

Harp Column

magazine



practical news for practical harpists since 1993

2024
media kit

quick facts

Print readership

2,500

Monthly online users

15,000

Monthly online page views

50,000

Instagram

9,800

Facebook

6,500

contact

QUESTIONS: info@harpcolumn.com

RESERVE: harpcolumn.com/reserve-advertising/



about

Founded in 1993, Harp Column is the only independent publication within the harp community to focus solely on news and current events of interest to harpists throughout the world. We interview today's leading players, provide informative articles for students and professionals, review music, CDs, and other products, and provide immediate online access to harp news like audition and competition results. Our online community at harpcolumn.com includes forums, event listings, teacher directories, classified ads, and more.

in print

Harp Column is distributed bimonthly (6 times per year) to over 2,000 harpists around the world; customers residing outside the U.S. can opt for a digital version of the print edition in its original format. Both print and digital subscribers have access to a complete archive of PDF back issues in their original format.

online

Harpcolumn.com receives an average of 16,000 visits and 60,000 page views per month by 15,000 unique visitors around the world. Visitors come to harpcolumn.com for news and articles, along with user forums, event listings, teacher directories, classified ads, and more.



2024 print ad deadlines

issue	reserve by	materials due
Jan/Feb 2024	10/31/23	11/14/23
Mar/Apr 2024	1/2/24	1/15/24
May/June 2024	3/4/24	3/18/24
July/Aug 2024	5/6/24	5/20/24
Sept/Oct 2024	7/1/24	7/15/24
Nov/Dec 2024	9/3/24	9/16/24
Jan/Feb 2025	11/4/24	11/18/24

We try as hard as we possibly can to squeeze in late requests up until the moment we go to print. Email us at info@harpcolumn.com to inquire about placing your ad after the posted deadline.

print ad specs

size dimensions (inches)

full page*	9.5 (w) x 11.375 (h)
2/3 page	4.625 (w) x 9.375 (h)
1/2 page horizontal	8.0 (w) x 4.5 (h)
1/2 page vertical	5.25 (w) x 7.25 (h)
1/3 page horizontal	5.25 (w) x 4.5 (h)
1/3 page vertical	2.5 (w) x 9.375 (h)
1/6 page	2.5 (w) x 4.5 (h)

*Note: trim size is 9.0 x 10.875. Full page dimensions include a 1/4 inch bleed margin so that your ad can bleed to the edge of the page. All text and important images must fall inside the safe zone of 8.5 x 10.375 to avoid being cut off by slight variances in the trim.

print



2024 print ad rates

size	color	black & white
full page*	\$1,574	\$1074
2/3 page	\$1,224	\$699
1/2 page	\$874	\$524
1/3 page	\$699	\$399
1/6 page	\$434	\$259

Add 10% for premium placement (inside front and back covers, back cover, pgs. 3 and 4, and center spread).

package discounts

Full timer

Run your print ad in every issue of Harp Column for a full year to receive 15% off the print ad rates, along with a discount for online advertising. Add a second print ad in the same issue at 20% off; add a third print ad in the same issue for 25% off.

Half timer

Run your print ad in any three issues of Harp Column within a year to receive 10% off the print ad rates, along with a discount for online advertising. Add a second print ad in the same issue at 10% off. Ads must be reserved together to qualify for bulk discount. Print ads must be minimum of 1/3 pg. to qualify for online discount.

Camp and College Print/Online package

Run your camp or college program print ad in any two or more issues per academic year and receive a complimentary online ad in our dedicated camp and college directory sidebar for the rest of the academic year. Also receive discounted pricing on all harpcolumn.com main page advertising for the remainder of the academic year. (Print ads must be 1/3 pg. or larger to qualify.)

print



Layout examples

print



Summer Harp Institutes
Lynette Edgar, Artistic Director

Extraordinary locations in the US and Europe
Richmond, VA, Frederick, MD
and coming in 2017, Wales & England

The Experience

- World-class faculty and guest artists
- Intensive focus on the harp with performance opportunities, ensemble coaching, individual instruction, masterclasses and workshops
- Music history, theory, conducting classes & more
- Multiple tracks tailored to all stages of musical development – beginner, intermediate and advanced. Ages 8-22 welcome
- All the fun and friendship of a summer camp, special events & more

LIMITED SPACES, REGISTER NOW!
Online registration now available. Don't miss the early registration discounts!

Visit SummerHarpInstitutes.com
or call 804.353.7001
Email: harp@summerharpinstitutes.com

Did you know?
In addition to the Summer Harp Institutes, the Governor's appointed American Harp Society Ensemble serves over 700 young harpists year-round through conservatory and tuition-free outreach programming for underserved youth.

We need your help through the donation of harps, strings, mutes, and your financial support. Your tax-deductible donation will make a profound difference in the lives of our young harpists!

Visit harpfoundation.org for more information.

VISITE Frederick
A Harp Institute
MARYLAND

full pg.

Note: trim size is 9.0 x 10.875.

Full page dimensions of 9.5 (w) x 11.375 (h) include a 1/4 inch bleed margin so that your ad can bleed to the edge of the page. All text and important images must fall inside the safe zone of 8.5 x 10.375 to avoid being cut off by slight variances in the trim.

2/3 pg.

1/2 pg vertical

1/2 pg horizontal



LYONS & HEALY Awards

JUNE 22 - 24, 2017
CARLETON COLLEGE
NORTHFIELD, MN

Repertoire

- Hugh Rheinboldt, Harpist
- Agustin Lara, Harpist
- Fredrick Smolenski, Harpist

Visit lyonsandhealy.com for details and application information.



Harp at Eastman

Study with renowned Professor of Harp, Kathleen Brink

Scholarships for Fall 2019

For application information visit eastman.edu/admissions



Pacific Atlantic Harps
in Los Angeles, specializing in

46 CAMAC HARPS

A Harp Center, Harpists



NEW MUSIC FOR THREE HARPS

By Rachel Hill
Arranged by the author

THEMES FROM THE PHANTOMS OF THE CARIBBEAN

Themes from FINDING NEMO AND TOY STORY

For Una Cabeza
The Famous Tango Melody

Published by Harp Novenas

KOLACNY MUSIC
Harp Music for Strings
10101 10th Street, Suite 100
San Diego, CA 92161
312-722-4881 • Direct



"Inspiring, clear as crystal, sultry, warm, beautiful, strong, huge sound, bright, glowing, electrifying, easily portable, full, like, even, big sound, simply magical, deep, pure, resonant, gorgeous tone, rich and warm..."

Dusty Strings

Seattle, WA • 866-634-1666



KOLACNY MUSIC
Harp Music for Strings
10101 10th Street, Suite 100
San Diego, CA 92161
312-722-4881 • Direct

HARP STRINGS & MUSIC

For Concert and Folk Harpists
10101 10th Street, Suite 100
San Diego, CA 92161
312-722-4881 • Direct

Reasonable Shipping Rates

Over 200 Harp Music Titles in Stock

Harps & Repair / Denver

Harps & Repair / Denver
10101 10th Street, Suite 100
San Diego, CA 92161
312-722-4881 • Direct

1/3 pg. vertical

1/3 pg. horizontal

1/6 pg.

online options

Harp Column offers three online banner advertising options at harpcolumn.com. Online ads are billed per month, or any portion thereof. Send us your jpg, or png image and we will display it as soon as possible, usually within 24 hours. Ads can be color or black and white, and should have a resolution of 72 dpi.

online

online ad specs and rates

size	dimensions (pix)	monthly rate	discount rate*
Top banner	720 (w) x 90 (h)	\$549	\$329
Top Banner ads appear across the top of every page on harpcolumn.com on a random rotational basis.			
Sidebar	300 (w) x 250 (h)	\$329	\$199
Sidebar ads appear in the right-hand sidebar of news, forum, and event pages on harpcolumn.com on a random rotational basis. Sidebar ads do not appear on magazine and listing pages.			
Camp/College directory sidebar	300 (w) x 250 (h)	complimentary with purchase of Camp/College print package	

Complimentary Camp/College directory sidebar ads appear only on the Camp/College directory pages at harpcolumn.com on a random rotational basis. This space is only available as part of our Camp and College Print/Online package.

*The discount rate for online advertising is available with the purchase of two or more print ads in one year. See print rates for details.



top banner

sidebar

info

important info

Print ad materials

Send your ad to us in PDF format with embedded fonts and images. Photos must have a resolution of 300 dpi. We cannot accept ads created in a word-processing program such as Microsoft Word, Microsoft Publisher or Pages for Mac. Please convert your ad to a high resolution PDF file before sending it.

Deadlines and recurring ads

If you would like to advertise in a print issue of Harp Column, notify us by the space reservation deadline for that issue and we will hold the space for you. We must receive your ad materials by the materials deadline. If you are an ongoing Full-timer or Half-timer advertiser, we will re-run your most recent ad unless you tell us otherwise.

We try as hard as we possibly can to honor requests for last minute insertions and changes to ads right up until the day we go to print; however, we cannot guarantee any changes or insertions after the materials deadline.

Free classified ads

We are pleased to offer unlimited free classified ads to our display advertising customers. Simply log into your advertising account at harpcolumn.com and visit harpcolumn.com/submit-a-classified-ad/ to place your ads. Contact us for help in setting up or logging into your account.

Contact

Direct all questions about ad reservations and billing to info@harpcolumn.com

RESERVE: <https://harpcolumn.com/reserve-advertising/>

