

# 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)	81,559	31.5%
Mid Atlantic (NY, NJ, PA)	47,107	18.2%
East North Central (OH, IN, IL, MI, WI)	16,228	6.3%
West North Central (MN, IA, MO, ND, SD, NE, KS)	5,594	2.2%
South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL)	40,004	15.5%
East South Central (KY, TN, AL, MS)	3,092	1.2%
West South Central (AR, LA, OK, TX)	9,215	3.6%
Mountain (MT, ID, WY, CO, NM, AZ, UT, NV)	9,290	3.5%
Pacific (AK, WA, OR, CA, HI)	45,691	17.7%
<b>Total U.S.</b>	<b>257,780</b>	<b>99.7%</b>
Other (U.S. Territories, Canada, Mexico, Other International)	870	0.3%
<b>Total Circulation</b>	<b>258,650</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

### 2018 Rates

(Rate Base: 258,000)

Size/Position	Four-Color	Black & White
Full page	\$19,680	\$13,460
2/3 page	\$15,080	\$9,860
1/2 page	\$13,570	\$8,250
1/3 page	\$9,460	\$5,840
1/6 page	\$6,190	\$3,830
1/12 page	N/A	\$1,950
Back Cover	\$22,620	

### Frequency Discounts

(All rates are gross.)

6x	10%
3x	5%

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

Region	Circulation
Massachusetts	65,895
Connecticut	6,696
New Hampshire	2,960
Maine	2,600
Rhode Island	1,819
Vermont	1,616
<b>Total:</b>	<b>81,559</b>

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

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## Regional RATES

### 2018 Rates

(Rate Base: 80,000)

Size/Position	Four-Color	Black & White
Full page	\$10,630	\$7,330
2/3 page	\$7,810	\$5,370
1/2 page	\$6,510	\$4,490
1/3 page	\$4,580	\$3,160
1/6 page	\$2,480	\$1,710
1/9 page*	\$1,060	N/A
1/12 page	N/A	\$870

\* 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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## Classified RATES

### 2018 Rates

(Rate Base: 258,000)




Harvard Magazine's Classifieds offers both print and online advertising options to fit your budget and needs.

**Text ads:** \$5.25 per word for the print magazine **OR** the Harvard Magazine Classifieds website. 12-word minimum. The first two words in your ad are bolded for no additional cost. Additional bolding costs \$5.25 extra per word. Telephone numbers count as 1 word. Email addresses and websites count as 2 words apiece. Abbreviations count as the words they stand for (for example: 2BR = 2 bedrooms" and is counted as 2 words). Words divided by hyphens and slashes are counted individually.

**Text ad combo rate (print + online):** \$5.25 per word rate noted above + \$40.

Run your text ad in the print magazine **AND** on the Harvard Magazine Classifieds website. The print and web versions will run concurrently - unless you contact us and ask to start the online version early.

#### Make your text ad stand out:

- Add your Harvard class year in bolded crimson **'77, J.D. '82** at the end of your ad: \$7
- Highlight your ad with our star icon : \$35
- Highlight your ad with a : \$60
- Include a photo with your text ad online only: \$35/photo. Our camera icon  will appear at the end of your ad - in print - to let readers know they can view photo(s) when they view your ad on our website. (To have a photo appear with your text ad in print, you must purchase a display ad. See rates below.)

**Display ads:** \$400/column inch for the print magazine **OR** the Harvard Magazine Classifieds website.

Display ads are designed ads that may contain colors, logos, or photos in addition to text. Display ads start at 1" high and can be purchased in 1/4" increments. (The width of our columns is 2.188".) We offer design services for \$60/hour (1 hour min. charge). If you have a camera-ready ad (one that has been designed and matches our specifications exactly), the design fee will be waived. Camera-ready ads should be sent to [classifieds@harvard.edu](mailto:classifieds@harvard.edu) as pdf-x1a files with a resolution of 300 dpi. The width and height should be sized according to the chart below.

Sizes	Width	x	Height	Cost
1" ad	2 3/16" (2.188")	x	1"	\$400
1.25" ad	2 3/16" (2.188")	x	1 1/4" (1.25")	\$500
1.5" ad	2 3/16" (2.188")	x	1 1/2" (1.5")	\$600
1.75" ad	2 3/16" (2.188")	x	1 3/4" (1.75")	\$700
2" ad	2 3/16" (2.188")	x	2"	\$800
2.25" ad	2 3/16" (2.188")	x	2 1/4" (2.25")	\$900
2.5" ad	2 3/16" (2.188")	x	2 1/2" (2.5")	\$1000
2.75" ad	2 3/16" (2.188")	x	2 3/4" (2.75")	\$1100
3" ad	2 3/16" (2.188")	x	3"	\$1200

\*For larger sizes, please contact 617-496-6686 or [classifieds@harvard.edu](mailto:classifieds@harvard.edu)

To advertise, contact Gretchen Bostrom at 617-496-6686 or [classifieds@harvard.edu](mailto:classifieds@harvard.edu)

### 2018 Planning Calendar

Issue	Deadline
January-February 2018	11/15/2017
March-April 2018	1/15/2018
May-June 2018	3/15/2018
July-August 2018	5/15/2018
September-October 2018	7/16/2018
November-December 2018	9/17/2018

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## Classified RATES

**Display ad combo rate (print + online):** \$400/column inch rate noted above + \$40.

Run your display ad in the print magazine **AND** on the *Harvard Magazine* Classifieds website. The print and web versions will run concurrently – unless you contact us and ask to start the online version early.

**Are you a Harvard alumni business owner? Receive a 50% off the cost of a display ad.**

HARVARD ALUMNI BUSINESS NETWORK

**Douglas Elliman**  
EST. 1911  
REAL ESTATE

Jason Cunningham - Harvard Law graduate with over ten years experience as a broker and investor in New York City real estate. Specializing in sales and rentals in Manhattan & Brooklyn. 508.965.1000. jcunningham@elliman.com

Your ad will appear with the Harvard Alumni Business Network headline as well as a Harvard shield to indicate that you are a Harvard Alumni Business owner. Please use the display ad specifications on the prior page for submitting a camera-ready ad. If you need assistance, we can design your ad for you for \$60/hour (1 hour min. charge).

### 2018 Planning Calendar

Issue	Deadline
January-February 2018	11/15/2017
March-April 2018	1/15/2018
May-June 2018	3/15/2018
July-August 2018	5/15/2018
September-October 2018	7/16/2018
November-December 2018	9/17/2018

**SEO Advertising:** \$100 (15 words maximum length), \$50 slotting fee

Multi-link ads and ads that have anchor text (words that are hyperlinked to specific websites) are \$100 per two months (2 month min. charge). Your ad cannot contain more than 15 words. Your ad will appear at the bottom of the Classifieds page of your choice. If you wish to have your ad appear in a particular category (e.g. Florida Real Estate for Sale), you are charged an additional \$50 slotting fee. Your ad will appear at the end of the category you choose. SEO ads will not appear at the top of classifieds web pages. SEO ads do not appear in the print version of the magazine.

#### Frequency discounts:

Our most successful advertisers find that advertising frequently gives them the best results. We strongly recommend that advertisers commit to at least 3 issues (6 months) as our readers are more likely to respond to an ad if they see it more than once. We offer the following frequency discounts as incentive:

6+ issues (1 year)	20%	In order to receive frequency discounts, your ad must be pre-paid in full at the time of sale. Frequency discounts do not apply to Harvard Alumni Business Network ads, Spotlight travel sections, Summer Education & Enrichment section, Private School Open House section, the Harvard Authors' Bookshelf, or other specially discounted sections.
4-5 issues (8-10 mos.)	15%	
3 issues (6 months)	10%	

#### To advertise:

If you wish to place a text ad, you may use our secure, online order form at [classifieds.harvardmagazine.com](http://classifieds.harvardmagazine.com). All other ad types can be purchased by calling 617-496-6686, emailing: [classifieds@harvard.edu](mailto:classifieds@harvard.edu) or Skype: [hmagclassifieds](https://www.skype.com/user/hmagclassifieds).

#### Payment:

Payment for all insertions is due at the time of sale. We accept Mastercard, Visa, American Express, and Discover. If paying by check, your payment must be received and processed by the deadline for the issue you wish to appear in. If your payment is not received, your ad will not run.

#### Positioning:

HARVARD MAGAZINE DOES NOT OFFER POSITIONING GUARANTEES IN THE CLASSIFIEDS SECTION. ADS ARE POSITIONED ON A FIRST COME, FIRST SERVED BASIS. NO EXCEPTIONS. ADS MUST CORRESPOND TO THEIR PROPER CATEGORIES.

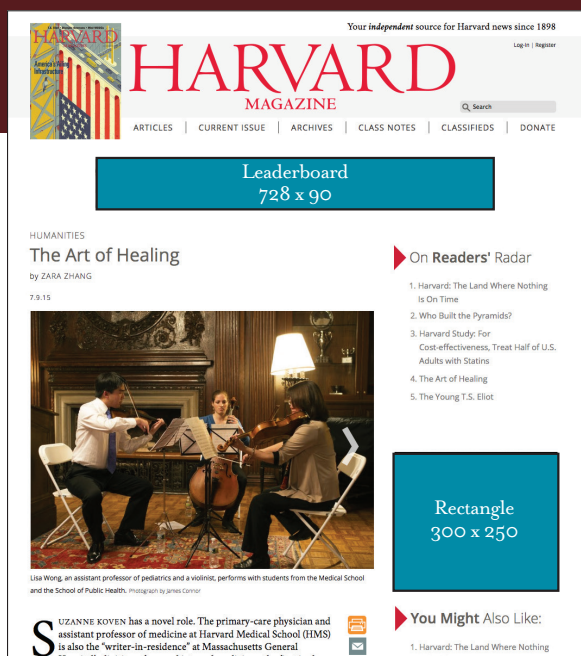
To advertise, contact Gretchen Bostrom at 617-496-6686 or [classifieds@harvard.edu](mailto:classifieds@harvard.edu)



# HARVARD

## MAGAZINE

### Digital Media RATES

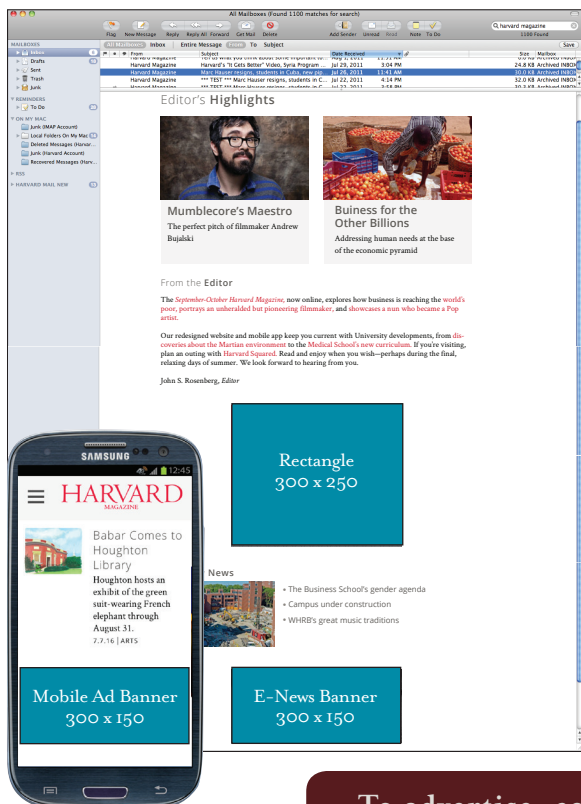


**Harvardmagazine.com** is THE alumni connection to Harvard on the web, averaging **over 275,000 page views** and **over 169,000 users** each month. Visitors to the site are well-educated, highly affluent, and among the most influential in their community.

#### 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		N/A		
Expanding Billboard (975 x 30 - 975 x 200)	ROS*	inquire about availability		Targeted**	inquire about availability	

\*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.



**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 25%**. Our weekly newsletters reach an audience of 20,000+ (*and growing!*) and have an **average open rate of more than 30%**.

#### 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

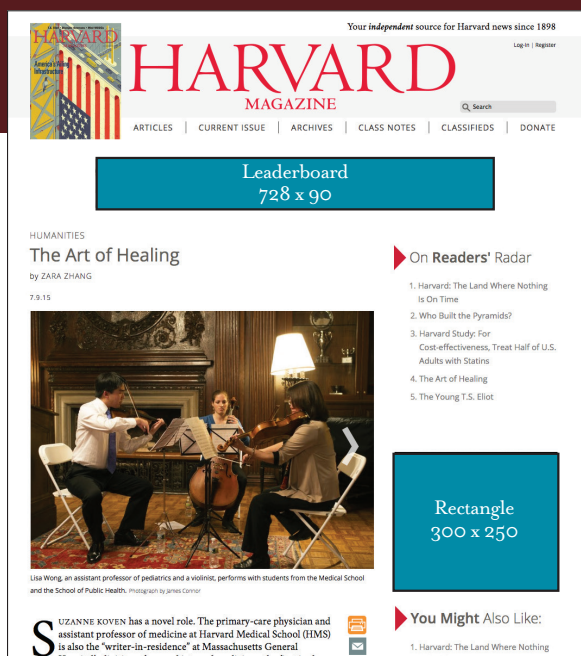
Ad Unit	Weekly (20,000+)
E-News Rectangle (300 x 250)	\$350

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## MAGAZINE

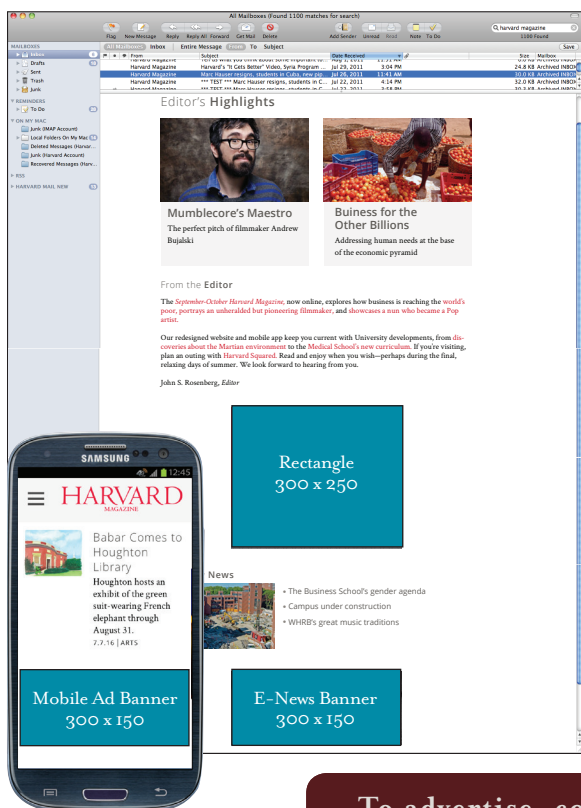
## Digital Media SPECS



### 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

### 2018 Planning Calendar

Issue	Reserve Space By	Materials Due	Date Published
January-February	11/15/17	11/20/17	1/2/18
March-April	1/15/18	1/22/18	3/1/18
May-June	3/15/18	3/20/18	5/1/18
July-August	5/15/18	5/21/18	7/3/18
September-October	7/16/18	7/20/18	9/1/18
November-December	9/14/18	9/20/18	11/1/18

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

**Gutter Safety:** Allow  $\frac{3}{8}$ " on each side of the gutter,  $\frac{3}{4}$ " total gutter safety.

**Safety:** For safety, please keep all live matter not intended to trim  $\frac{1}{2}$ " from the trim edges.

### Mechanical Requirements

Trim size: 8  $\frac{3}{8}$ " x 10  $\frac{1}{2}$ "  
 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

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