HARVARD MAGAZINE

At a GLANCE

MISSION: Harvard Magazine is an independently edited and separately incorporated affiliate of Harvard

University. The bimonthly magazine balances intellectual substance with human interest by educating and entertaining readers with insightful reporting on research and breakthroughs in the fields of business management, the arts, literature, technology, medicine, current events and

the social sciences taking place at the University.

Distribution: Harvard Magazine is the only Harvard publication distributed to all University alumni, including

those of Harvard College, Business School, Medical School, Law School, the Graduate School of Design, the Kennedy School of Government, and all of the graduate and professional

schools – as well as University faculty and staff.

Frequency: Bimonthly

Rate Base: National: 255,000 Regional: 78,000

Audience: Median Age: 54 Male/Female: 51% /49%

Median Household Income: \$173,581 Average Household Income: \$463,005

Median Net Worth: \$1,435,510 Average Net Worth: \$2,686,859

Median Value Principal Residence: \$606,660 Average Value Principal Residence: \$782,000



Source: 2016 Mendelsohn Affluent Survey, Ivy League Magazine Network.

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