



This is a sample of the Independent Press Listing.  
The actual trim size of the listing page is 10 <sup>3</sup>/<sub>4</sub>" x 14 <sup>5</sup>/<sub>8</sub>".  
The listing may run to multiple pages. Listing is printed in four color.

"The reasonable pricing available through the Independent Press Listing has enabled this small publisher to inform an important readership about controversial and provocative books that are striving to reach the broad audience they deserve. I'd recommend other small publishers take advantage of the advertising they have available."  
—Kim Guster, Managing Editor of *Insight Press*

"The Independent Press Listing provided us with an exceptional and economical opportunity to reach our select audience of educated readers. The response to our ad was overwhelming—even greater than our large display ad in *The New York Times Book Review*."  
—Marion E. Gold, *Brittany Publications, Ltd.*

"How amazingly kind of *The New York Review of Books* to be so accommodating to those of us published by small presses! Thank you for making it possible for us to get the word out about our work."  
—Sandra Worth, author of *The Rose of York Trilogy*

SEND MATERIAL AND CORRESPONDENCE TO:  
Meagan Schneider, Independent Press Listing  
**The New York Review of Books**  
435 Hudson Street, Suite 300, New York, NY 10014-3994  
Phone: (212) 293-1630 • Fax: (212) 333-5374  
E-mail: [ipress@nybooks.com](mailto:ipress@nybooks.com)

2017 INDEPENDENT PRESS LISTING RATE CARD  
**The New York Review of Books**

## DON'T LET YOUR BOOKS PILE UP

The Independent Press Listing, which appears in thirteen of the twenty annual issues of *The New York Review of Books*, offers small presses the opportunity to advertise their titles at a heavily discounted rate.

Each listing includes the following: title, subtitle, author, ISBN (paper and/or cloth), price, number of pages, genre, address, telephone ordering number, fax number, e-mail and/or website address; 25 words of description (extra words are an additional \$3.00 each); and book jacket art or an illustration. Rates include typesetting, as well as a copy of the issue in which your listing appears. Prepayment is required for all listings.

The entire Independent Press Listing is posted on *The New York Review of Books's* website ([www.nybooks.com](http://www.nybooks.com)) for no additional charge.

With *The New York Review's* total paid circulation of 134,503, your titles will reach readers who not only read reviews of books but also buy them—an average of 38 books per year.

## BOOKBUYING PROFILE

### Types of books purchased in the past twelve months:†

History	66%
Literary Fiction	64%
Biography	53%
Politics / Current Events	47%
Philosophy / Religion	41%
Literary Criticism	34%
Mystery	33%
Travel Guides	28%
Children's Books	28%
Poetry	26%
Economics	22%

### Bookbuying frequency:

Purchased books in the last twelve months	98%
Purchased books as gifts in the last three months	70%

## INDEPENDENT PRESS LISTING 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 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	BOOKEXPO 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 26	Oct 12	FRANKFURT BOOK FAIR ISSUE	Sept 19
Nov 23	Nov 9		Oct 17
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

## 2017 ADVERTISING RATES

Frequency**	Cost (includes cover art)
1 title	\$292 per title
2–4 titles	\$282 per title
5–9 titles	\$262 per title
10–19 titles	\$242 per title
20+ titles	\$222 per title
Extra words	\$3.00 per word

*See above for full description of standard listing.*

† 2011 *New York Review of Books* Profile Study, Readex Research

\*\*Refers to amount of titles within a twenty-issue period