



SEND MATERIAL AND CORRESPONDENCE TO:

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2017 GALLERIES AND MUSEUMS
LISTING RATE CARD

The New York Review of Books

SUBSCRIBER PROFILE†

DEMOGRAPHICS

Age	64
Male	70%
Female	30%
Average household income	\$185,000
Average household net worth	\$1,420,000
Average total value of investment portfolio	\$536,000

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

READER INVOLVEMENT

ART & CULTURE

In the past twelve months...

visited a museum	86%
attended the theater	60%
attended a literature or poetry reading	30%
have been a member of one to five museums or cultural institutions	30%
have one to five+ subscriptions for performing arts venues	45%

ADDITIONAL FEATURES

Have at least one museum membership	19%
Have an investment portfolio worth \$1 million+	43%
Include the visual arts in their itineraries when traveling	81%

2017 ADVERTISING RATES

\$189 for 100 words of text (including museum/gallery hours, address, phone number, and website) and a 4-color image and caption to accompany the listing (please send in JPEG, PDF, or TIFF)

Contract Advertisers may pay \$109 per listing (with 100 words of text and image included) if prepayment is received in full for 12 listings (\$1,308 for 12 listings within a 20-issue period).

GALLERIES AND MUSEUMS 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 23	Feb 9		Jan 17
Mar 9	Feb 23		Jan 31
Mar 23	Mar 9	LONDON BOOK FAIR ISSUE	Feb 14
Apr 20	Apr 6	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 14
May 11	Apr 27	ART ISSUE	Apr 4
June 8	May 25	BOOEXPO ISSUE	May 2
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
Dec 7	Nov 23		Oct 31
Dec 21	Dec 7	HOLIDAY ISSUE	Nov 14
Jan 18, 2018	Jan 4, 2018	MLA ISSUE <i>On sale 3 weeks</i>	Dec 12, 2017



This is a sample of the Galleries and Museums Listing.