

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

2026/2027
media kit

quick facts

Print readership

2,500

Monthly online users

28,000

Monthly online page views

54,000

Email newsletter subscribers

14,000

Instagram

10,600

Facebook

7,500

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 read bimonthly (6 times per year) by over 2,500 harpists around the world; customers can also 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 28,000 monthly users and 54,000 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 14,000 subscribers worldwide and includes content from Harp Column magazine, Harp Column Academy, and Harp Column Music.



upcoming ad deadlines

issue	reserve by	materials due
Jan/Feb 2027	11/2/26	11/16/26
Mar/Apr 2027	1/4/27	1/18/27
May/June 2027	3/1/27	3/15/27
July/Aug 2027	5/3/27	5/17/27
Sept/Oct 2027	7/5/27	7/19/27
Nov/Dec 2027	9/13/27	9/27/27
Jan/Feb 2028	11/1/27	11/15/27

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. 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

Ad Size	2026	2027
Full page color	\$1,670	\$1,737
Full page b&w	\$1,139	\$1,185
2/3 page color	\$1,299	\$1,351
2/3 page b&w	\$742	\$772
1/2 page color	\$927	\$964
1/2 page b&w	\$556	\$578
1/3 page color	\$742	\$772
1/3 page b&w	\$423	\$440
1/6 page color	\$460	\$478
1/6 page b&w	\$275	\$286

Add 10% for premium placement (inside front and back covers, back cover, pgs. 3 and 4, and center spread). Premium placement subject to availability, 1/2 pg. minimum. 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 \$800 or more in print advertising 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. (Ads must be reserved together to qualify; offer only for camps and colleges.)

print



print



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.

1/2 pg horizontal

[illegible][illegible][illegible][illegible]

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 (2026/2027)

size	dimensions (pix)	monthly rate	discount rate*
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Top banner	720 (w) x 90 (h)	\$582/\$605	\$349/\$363
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Top Banner ads appear across the top of every page (above the fold) on harpcolumn.com on a random rotational basis.

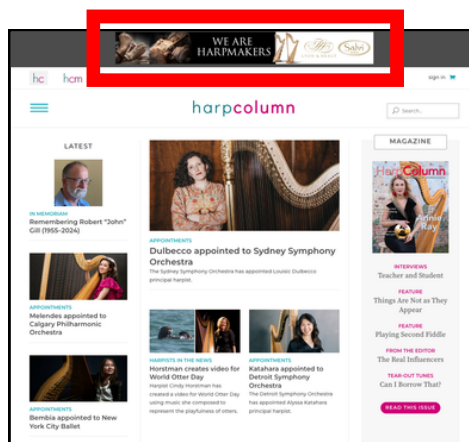
Regular sidebar	300 (w) x 250 (h)	\$349/\$363	\$211/\$219
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Regular sidebar ads appear in the right-hand sidebar of news, forum, and event pages on harpcolumn.com on a random rotational basis. Sidebar ads appear on selected listing pages.

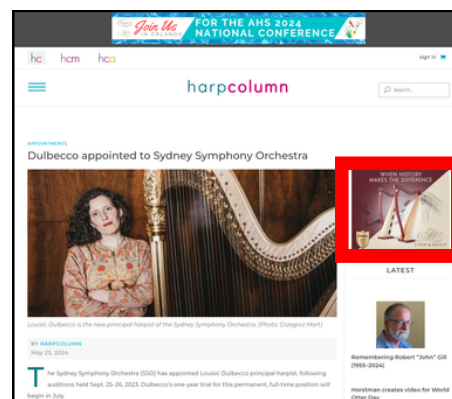
Camp/College directory sidebar	300 (w) x 250 (h)
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Camp/College directory sidebar ads are FREE with the purchase of \$800 or more in print advertising in one year. These ads appear on our directory camp/college directory pages and are only available as part of our Camp and College Print/Online package.

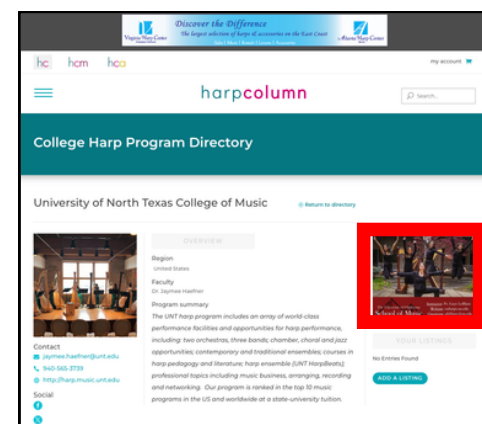
top banner



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 14,000 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 space will be sold 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.

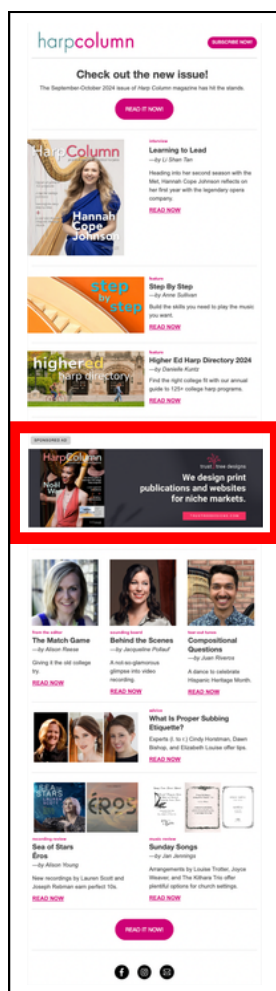
e-news

e-news ad specs and rates (2026/2027)

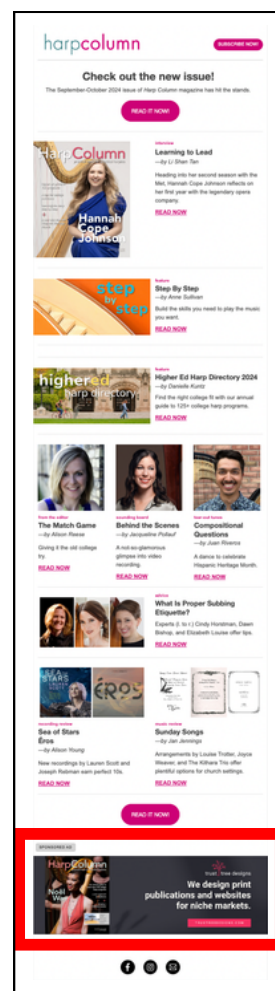
size	dimensions (pix)	standard rate	premium rate
E-news	600 (w) x 200 (h)	\$299/\$311	\$599/\$623

Standard ads appear above the email footer. Premium ads appear in the top half of the email body. Prices are for one weekly e-news mailing. 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 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/>

