



2018 RATE CARD AND PUBLICATION SCHEDULE

The New York Review of Books[®]

2018 PUBLICATION SCHEDULE

VOLUME NO.	COVER DATE	SALE DATE	SPECIAL ISSUE	RESERVATIONS DUE	CLOSING DATE
LXV 1	Jan 18, 2018 <i>three week interval</i>	Jan 4, 2018	MLA ISSUE <i>On sale 3 weeks</i>	Dec 8, 2017	Dec 12, 2017
2	Feb 8*	Jan 25		Jan 2	Jan 4
3	Feb 22	Feb 8		Jan 12	Jan 16
4	Mar 8	Feb 22		Jan 26	Jan 30
5	Mar 22	Mar 8		Feb 9	Feb 13
6	Apr 5	Mar 22	SPRING BOOKS ISSUE	Feb 23	Feb 27
7	Apr 19 <i>three week interval</i>	Apr 5	LONDON BOOK FAIR ISSUE <i>On sale 3 weeks</i>	Mar 9	Mar 13
8	May 10	Apr 26	ART ISSUE	Mar 30	Apr 3
9	May 24	May 10	CINEMA ISSUE	Apr 13	Apr 17
	***	***	2018 BEA SUPPLEMENT†	Apr 20	Apr 24
10	June 7 <i>three week interval</i>	May 24	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	Apr 27	May 1
11	June 28 <i>three week interval</i>	June 14	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 18	May 22
12	July 19 <i>four week interval</i>	July 5	FICTION ISSUE <i>On sale 4 weeks</i>	June 8	June 12
13	Aug 16 <i>six week interval</i>	Aug 2	SUMMER ISSUE <i>On sale 6 weeks</i>	July 6	July 10
14	Sept 27	Sept 13	FALL BOOKS ISSUE	Aug 17	Aug 21
15	Oct 11	Sept 27		Aug 31	Sept 4
16	Oct 25	Oct 11	FRANKFURT BOOK FAIR ISSUE	Sept 14	Sept 18
17	Nov 8	Oct 25	ELECTION SPECIAL	Sept 28	Oct 2
18	Nov 22	Nov 8		Oct 12	Oct 16
19	Dec 6	Nov 22		Oct 26	Oct 30
20	Dec 20 <i>four week interval</i>	Dec 6	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 9	Nov 13
LXVI 1	Jan 17, 2019 <i>three week interval</i>	Jan 3, 2019	MLA ISSUE <i>On sale 3 weeks</i>	Dec 7, 2018	Dec 11, 2018

*Copies of the February 8, 2018 issue will be distributed to booksellers at the Winter Institute 2018 in Memphis, TN, January 22–25.

†This is an advertising supplement only; please note that a different rate card applies. The *Supplement* will run in the center of the June 7, 2018 BookExpo issue for those copies distributed to the trade. All *Supplement* ads are also guaranteed a free re-run in any issue in 2018, except these special issues: 4/5, 4/19, 6/7, 6/28, 9/27, 10/25, and 12/20.

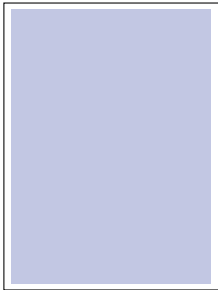
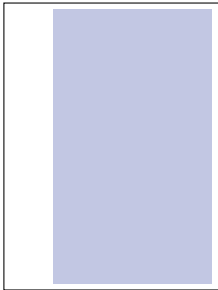
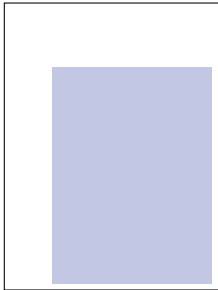
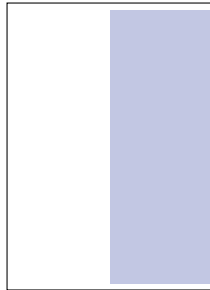
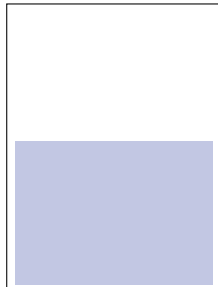
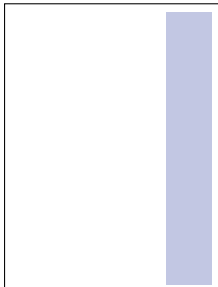
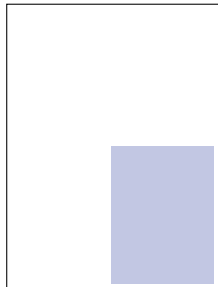
2018 ADVERTISING RATES & SIZES

DESCRIPTION	PUBLISHERS' RATES <i>Black & White</i>	GENERAL RATES <i>Black & White</i>	WIDTH X DEPTH	LINE DEPTH	TOTAL LINAGE
STANDARD SIZES					
Full page	\$14,050	\$16,150	9 3/4" x 13 3/8"	188	752
Three columns	\$11,350	\$13,050	7 1/4" x 13 3/8"	188	564
Junior page	\$10,275	\$11,825	7 1/4" x 10"	140	420
Two columns	\$8,315	\$9,575	4 3/4" x 13 3/8"	188	376
Half-page horizontal	\$8,315	\$9,575	9 3/4" x 6 5/8"	93	376
One column	\$4,575	\$5,275	2 1/4" x 13 3/8"	188	188
Quarter-page square	\$4,575	\$5,275	4 3/4" x 6 5/8"	93	188
One column inch	\$434	\$500	2 1/4" x 1"	14	14

PREMIUM CHARGES

Center spread	\$775	\$775	20 1/4" x 13 3/8"	188	1504
Cover 2	\$2,050	\$2,050	Full page	188	752
Cover 3	\$535	\$535	Full page	188	752
Cover 4	\$1,075	\$1,075	Full page	188	752
First full right-hand page	\$675	\$675	Full page	188	752
Second full right-hand page	\$575	\$575	Full page	188	752
Third full right-hand page	\$475	\$475	Full page	188	752

COLOR CHARGES 15% of open rate.

<p>W 9 3/4" x D 13 3/8" Line depth: 188 Total linage: 752</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">FULL PAGE</p> 	<p>W 7 1/4" x D 13 3/8" Line depth: 188 Total linage: 564</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">THREE COLUMNS</p> 	<p>W 7 1/4" x D 10" Line depth: 140 Total linage: 420</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">JUNIOR PAGE</p> 	<p>W 4 3/4" x D 13 3/8" Line depth: 188 Total linage: 376</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">TWO COLUMNS</p> 
<p>W 9 3/4" x D 6 5/8" Line depth: 93 Total linage: 376</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">HALF-PAGE HORIZONTAL</p> 	<p>W 2 1/4" x D 13 3/8" Line depth: 188 Total linage: 188</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ONE COLUMN</p> 	<p>W 4 3/4" x D 6 5/8" Line depth: 93 Total linage: 188</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">QUARTER-PAGE SQUARE</p> 	

MATERIAL REQUIREMENTS

DIGITAL ADS: *The New York Review* accepts digitally-formatted black-and-white and four-color advertisements. Ads may be transmitted via e-mail. E-mail attachments larger than 20MB cannot be accepted.

All ads must be accompanied by a proof generated from a PDF of the file. Color matching is attempted but not guaranteed. The Publisher does not accept responsibility for the reproduction quality of computer-generated halftones.

ACCEPTABLE FORMATS:

- PDFs created with Adobe PDF/X-1a (2001) settings are required. All fonts must be embedded. Please refer to page three of this rate card for exact ad dimensions. Bleeds should not be included in the PDF file.
- Submit digital ads to the attention of Michael King at mking@nybooks.com, or contact mking@nybooks.com for instructions on submitting ad materials in any other format.

MINIMUM DEPTH: One inch on one column.

TWO-PAGE SPREADS: All spread advertisements should have an image size of 20¼" x 13¾". Safety: Type smaller than 24 points should be kept ⅛" from the gutter. Spreads not running in the center of the magazine will have a 6-point wide, white knockout line placed down the center by our production department to adjust for creep.

PRESS SPECIFICATIONS

FORMAT: Four-column page

IMAGE AREA: Full page (non-bleed only; may not exceed 9¾" x 13¾")

TRIM: 10¾" x 14½"

PRINTING PROCESS: Heat-set web offset on 35# and 50# stock.

BINDING METHOD: Saddle-stitched.

BLACK-AND-WHITE & FOUR-COLOR SPECIFICATIONS:

- *Line screen:* 120
- *Four-color density:* Maximum 260%
- *Shadow:* 85%
- *Rotation of colors:* Black, cyan, magenta, yellow
- *Highlights:* 2%
- *SWOP web dot gain:* is 25%

COPY REGULATIONS/PUBLISHER'S POLICIES

- Payment is due 30 days from invoice date. If paying by wire transfer, remittance advice (including date of payment and invoice number) must be sent to: payments@nybooks.com. If paying by credit card, an authorization to process a valid credit card (including invoice number) must be emailed to payments@nybooks.com. If we do not have your credit card details on file you may fax the credit card number along with the authorization and invoice number to the Advertising Department's attention at (212) 333-5374.
- Publisher reserves the right to request prepayment from all international advertisers and from any advertiser who exceeds a 60-day credit limit.
- A new advertiser or agency, or an advertiser or agency who has not placed an ad in *The New York Review* within the last 12 months, must prepay for each of four new insertions by the corresponding reservation deadline.
- Advertisements cancelled after the closing date for material will be billed at full rate.
- Premium positions cancelled less than 60 days before the reservation deadline will be invoiced for the premium-position charge.
- All content subject to the Publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.
- Copy to be set by the Publisher is due by the reservation deadline. Publisher-set display advertisements for which complete materials are not received by closing dates are not entitled to privileges of proofs for OK or revision. Advertisements ordered typeset but not used may be charged for composition.
- The advertiser and/or advertising agency, if any, agree to indemnify the Publisher against any liability or expense resulting from claims or suits based on the contents or subject matter of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement, or unauthorized use of the name, likeness, statement, or work of any person.
- The Publisher assumes no liability for errors in client-supplied media.

RATE INFORMATION

Publishers' rates include educational, mail order, and non-profit advertising.

Contract and agency discounts apply to the b&cw display rates, premium charges, and color charges.

Premium charges are in addition to the full-page and two-page rates and guarantee premium positioning in the issue.

A PDF of this publication schedule and rate card may be downloaded from www.nybooks.com/advertising.

ONLINE ADVERTISING: Please e-mail inquiries about advertising on *The New York Review's* website or on the *Review's* e-newsletters to: onlineadvertising@nybooks.com, or visit www.nybooks.com/advertising to download the *Review's* online rate card.

INSERTS: Rates and shipment information for preprinted inserts are available on request.

TYPESETTING & DESIGN CHARGE: \$150

COMMISSIONS: 15% of gross space cost to advertising agencies. An in-house agency must demonstrate that it acts as a verifiable subsidiary of a parent company.

DISPLAY CONTRACT DISCOUNTS: A contract year is twenty consecutive issues. Time and bulk discounts apply only to advertisements inserted during one contract year.

- *Time Discounts:*

4 ads within 11 issues, 5%	12 ads within 20 issues, 13%
6 ads within 20 issues, 7%	20 ads within 20 issues, 18%
8 ads within 20 issues, 9%	
- *Bulk Discounts:*

4 pages within 20 issues, 10%	12 pages within 20 issues, 25%
6 pages within 20 issues, 15%	15 pages within 20 issues, 30%
8 pages within 20 issues, 20%	

N.B.: Insertions in the *2018 BEA Supplement* are eligible for contract discounts but do not count toward fulfillment of an advertising contract owing to *The Supplement's* discounted rate structure.

Circulation: 132,523*

- *Domestic/International breakdown:*

83% U.S. and possessions	17% International
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- *Subscriber/Single Copy sales breakdown:*

96% Subscriptions	4% Single Copy Sales
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*Source: Alliance for Audited Media for period ending June 30, 2017.

Subscription Rate: \$79.95 per year.

Cover Price: \$8.95 per copy.

SHIPPING INFORMATION

All materials & correspondence to:

The New York Review of Books®

Advertising Department

435 Hudson Street, Suite 300, New York, NY 10014

Phone: (212) 757-8070 • Fax: (212) 333-5374 • www.nybooks.com

Rea S. Hederman, Publisher

Catherine Tice, Associate Publisher
ctice@nybooks.com • (212) 293-1647

Lara Frohlich Andersen, Advertising Director
lfandersen@nybooks.com • (212) 293-1646

Michael King, Technical Director
mking@nybooks.com • (212) 293-1631

Ty Anania, Advertising Associate
classified@nybooks.com • (212) 293-1630