H I R
The Harvard International Review
Advertising Media Kit 2020
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About Us

Founded in 1970, The Harvard International Review is the nation’s oldest barcoded international relations magazine and the only internationally syndicated publication at Harvard College. The Review is published in print quarterly without exception with both Harvard-centric and global circulation. Our online website, hir.harvard.edu, is updated daily with all the same content of the print journal as well as exclusive features from contributing authors, reaching the global Harvard and foreign affairs community every year. We have featured commentary by 43 Presidents and Prime Ministers, 4 Secretaries-General, 4 Nobel Economics Prize laureates, and 7 Nobel Peace Prize laureates.

**Online**

- 35,000 Impressions per month
- Readers from +45 countries

**Print**

- 6,700 Undergraduate students
- 14,500 Graduate students
- 2,400 Faculty and staff
- 100,000+ Domestic and international subscribers

**Social Media**

- 6,700+ Facebook Subscribers
- 1,700+ Twitter Followers
The Review in Review

We cover the most critical issues today

“Most exciting reading and an extremely valuable source of information”
  - Wilfried Martins, Late Prime Minister of Belgium

“I hope I don’t ruin you at Harvard by saying I am very impressed by the International Review”
  - Henry Kissinger, Former US Secretary of State

Straight from the movers and shakers

Our exclusive contributors include

Kofi Annan  Al Gore
Nelson Mandela  Jimmy Carter
Bill Clinton  Aung San Suu Kyi
Dick Cheney  The Dalai Lama

And we get it first

Our articles have been quoted by and licensed to

The Washington Post  Forbes  Pearson
The Economist  Newsweek  McGraw Hill
Selected Past Clients
Online

hir.harvard.edu has experienced momentous growth with increasing readership year after year. Our digital audience contributes to over 35,000 impressions from over 45 countries every month. Investigative features, interviews, perspectives, staff pieces, and all other content produced by The Review is published on hir.harvard.edu, including the most up-to-date foreign affairs coverage worldwide.

Online advertising on hir.harvard.edu is one of the best ways to engage foreign policy experts and the global Harvard community on a large scale. News outlets, faculty, members of the Foreign Service, and other members of the global Harvard community represent the majority of our digital audience, as well as students and faculty on campus.

HOW IT WORKS:

Your ad is linked directly to your website.

Your ad is rotated with strategic locations on different article webpages.

Featured in full color with animation supported.
Sponsored Facebook Posts

Over 6,700 Facebook subscribers see posts from The Review’s page on their personal newsfeeds. The Review’s editors select choice content to be posted every day of the week. Over 80% of our Facebook audience are students and recent alumni ages 18-34, with a large percentage on mobile. Our readers on social media share, comment, and tag other users in posts that they find engaging. With most of our undergraduates navigating to the hir.harvard.edu through Facebook, sponsored posts are also one of the best ways to attract student pre-professional talent.

Sponsored Facebook Posts offer the most precise targeting of specific demographic groups within the Harvard community. The Review only features select clients with specific and directed outreach campaigns relevant to a Harvard audience; please reach out to the business team to see if you qualify.
Print

The quarterly print edition of The Harvard International Review commands a strong, engaged and loyal audience of over 100,000 subscribers with research institutions, policymakers, and leaders worldwide.

The magazine is printed and distributed at the beginning of each quarter to global newsstands and bookstores, journal databases, and major hotspots around campus. Harvard alumni also subscribe to the print edition to have the quarterly distributed directly to their doorsteps.

A comprehensive outreach campaign features print to create the strongest brand awareness possible within the Harvard community. Talk to our business team about discounted pricing on package deals.
# Publication Calendar

## 2020 Calendar Year

The Review circulates in print for specific events on and around campus throughout the year. Print readership increases during these periods, and are the best times for you to target a large and specific demographic audience.

### Spring 2020

**March 2020 — May 2020**

- **April 24**
  - Pre-Frosh Weekend
  - Incoming first-years and families visit campus for Visitas, nice them a first impression of Harvard life.

- **May 28**
  - Commencement and Reunions
  - Parents and alumni flock to campus for Class Day, Commencement, and 25 and 50 year reunions.

### Summer 2020

**June 2020 — August 2020**

- **Aug. TBD**
  - First-Year Orientation
  - First-years and parents arrive for move-in day.

### Fall 2020

**September 2020 — November 2020**

- **Oct. 17**
  - Head of the Charles
  - The annual event brings in over 250,000 students, alumni, and family from across the globe.

- **Nov. 21**
  - Harvard-Yale Game
  - The football game is the most anticipated college sports event in both Cambridge and New Haven.

### Winter 2020/2021

**December 2020 — February 2020**

- **Feb. TBD**
  - Junior Parents Weekend
  - Hundreds of families of junior upperclassmen visit campus and stay in Cambridge over the weekend.
# Formatting Specifications

All media must be 300ppi and in the correct color space. 300ppi is required for any Online or Sponsored Facebook Posts. CMYK is required for Print.

No printer’s marks (no crop marks or bleed marks), JPG or PDF file format preferred.

<table>
<thead>
<tr>
<th>Print Ad Unit</th>
<th>Dimensions</th>
<th>Color Space</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1x</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5” x 9.5”</td>
<td>CMYK</td>
<td>$1,850</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.5” x 4.75”</td>
<td>CMYK</td>
<td>$1,000</td>
</tr>
<tr>
<td>Inserts</td>
<td>&lt; 7.5” x 9.5”</td>
<td>CMYK</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online Ad Unit</th>
<th>Dimensions</th>
<th>Color Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intersitial</td>
<td>600 x 500 pixels</td>
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</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Primary</td>
<td>300 x 600 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Box</td>
<td>300 x 250 pixels</td>
<td>RGB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facebook Ad Unit</th>
<th>Dimensions</th>
<th>Color Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Image</td>
<td>1200 x 628 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Carousel (2 or more images)</td>
<td>1080 x 1080 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Single Video (&lt;30 seconds)</td>
<td>600 pixel width minimum</td>
<td>RGB</td>
</tr>
<tr>
<td>Slideshow (3-10 images)</td>
<td>16:9 ratio</td>
<td>RGB</td>
</tr>
</tbody>
</table>

*Please contact the Business Team for Ad Units with variable pricing or for package discounts*
Policies and Procedures

DESIGN SERVICES

The Harvard International Review offers fee-free design services to clients looking to advertise with us:

(i) Requests must be made at least 2 weeks before your selected advertising run dates
(ii) Brand logos must be communicated to the team at the time of request

SUBMISSION

Please submit your advertisement according to the formatting specifications on page 10. When submitting, please email your advertisement to your contact at The Harvard International Review. Submissions are required at least two weeks prior to your selected run dates.

PAYMENT

We will accept payment by credit card, ACH, or check. First-time advertisers are required to complete payment before the advertisement run date. Please have payment information ready when contacting your representative at The Harvard International Review. Optionally inquire about fee-free “ad-trades” to market with the HIR.

DISCLAIMER

Upon agreeing to terms with The Harvard International Review, the advertiser agrees to produce or request artwork for the space ordered. If the artwork is not agreed by the specified deadline above, the space will be forfeit and the advertiser will pay for 100% of the space ordered. Additional terms regarding cancellation fees will apply to all advertising packages over $3,000. We reserve the right to review and reject all advertisements prior to publication should we see fit.

ADVERTISING AGREEMENT

By submitting your advertisement to The Harvard International Review, you are agreeing to have your advertisement run in our products. If you decide to cancel your advertisement, you must give us 2 days notice.
For current pricing or other information, please reach out to our business team via email. We look forward to working with you.

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