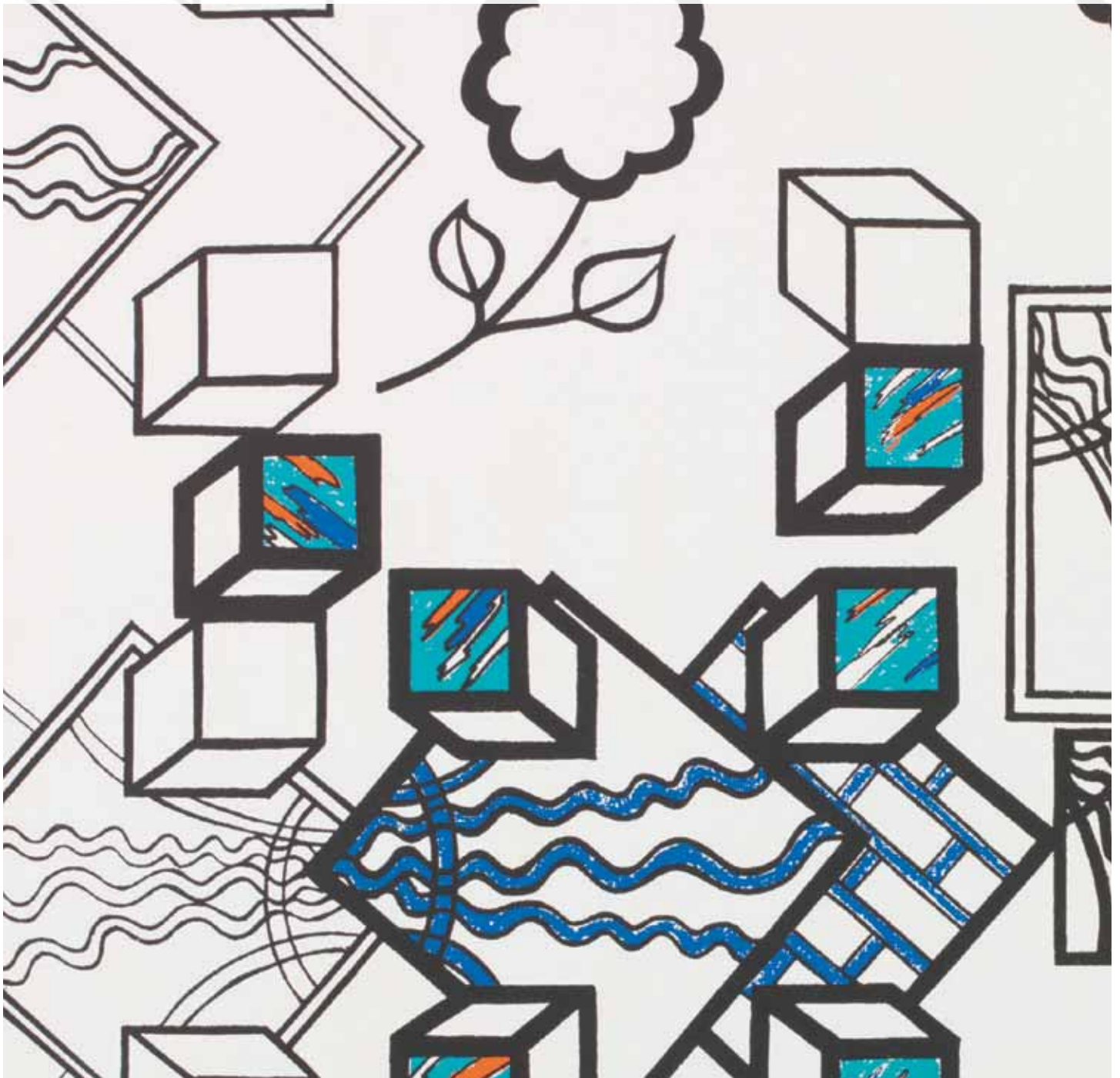


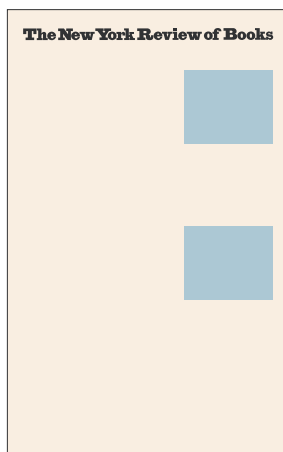
2016 ONLINE ADVERTISING MEDIA KIT  
**The New York Review of Books®**



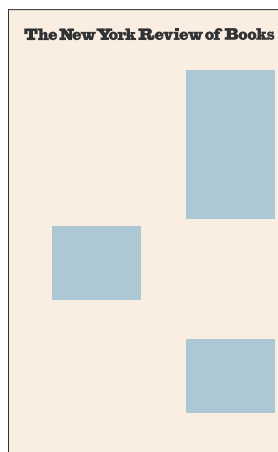


**WEBSITE ADVERTISING**

Display your ads to one of the most discerning audiences online



HOMEPAGE, BLOG PAGES, TOC



ARTICLE PAGES

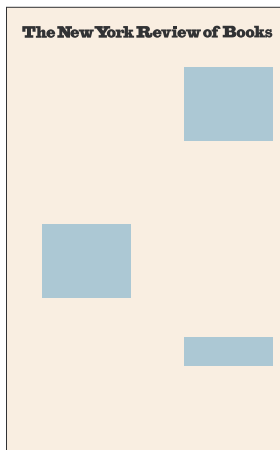
**SIZES & RATES**

300 x 600	Half Page	\$12.5/M
300 x 250	Medium Rectangle	\$10/M

15% premium applies for targeting. See specifications page for more information. Minimum purchase of 100,000 impressions required. Package rates available for related print ad campaigns. Call the advertising department to find out more.

**NEWSLETTER ADVERTISING**

Single-sponsor and multiple-sponsor newsletters available



SINGLE & MULTIPLE SPONSOR

**SIZES & RATES: Multiple-sponsor**

300 x 250	Upper Rectangle	\$1,050
300 x 250	Lower Rectangle	\$900
300 x 50	Banner	\$400

**SIZES & RATES: Single-sponsor**

All Three Ads + Sponsor Link	\$2,200
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Newsletters are sent twice per week to the *New York Review* newsletter subscriber list with new content including the latest articles, blog posts, and events. Newsletters can be booked well in advance, so please contact the Ad Department for the exact schedule and availability.



## WEBSITE TRAFFIC &amp; NEWSLETTER INFORMATION\*

## SITE TRAFFIC INFORMATION

2,431,642	page views (monthly average)
849,571	unique visitors (monthly average)

## GEOGRAPHIC LOCATION

65%	Americas
22%	Europe
8%	Asia
4%	Oceania
1%	Africa

## NEWSLETTER CIRCULATION

185,056	as of March 2016
29%	average open rate
16%	average action rate for opens (all links)

\*Sources: CampaignMonitor, March 9, 2016;  
Twelve-month average from Google Analytics

Visit [www.nybooks.com/advertising](http://www.nybooks.com/advertising) for more information about newsletter scheduling and availability and additional demographic information, or contact the Ad Department.

## ONLINE READERSHIP

## DEMOGRAPHICS

67%	male
33%	female
43	average age (website visitors)
81%	do not subscribe to the print edition of <i>The New York Review of Books</i> (website visitors)
\$110,032	average HHI

## EDUCATION

85%	Bachelor's degree
56%	Post-graduate degree

ONLINE SPENDING  
IN THE PAST TWELVE MONTHS:

91%	have purchased books online
68%	purchased airline or travel tickets
47%	purchased tickets to a performing arts event
\$1,908	average amount spent online

## BOOK BUYING

38	average number of books purchased in last twelve months
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## TYPES OF BOOKS PURCHASED†

63%	Literary Fiction
58%	History
51%	Politics/Current Affairs
48%	Classics
42%	Biography
39%	Cultural/Literary Criticism
38%	Philosophy/Religion
20%	Travel Guides

†percentages total more than 100% due to multiple responses

Source: New York Review administered survey through SurveyMonkey.com  
(December 2010)



## SPECIFICATIONS

### SPECIFICATIONS OVERVIEW

**File types:** We accept GIF, JPEG, and PNG files for ads on the website and email newsletters. Flash files and other rich media are accepted for the website only. Please see below for further information regarding these file types. Floating and pop-up/under ads are not accepted.

**Maximum File Sizes:** 50k for all image ad sizes; 75k for all Flash ad sizes.

**Animation:** Animated files are acceptable. Animated files may not loop more than three times for a total of 30 seconds maximum.

**Link Information:** Please provide a link URL for all ads. Up to three creatives may be submitted per campaign. See below for additional information regarding link URLs in Flash and HTML ad materials.

**Frequency Caps:** Frequency caps may be applied to campaigns at the request of the advertiser. Frequency capping may not be set through third-party ad servers.

**Deadlines:** Insertion orders are due 5 business days prior to the campaign start date. Materials are due 3 business days prior to the flight date. Please contact the Ad Department for the newsletter schedule.

**Ad Design:** We can design static-image ads for an additional fee of \$75 per ad. Please allow a total of 6 business days prior to the desired start date of the campaign for design approval.

### FLASH & RICH MEDIA SPECIFICATIONS

- ▶ Flash files and other rich media are accepted on nybooks.com. Flash and other rich media files are not accepted for newsletter ads.
- ▶ Video/animations may not last more than 30 seconds or loop more than 3 times.
- ▶ Audio must be user-initiated by click, with clearly marked Audio On/Off buttons.
- ▶ Flash files must use the clickTAG parameter for the getURL function (i.e. {getURL (clickTAG, “\_blank”);}) to enable proper display and tracking. Files should be created with ActionScript 2.0 settings and saved to Flash version 10.1 or lower SWF files. Please contact the advertising department for more information.
- ▶ All rich-media ads must include image ad back-ups for visitors to nybooks.com without Flash or JavaScript capabilities.

### POSITIONING

- ▶ Medium Rectangle ads on nybooks.com rotate on the home page, table of contents, article pages, and blog pages. Half Page ads runs on article pages only.
- ▶ Exclusive positions, such as home-page-only or above-the-fold-only, as well as time-targeted and geo-targeted ads, are available for a premium.

### THIRD-PARTY SERVED ADS

- ▶ Third-party served ads are acceptable. File sizes must conform to the standard file specifications listed on this page.
- ▶ If an advertiser requires billable impressions to be based on third-party tracking, please provide a reporting URL, user name, and password prior to the flight date.

### REPORTING & TRACKING

- ▶ *The New York Review* will provide ad reports by request only. Please provide an email address if you wish to receive reports.

### PAYMENTS

- ▶ Ads will be billed at the completion of a campaign or at the end of the month (for the portion of the campaign that has been fulfilled for the month), whichever is sooner. Payment is due 30 days from invoice date.
- ▶ Prepayment is required for any new or infrequent nybooks.com advertiser.

### PUBLISHER'S POLICIES

- ▶ *The New York Review* reserves the right to reject or cancel any advertising at any time.
- ▶ An advertiser may cancel an ad or campaign up to 3 business days prior to the start date. Cancellations will not be accepted thereafter.
- ▶ Changes may be made to a campaign with 72 hours advance notice.

### CONTACTS

Catherine Tice, Associate Publisher  
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Mike King, Technical Director and Advertising Manager  
(212) 293-1631, mking@nybooks.com

Insertion orders may be sent by email or by fax to (212) 333-5374. All materials may be sent electronically to Mike King at mking@nybooks.com.

## The New York Review of Books

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