

HARPER'S

M A G A Z I N E

2009 General Advertising Rates *

Four Color	Open	3x	6x	9x	12x
1 Page	26,340	25,030	23,705	22,390	22,840
Center Spread	52,670	50,045	47,400	44,775	45,670
2/3	19,760	18,775	17,790	16,800	17,140
1/2	15,820	15,020	14,240	13,440	13,710
1/3	10,565	10,035	9,170	8,995	9,175
Covers	Open	3x	6x	9x	12x
C2	31,600	30,010	28,580	26,870	27,405
C4	32,935	31,280	29,640	27,990	28,550
Two Color	Open	3x	6x	9x	12x
1 Page	22,275	21,160	19,185	16,470	16,800
2/3	15,260	14,500	13,080	13,070	13,330
1/2	12,200	11,600	10,985	10,375	10,585
1/3	8,145	7,740	6,980	6,930	7,065
Black & White	Open	3x	6x	9x	12x
1 Page	16,970	16,130	15,280	14,430	14,720
2/3	12,750	12,120	11,475	10,840	11,055
1/2	10,195	9,690	9,175	8,665	8,840
1/3	6,810	6,470	6,145	5,795	5,910
1/6	3,765	3,585	3,390	3,200	3,265
1/12	2,575	2,450	2,325	2,190	2,235

* Please contact a Harper's sales representative for category specific rates.