays and opinion, reviews, new fiction, to photography.
OTHER AVERAGE ANNUAL SPENDS

- $1,418 on health and wellness products
- $1,307 on pets
- $536 on books
- 87% will spend more money to buy environmentally-friendly products

READING HARPER'S MAGAZINE

- 10 yrs: average number of yrs a reader has subscribed
- 20%: percentage of readers subscribed for 20 yrs or more
- 3+ hrs: average number of hrs readers spend on each new issue

All sources: 2020 Simmons/MRI and 2016 Ipsos subscriber study
HARPER'S NEWSLETTERS

TUESDAY’S WEEKLY REVIEW
600x160

FRIDAY’S FROM THE ARCHIVE
600x160

Advertising exclusivity for $1000 net per edition

HARPER’S PODCAST AD

HARPER’S PODCAST
15 SECOND
PRE-ROLL LIVE-READ

FLAT RATE of $1,000 net per edition

Please provide script text in .doc or docx

FILE FORMATTING
PNG or GIF
NO JPEGs
Resolution: 60 dpi (min)
Please inquire if you wish to send video files

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

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cameron@harpers.org
jocelyn@harpers.org

2021 MEDIA KIT

HARPER’S WEEKLY REVIEW

HARPER’S PODCAST SPECS

FROM THE HARPER’S ARCHIVE

MEDIA KIT

file formatting
PNG or GIF
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jocelyn@harpers.org

666 BROADWAY, FLOOR 11 NEW YORK, NY • HARPER’S.ORG • TEL: 212.420.5720

A podcast of weekly discussions going deeper inside every issue, available for download on iTunes, Stitcher, and GooglePlay

THE UNCONVENTIONAL LOVE STORY AT THE HEART OF A “MERCY KILLING”

JEFF SHARLET ON HIS NETFLIX SERIES THE FAMILY

contextualizing the legislative attacks on a woman’s right to choose

Christopher Ketcham among the Gilets Jaunes

Nell Zink talks fiction
WEB ADVERTISING SPECIFICATIONS

DESKTOP + MOBILE AD SIZES

BILLBOARD
- 970 x 250
- CPM $15

LEADERBOARD
- 728x90
- CPM $12

ABOVE + BELOW THE FOLD

BILLBOARD
- 970 x 250
- CPM $15

LEADERBOARD
- 728x90
- CPM $12

HALF PAGE
- 300 x 600
- CPM $12

MEDIUM RECTANGLE
- 300 x 250
- CPM $10

WEB ADVERTISING SPECIFICATIONS

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- PNG or GIF
- NO JPEGs
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666 BROADWAY, FLOOR 11 NEW YORK, NY • HARPERS.ORG • TEL: 212.420.5720
**PRINT AD SPECIFICATIONS**

**TWO-PAGE SPREAD**
- Bleed: 16.25 x 11.125 in.
- Trim: 16 x 10.875 in.

**FULL PAGE**
- Non-bleed: 7 x 10 in.
- Bleed: 8.25 x 11.125 in.
- Trim: 8 x 10.875 in.

**HALF-PAGE SPREAD**
- Bleed: 16.25 x 11.125 in.
- Trim: 16 x 10.875 in.

**FRACTIONALS**

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

**1/2 PAGE HORIZONTAL**
- Non-bleed: 4.625 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.

**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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**FORMATTING REQUIREMENTS**
- Please submit a high resolution PDF/X (300 dpi) with embedded images and fonts
- All colors must be CMYK or BW
- * No spot colors or crop marks

**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 lydia@harpers.org

**PRODUCTION CONTACT**
- Lydia Chodosh
  - Associate A.D. & Designer
  - Tel: 212.420.5757

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Please ask your sales representative for our discounted nonprofit, cultural, publishing or small business rates.

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### PLEASE NOTE

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### PRINT CONTACTS

**Jocelyn D. Giannini**  
Vice President, Advertising  
jocelyn@harpers.org  
Tel: 212.420.5745

**Lydia Chodosh**  
Associate Art Director & Designer  
lydia@harpers.org  
Tel: 212.420.5757
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