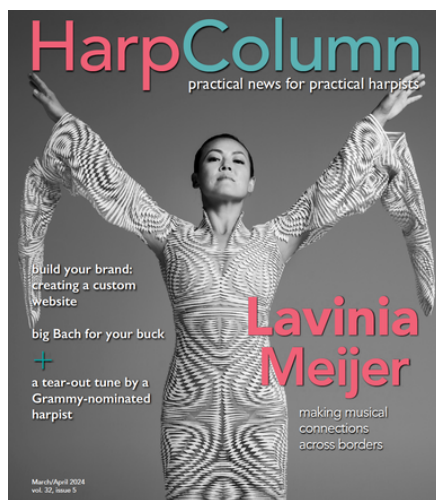


# Harp Column

## magazine

Deliver your message to harpists around the world through our print, online and social media platforms.



*practical news for practical harpists since 1993*

2024/2025  
media kit

# quick facts

Print readership

**2,500**

Monthly online users

**25,000**

Monthly online page views

**50,000**

Email newsletter subscribers

**12,800**

Instagram

**10,000**

Facebook

**7,000**

# contact

QUESTIONS: [info@harpcolumn.com](mailto:info@harpcolumn.com)

RESERVE: [harpcolumn.com/reserve-advertising/](http://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 has an average of 25,000 monthly users and 50,000 monthly page views by users around the world. Visitors come to harpcolumn.com for news and articles, along with user forums, event listings, teacher directories, classified ads, and more.

# e-newsletter

Harp Column's weekly email newsletter goes out to over 12,800 subscribers worldwide and includes content from Harp Column magazine, Harp Column Academy, and Harp Column Music.



# upcoming ad deadlines

issue	reserve by	materials due
Nov/Dec 2024	9/3/24	9/16/24
Jan/Feb 2025	11/4/24	11/18/24
Mar/Apr 2025	1/6/25	1/20/25
May/June 2025	3/3/25	3/17/25
July/Aug 2025	5/5/25	5/19/25
Sept/Oct 2025	6/30/25	7/14/25
Nov/Dec 2025	9/8/25	9/22/25
Jan/Feb 2026	11/3/25	11/17/25

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](mailto:info@harpcolumn.com) to inquire about placing your ad after the posted deadline. See the [reservation form](#) for deadlines farther out.

## 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





# print ad rates

size	color	black & white
full page*	\$1,621	\$1,106
2/3 page	\$1,261	\$720
1/2 page	\$899	\$540
1/3 page	\$720	\$411
1/6 page	\$447	\$267

Add 10% for premium placement (inside front and back covers, back cover, pgs. 3 and 4, and center spread). Rates reflect single issue pricing. Discounts will be applied for reserving three or more ads together. Single issue rates subject to change.

## package discounts

### Ongoing print ad 15% discount

Run your print ad in every issue of Harp Column 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.

### Three-ad package 10% discount

Reserve three print ads in Harp Column within the next 12 months to receive 10% off the print ad rates, along with a discount for online advertising. Ads must be reserved together to qualify for discount. Print ads must be minimum of 1/3 page to qualify for online ad discount.

### Camp and College print/online FREE ad package

Reserve two or more print ads in an academic year and receive a FREE online ad in our dedicated camp and college directory sidebar through July 31. Also receive discount pricing on regular online ads. (Print ads must be 1/3 page or larger to qualify; offer only for camps and colleges.)

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 [SummerMusicInstitutes.com](http://SummerMusicInstitutes.com)  
toll: 804.353.7001  
email: [harp@summermusicinstitutes.com](mailto:harp@summermusicinstitutes.com)

**Did you know?**  
In addition to the Summer Harp Institutes, the Grammy-nominated 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](http://harpfoundation.org) for more information.

**Visiter Frederick**  
A Harp Society Event

**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.



**LYON & HEALY**  
Awards

**JUNE 22 - 24, 2017**  
CARLETON COLLEGE  
NORTHFIELD, MN

**Repertoire**

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

Visit [lyonhealy.com/awards](http://lyonhealy.com/awards) for details and application information.

1/2 pg vertical



**Harp at Eastman**

Study with renowned Professor of Harp, Kathleen Brink

Scholarships for Fall 2019

For application information visit [eastman.edu/admissions](http://eastman.edu/admissions)

1/2 pg horizontal



**Pacific Atlantic Harps**  
in Los Angeles, specializing in

46 CACAHARPS

A Harp Center, A Harpist



**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 You**  
Cubana  
The Famous Tango Melody

Published by Harp Novenas  
Available at all better book stores

**KOLACNY MUSIC**  
Harp Music & Strings  
10101 10th Street, Suite 100  
San Diego, CA 92121  
619-594-1000



**Dusty Strings**

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

**KOLACNY MUSIC**  
Harp Music & Strings  
10101 10th Street, Suite 100  
San Diego, CA 92121  
619-594-1000



**KOLACNY MUSIC**  
Harp Music & Strings  
10101 10th Street, Suite 100  
San Diego, CA 92121  
619-594-1000

**HARP STRINGS & MUSIC**  
For Concert and Folk Harp  
"A Harp Center, A Harpist"

Reasonable Shipping Rates  
Over 200 Harp Models  
Harp Sales & Repair / Denver

www.kolacnymusic.com  
Phone: 1-800-876-1567

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)	\$565	\$339
------------	------------------	-------	-------

Top Banner ads appear across the top of every page on harpcolumn.com on a random rotational basis.

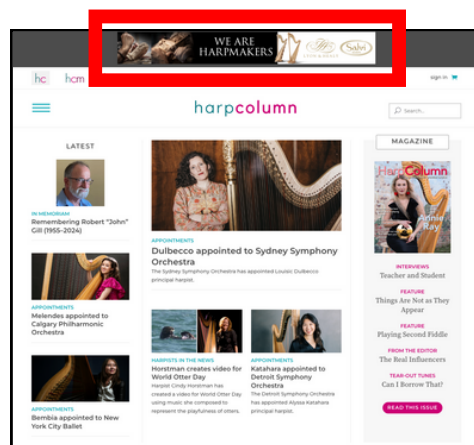
Regular sidebar	300 (w) x 250 (h)	\$339	\$205
-----------------	-------------------	-------	-------

Regular sidebar ads appear in the right-hand sidebar of news, forum, and event pages on harpcolumn.com on a random rotational basis. Sidebar ads appear on selected listing pages.

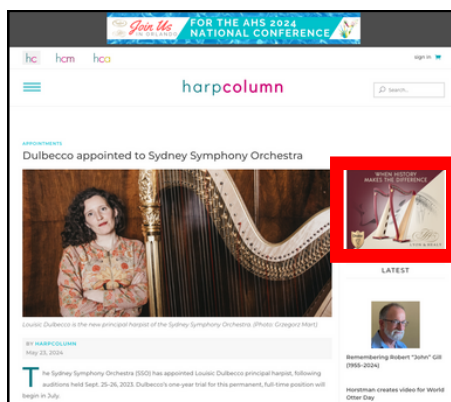
Camp/College directory sidebar	300 (w) x 250 (h)
--------------------------------	-------------------

Camp/College directory sidebar ads are FREE with purchase of two or more print ads per year. These ads appear on our directory camp/college directory pages and are only available as part of our Camp and College Print/Online package.

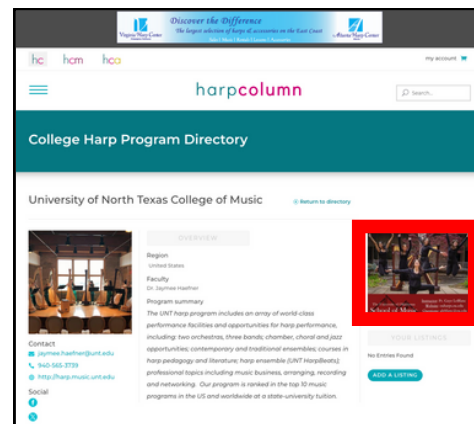
top banner



regular sidebar



directory sidebar



\*See print rates for discount details.

# email newsletter options

Harp Column offers display advertising space within our popular weekly email newsletter that goes to nearly 13,000 subscribers worldwide. The email is sent out weekly on Tuesdays and features a range of Harp Column content. Ads should be submitted in .jpg or .png formats, and are due two weeks prior to e-news publication date. Only one ad will appear per email newsletter. E-news ads can be reserved by any advertiser who has run a print ad in Harp Column magazine during the previous six months.

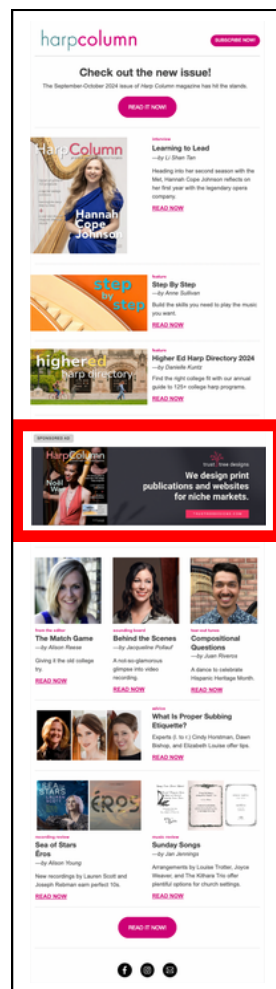
e-news

## e-news ad specs and rates

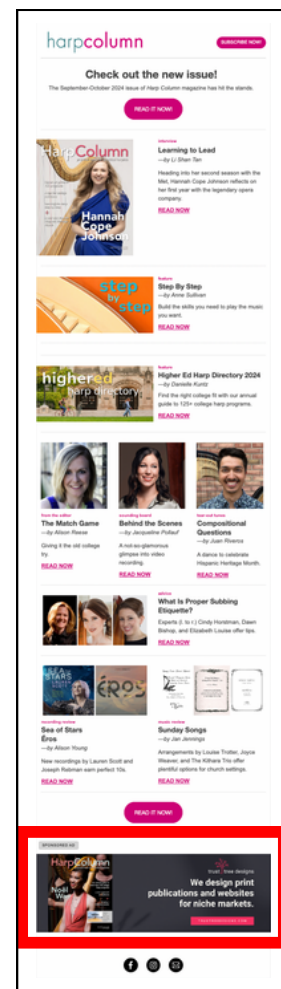
size	dimensions (pix)	standard rate	premium rate
E-news	600 (w) x 200 (h)	\$299	\$599

Standard ads appear above the email footer. Premium ads appear in the top half of the email body. Prices reflect a single e-news ad. Only one ad will appear in each email.

premium  
e-news



standard  
e-news





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](http://harpcolumn.com) and visit [harpcolumn.com/submit-a-classified-ad/](http://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](mailto:info@harpcolumn.com)

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

