



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:

Ty Anania, Independent Press Listing

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2018  
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 132,523, your titles will reach readers who not only read reviews of books but also buy them—an average of 35 books per year.

*Please note: the Independent Press Listing is reserved for independent authors and small, independent presses. Self-publishing or marketing service companies, please contact Ty Anania at [ipress@nybooks.com](mailto:ipress@nybooks.com) to make separate arrangements for display space.*

## BOOKBUYING PROFILE

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

History	79%
Literary Fiction	77%
Biography	61%
Politics / Current Events	54%
Mystery	43%
Philosophy / Religion	40%
Poetry	32%
Literary Criticism	30%
Fine Art	30%
Economics	23%
Children's Books	17%

### Bookbuying frequency:

Purchased books in the last twelve months	98%
Average books purchased in the last three months	35

† 2017 *New York Review of Books* Subscriber Survey

## INDEPENDENT PRESS LISTING SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 18, 2018	Jan 4, 2018	MLA ISSUE <i>On sale 3 weeks</i>	Dec 12, 2017
Feb 22	Feb 8		Jan 16
Apr 5	Mar 22	SPRING BOOKS ISSUE	Feb 27
Apr 19	Apr 5	LONDON BOOK FAIR ISSUE <i>On sale 3 weeks</i>	Mar 13
May 10	Apr 26	ART ISSUE	Apr 3
June 7	May 24	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	May 1
June 28	June 14	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 22
July 19	July 5	<i>On sale 4 weeks</i>	June 12
Aug 16	Aug 2	SUMMER ISSUE <i>On sale 6 weeks</i>	July 10
Sept 27	Sept 13	FALL BOOKS ISSUE	Aug 21
Oct 25	Oct 11	FRANKFURT BOOK FAIR ISSUE	Sept 18
Nov 22	Nov 8		Oct 16
Dec 20	Dec 6	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 13
Jan 17, 2019	Jan 3, 2019	MLA ISSUE <i>On sale 3 weeks</i>	Dec 11, 2018

## 2018 LISTING RATES

Frequency**	Cost (includes cover art)
1 title	\$297 per listing
2–4 titles	\$277 per listing
5–9 titles	\$259 per listing
10–19 titles	\$237 per listing
20+ titles	\$209 per listing
Extra words	\$3.00 per word

*See above for full description of standard listing.*

\*\*Refers to amount of titles and/or number of issues within a twenty-issue period