

# HARVARD

MAGAZINE



## Distribution WHERE THEY LIVE

### The Only Way to Reach All Harvard Alums

*Harvard Magazine* is the sole magazine distributed to all alumni of Harvard University, including alumni of Harvard College, Harvard Business School, the Law School and JFK School of Government. *Harvard Magazine* is also distributed to the esteemed faculty and staff of the University.

### *Harvard Magazine* Readers—Where They Live

Region		% Total
New England (ME, NH, VT, MA, RI, CT)	82,100	31%
Mid Atlantic (NY, NJ, PA)	47,376	18%
East North Central (OH, IN, IL, MI, WI)	15,860	6%
West North Central (MN, IA, MO, ND, SD, NE, KS)	5,557	2.1%
South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL)	40,927	15.5%
East South Central (KY, TN, AL, MS)	3,151	1.2%
West South Central (AR, LA, OK, TX)	9,788	3.7%
Mountain (MT, ID, WY, CO, NM, AZ, UT, NV)	9,875	3.7%
Pacific (AK, WA, OR, CA, HI)	48,845	18.5%
<b>Total U.S.</b>	<b>263,469</b>	<b>99.7%</b>
Other (U.S. Territories, Canada, Mexico, Other International)	725	0.3%
<b>Total Circulation</b>	<b>264,204</b>	<b>100%</b>

Source: BPA Statement, June 2015, University Records

To advertise, contact Robert Fitta at 617-496-6631 or [bob\\_fitta@harvard.edu](mailto:bob_fitta@harvard.edu)

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## National RATES

### 2020 Rates

(Rate Base: 260,000)

Size/Position	Four-Color	Black & White
Full page	\$20,070	\$13,730
2/3 page	\$15,380	\$10,060
1/2 page	\$13,840	\$8,410
1/3 page	\$9,650	\$5,960
1/6 page	\$6,310	\$3,910
1/12 page	\$3,160	\$1,990

### Frequency Discounts

(All rates are gross.)

6x	10%
3x	5%

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### *Harvard Magazine* Readers—Where They Live

Region	Circulation
Massachusetts	66,889
Connecticut	6,384
New Hampshire	2,903
Maine	2,541
Rhode Island	1,820
Vermont	1,563
<b>Total:</b>	<b>82,100</b>

*Source: BPA Statement, June 2015, University Records*

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## Regional RATES

### 2020 Rates (Rate Base: 80,000)

Size/Position	Four-Color	Black & White
Full page	\$10,840	\$7,480
2/3 page	\$7,970	\$5,480
1/2 page	\$6,640	\$4,580
1/3 page	\$4,670	\$3,220
1/6 page	\$2,530	\$1,740
1/9 page*	\$1,080	N/A
1/12 page	N/A	\$890

\* Only available in Premier Properties

### Frequency Discounts

Harvard Magazine offers substantial discounts and added value packages to our committed advertising partners. Package discounts range from 5-40%. Request a customized package and learn how affordable becoming a valued Harvard Magazine advertising partner can be.

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### Digital Media RATES



**Harvardmagazine.com** is THE alumni connection to Harvard on the web, averaging **over 238,000 page views** and **over 147,000 users** each month. Visitors to the site are well-educated, highly affluent, and among the most influential in their community.

#### Web Display Advertising Rates

Ad Unit	Position	CPM	Page Views	Position	CPM	Page Views
Leaderboard (728 x 90)	ROS*	\$25		Targeted**	\$35	
Med Rectangle (300 x 250)	ROS*	\$30		Targeted**	\$40	
Half Page (300x600)	ROS*	\$40		Targeted**	\$50	
Mobile Ad (300x150)	ROS***	\$40		Mobile TAKEOVER*	<i>inquire about availability</i>	
Expanding (975 x 30 - Billboard 975 x 200)	ROS*	<i>inquire about availability</i>		Targeted**	<i>inquire about availability</i>	

\*Run of site placement \*\*Targeted to a specific page based on article content \*\*\*Run of site on mobile  
 Minimum investment \$500. Advertisers responsible for supplying web ads. \* Takeover of all ad spots for limited time on mobile site

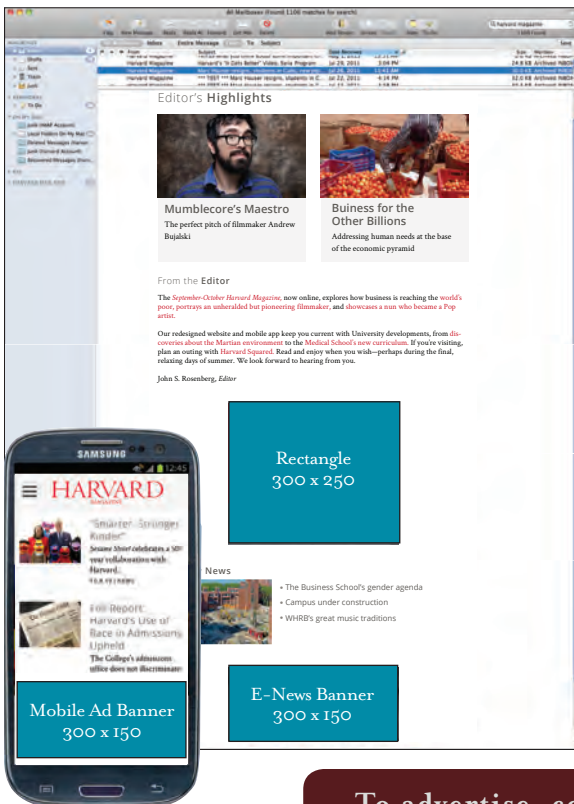
**Harvard Magazine E-Newsletters** reach Harvard alumni, faculty, staff and friends directly in their in-boxes. Our monthly newsletters are delivered to 250,000+ and have an **average open rate of more than 26.5%**. Our weekly newsletters reach an audience of 20,000+ (*and growing!*) and have an **average open rate of more than 24%**.

#### Targeted Monthly E-Newsletter Advertising Rates

Ad Unit	National (205,000)	International (45,500)
E-News Rectangle (300 x 250)	\$2,500	\$800
E-News Banner I (300 x 150)	\$1,600	\$600
E-News Banner II (300 x 150)	\$1,200	\$400

#### Targeted Weekly E-Newsletter Advertising Rates

Ad Unit	Print advertiser rate	Weekly (20,000+)
E-News Rectangle (300 x 250)		\$350
E-News Rectangle (300 x 250)	Digital only rate	\$500



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## Digital Media SPECS



### Web Ads:

Leaderboard (728 x 90)	Med Rectangle (300 x 250)	Half Page (300 x 600)	Expanding Billboard (970x30-970x200)	Mobile Ad (300 x 150)
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We accept common Internet display advertising units including Medium Rectangles, Leaderboards, Half Page ads and (with prior approval) expanding Billboards. Accepted formats include third-party ad tags, HTML5, Flash (with embedded clickTAG and a fallback image) and animated GIFs, plus all static formats such as GIF, JPEG, and PNG. File sizes should not exceed 256 KB without prior approval. Please remember to include your destination (click-through) URL and send all advertising materials to: [jennifer\\_beaumont@harvard.edu](mailto:jennifer_beaumont@harvard.edu) or call Jennifer Beaumont at 617-495-4268 with further questions.

### Targeted e-mail ads:

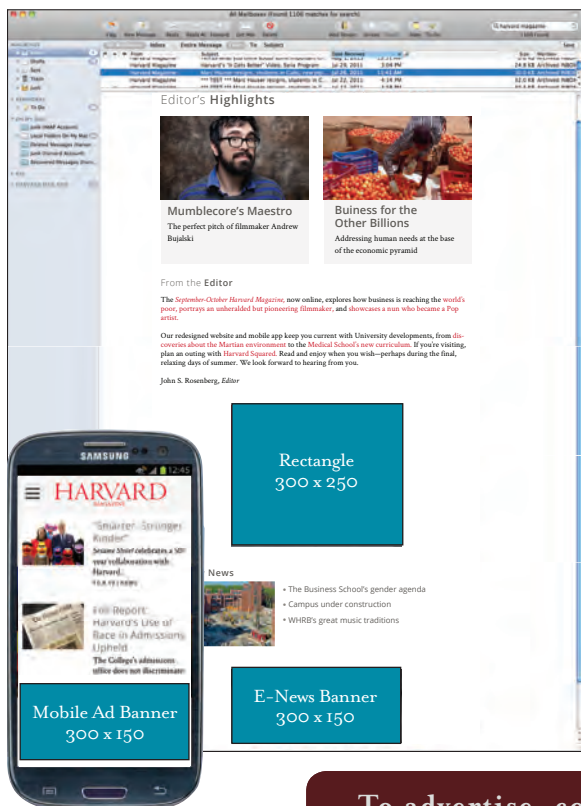
E-News Rectangle (300 x 250)	E-News Banner (300 x 150)
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For targeted e-mail newsletters, we accept JPEG, GIF, and PNG formats. We do not accept Rich Media for e-mail campaigns because it does not perform consistently across e-mail clients (Outlook, Apple Mail, Gmail, Yahoo, AOL, etc.). Materials may be forwarded to [jennifer\\_beaumont@harvard.edu](mailto:jennifer_beaumont@harvard.edu).

*Note: Flash/SWF files must include embedded clickTAG code. We cannot provide performance data for Flash ads that do not support clickTAG. For more information about clickTAG, visit our website for a list of online resources: [harvardmagazine.com/webspecs](http://harvardmagazine.com/webspecs)*

### Rich Media Ads:

Follow IAB guidelines (<http://bit.ly/IABrichmedia>) and allow 10 days' lead time for testing. All native file formats and assets (Flash, HTML5) should be included to facilitate integration with *Harvard Magazine's* in-house ad server.



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## Planning CALENDAR

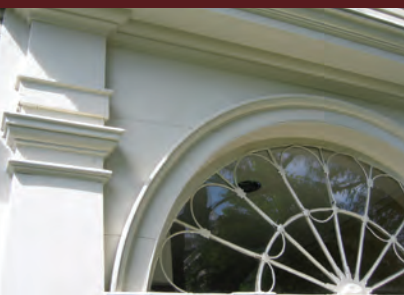
### 2020 Planning Calendar

Issue	Reserve Space By	Materials Due	Date Published
January-February	11/15/19	11/20/19	1/2/20
March-April	1/15/20	1/21/20	3/1/20
May-June	3/16/20	3/20/20	5/1/20
July-August	5/15/20	5/20/20	7/3/20
September-October	7/15/20	7/20/20	9/1/20
November-December	9/15/20	9/21/20	11/1/20

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## Materials SPECIFICATIONS

### Production Requirements

PDF/X-1a files are preferred, but most Macintosh-compatible formats are accepted, including QuarkXPress and InDesign files. All graphics must be sent as CMYK (.tif) or EPS (.eps) files at a resolution of 300 dpi, with all fonts included. RGB or Pantone colors will not be accepted without prior arrangement. Advanced specifications—including additional unit sizes and information about inserts and BRC cards—are available upon request. Graphic Design services are available for \$60/hour (one-hour minimum charge). **Contact Jennifer Beaumont at 617.495.4268 for assistance.**

### Specifications

Sizes	Width		Depth
Trim	8 3/8" (8.375)	x	10 1/2" (10.5)
Live Area	7 1/8" (7.125)	x	9 1/4" (9.25)
Bleed Page	8 5/8" (8.625)	x	10 3/4" (10.75)
Non-bleed Page	7 21/40" (7.525)	x	9 3/4" (9.75)
2/3 Page	4 9/16" (4.563)	x	9 5/8" (9.625)
1/2 Horizontal	7" (7.00)	x	4 3/4" (4.75)
1/2 Vertical	4 9/16" (4.563)	x	7 1/8" (7.125)
1/3 Square	4 9/16" (4.563)	x	4 3/4" (4.75)
1/3 Vertical	2 3/16" (2.188)	x	9 5/8" (9.625)
1/6 Horizontal	4 9/16" (4.563)	x	2 1/4" (2.25)
1/6 Vertical	2 3/16" (2.188)	x	4 3/4" (4.75)

**Gutter Safety:** Allow 3/8" on each side of the gutter, 3/4" total gutter safety.

**Safety:** For safety, please keep all live matter not intended to trim 1/2" from the trim edges.

### Mechanical Requirements

Trim size: 8 3/8" x 10 1/2"  
 Printing process: Web Offset  
 Binding Method: Perfect Bound

### Shipping Instructions

All advertisements should be sent to:  
 Jennifer Beaumont  
 Harvard Magazine  
 7 Ware Street  
 Cambridge, MA 02138  
 Tel: 617.495.4268  
 E-mail: jennifer\_beaumont@harvard.edu

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