

## CIRCULATION AND READERSHIP

Paid circulation	134,503*
Readers per copy	2†
Subscription rate	\$79.95 per year
Cover price	\$7.95 per copy

## SUBSCRIBER PROFILE †

### DEMOGRAPHICS

Age	64
Male	70%
Female	30%
Education	95% completed college 73% hold postgraduate degrees
Average household income	\$185,000
Average household net worth	\$1,420,000
Net worth of \$1,000,000+	43%

\*Alliance for Audited Media for period ending June 30, 2015

†Source: 2011 New York Review of Books Profile Study, Readex Research.

## READER INVOLVEMENT

Time spent reading the last issue of <i>The New York Review</i>	2.5 hrs
Average length of subscription to <i>The New York Review</i>	11+ yrs

### ART & CULTURE

*In the past twelve months...*

visited a museum	86%
attended the theater	60%
attended the opera	34%
enrolled in continuing education course	16%

### TRAVEL

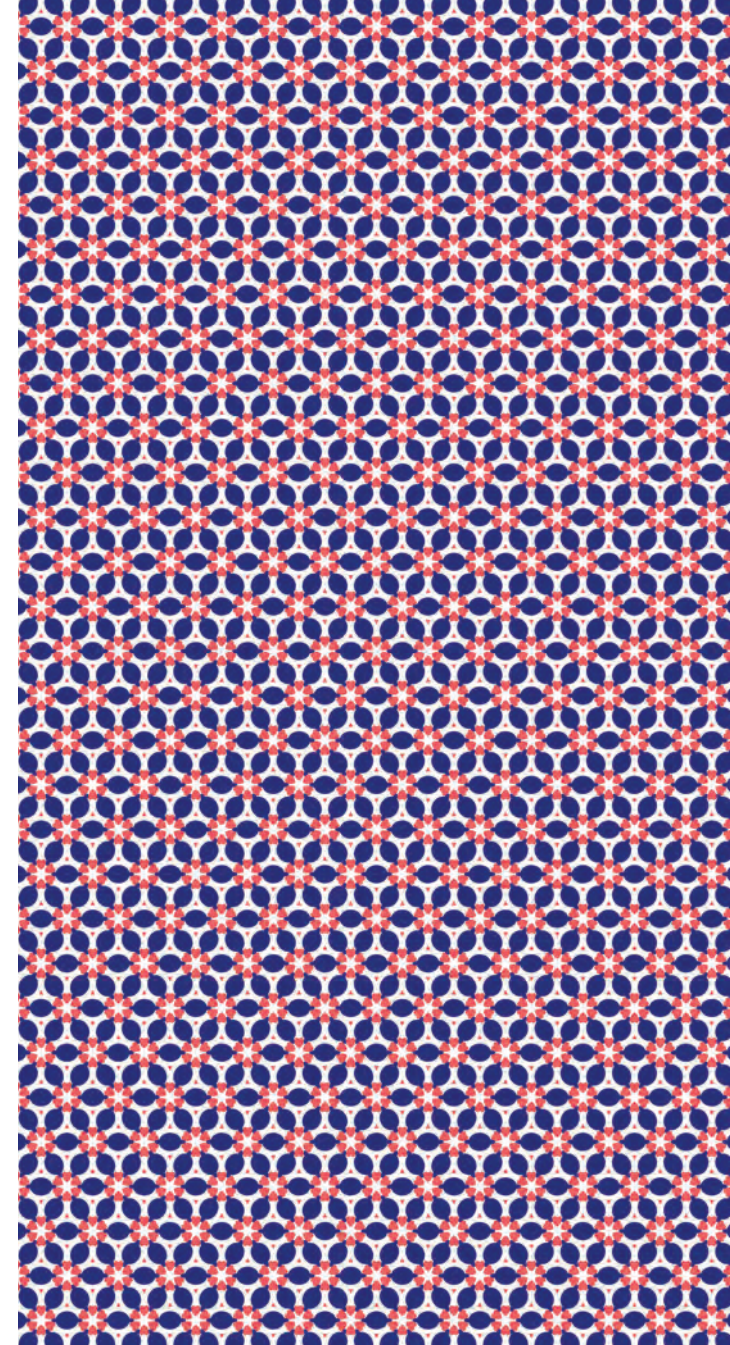
Plan to take a vacation trip in the next 12 months	79%
<i>Types of trips planned</i>	
Leisure	57%
Educational / Cultural	42%
Active / Adventure	22%

### INTERNATIONAL TRAVEL

Plan to take a trip abroad	61%
Indicated interest in a trip to France	45%
Indicated interest in a trip to Britain	38%
Indicated interest in a trip to Italy	45%

## SEND MATERIALS AND CORRESPONDENCE TO:

Meagan Schneider  
Classified Advertising Department  
**The New York Review of Books**  
435 Hudson Street, Suite 300  
New York, NY 10014  
Phone: (212) 293-1630  
Fax: (212) 333-5374  
E-mail: [classified@nybooks.com](mailto:classified@nybooks.com)



2017 CLASSIFIED ADVERTISING  
RATE CARD

**The New York Review of Books**

## PUBLICATION SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 19, 2017	Jan 5, 2017	MLA ISSUE <i>On sale 3 weeks</i>	Dec 13, 2016
Feb 9	Jan 26		Jan 5
Feb 23	Feb 9		Jan 17
Mar 9	Feb 23		Jan 31
Mar 23	Mar 9	LONDON BOOK FAIR ISSUE	Feb 14
Apr 6	Mar 23		Feb 28
Apr 20	Apr 6	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 14
May 11	Apr 27	ART ISSUE	Apr 4
May 25	May 11		Apr 18
June 8	May 25	BOOEXPO ISSUE	May 2
June 22	June 8	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 16
July 13	June 29		June 6
Aug 17	Aug 3	SUMMER ISSUE <i>On sale 6 weeks</i>	June 27
Sept 28	Sept 14	FALL BOOKS ISSUE	Aug 22
Oct 12	Sept 28		Sept 5
Oct 26	Oct 12	FRANKFURT BOOK FAIR ISSUE	Sept 19
Nov 9	Oct 26		Oct 3
Nov 23	Nov 9		Oct 17
Dec 7	Nov 23		Oct 31
Dec 21	Dec 7	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 14
Jan 18, 2018	Jan 4, 2018	MLA ISSUE <i>On sale 3 weeks</i>	Dec 12, 2017

## CLASSIFIED DISPLAY

1 time	\$292 per column inch
2–4 times	\$282 per column inch
5–9 times	\$262 per column inch
10–19 times	\$242 per column inch
20 times	\$222 per column inch
Typesetting	\$75
Four color	\$75 per insertion
Dimensions: Column width is 2.25 inches.	
Minimum depth is 1 inch.	

## GENERAL CLASSIFIED LISTINGS

All listings other than Personals and Personal Services

1 time	\$6.15 per word
2–4 times	\$5.80 per word
5–9 times	\$5.50 per word
10–19 times	\$5.20 per word
20 times	\$4.90 per word
Box fee	\$32.50 per insertion
Color rental photo	\$75

## PERSONALS AND PERSONAL SERVICES

1 time	\$5.85 per word
2–4 times	\$5.35 per word
5–9 times	\$4.90 per word
10–19 times	\$4.75 per word
20 times	\$4.60 per word
Box fee	\$32.50 per insertion

Minimum requirement: 15 words

The box fee includes forwarding for six months and the additional words in each listing: “NYR Box 00000.”

Telephone number counts as one word; e-mail address counts as two; website counts as three.

## TERMS AND FREQUENCY

- ▶ All rates are per issue.
- ▶ A contract year is twenty consecutive issues. Time discounts apply only to advertisements inserted during one contract year.
- ▶ Ads must arrive by mail, fax, or e-mail along with name, billing address, and daytime telephone number. If address and telephone number are not provided, *The New York Review* will not be responsible for printing errors or omissions.
- ▶ Ads will not be taken over the phone.
- ▶ All orders must be prepaid. We accept payment by US check, money order, or credit card: American Express, MasterCard, or Visa.
- ▶ All contents are subject to the Publisher’s approval. Publisher reserves the right to reject or cancel any advertising at any time.

## DIGITAL REQUIREMENTS

Preferred format for classified display ads: High-resolution PDFs with fonts embedded or outlined.

## CLASSIFIEDS ONLINE

All Classified Listings and Classified Display ads will be included on *The New York Review of Books’s* website ([www.nybooks.com](http://www.nybooks.com)) at no additional charge.

To purchase web ad impressions on our website, please call (212) 293-1630.

## TYPESETTING

*The Review* would be happy to help you design your ad. Please send ad copy and design inquiries to [classified@nybooks.com](mailto:classified@nybooks.com). All display ads are available in four color.