



SEND MATERIAL AND CORRESPONDENCE TO:

Ty Anania, Galleries and Museums Listing

**The New York Review of Books**

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2018  
GALLERIES AND MUSEUMS LISTING  
RATE CARD

**The New York Review of Books**

## SUBSCRIBER PROFILE†

### DEMOGRAPHICS

Age	68
Male	79%
Female	21%
Average household income	\$239,000
Average household net worth	\$1,758,000

†Source: 2017 New York Review of Books Subscriber Survey

## READER INVOLVEMENT

### ART & CULTURE

*In the past twelve months...*

visited a museum	81%
attended the theater	57%
attended a literature or poetry reading	35%
have been a member of one to five museums or cultural institutions	67%
have one to five+ subscriptions for performing arts venues	42%

### ADDITIONAL FEATURES

Have at least one museum membership	67%
Include the visual arts in their itineraries when traveling	92%

## 2018 ADVERTISING RATES

\$195 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 \$112 per listing (with 100 words of text and image included) if prepayment is received in full for 12 listings (\$1,344 for 12 listings within a 20-issue period).

## GALLERIES AND MUSEUMS SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 18, 2018	Jan 4, 2018	<b>MLA ISSUE</b> <i>On sale 3 weeks</i>	Dec 12, 2017
Feb 8	Jan 25		Jan 4
Mar 22	Mar 8		Feb 13
Apr 5	Mar 22	<b>SPRING BOOKS ISSUE</b>	Feb 27
Apr 19	Apr 5	<b>LONDON BOOKS FAIR ISSUE</b> <i>On sale 3 weeks</i>	Mar 13
May 10	Apr 26	<b>ART ISSUE</b>	Apr 3
June 7	May 24	<b>BOOKEXPO ISSUE</b> <i>On sale 3 weeks</i>	May 1
July 19	July 5	<i>On sale 4 weeks</i>	June 12
Sept 27	Sept 13	<b>FALL BOOKS ISSUE</b>	Aug 21
Oct 11	Sept 27		Sept 4
Nov 8	Oct 25	<b>ELECTION SPECIAL</b>	Oct 2
Dec 6	Nov 22		Oct 30
Jan 17, 2019	Jan 3, 2019	<b>MLA ISSUE</b> <i>On sale 3 weeks</i>	Dec 11, 2018



This is a sample of the Galleries and Museums Listing.