

2019 RATE CARD AND PUBLICATION SCHEDULE



The New York Review of Books

2019 PUBLICATION SCHEDULE

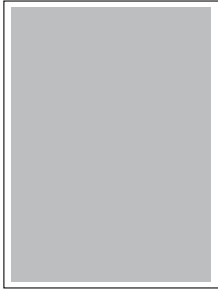
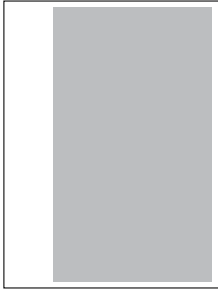
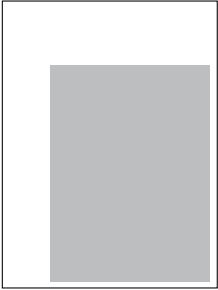
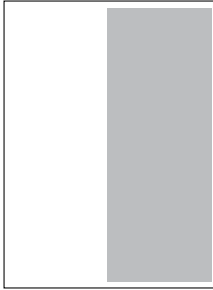
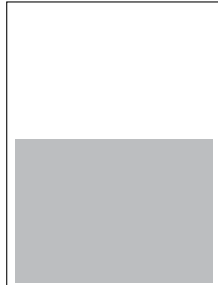
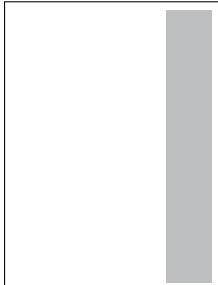
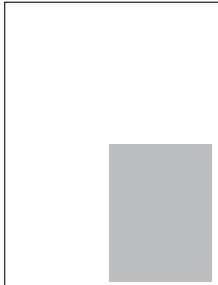
VOLUME NO.	COVER DATE	SALE DATE	SPECIAL ISSUE	RESERVATIONS DUE	CLOSING DATE
LXVI 1	Jan 17, 2019 <i>three week interval</i>	Jan 3, 2019	MLA ISSUE <i>On sale 3 weeks</i>	Dec 7, 2018	Dec 11, 2018
2	Feb 7	Jan 24		Jan 2	Jan 3
3	Feb 21	Feb 7		Jan 11	Jan 15
4	Mar 7	Feb 21		Jan 25	Jan 29
5	Mar 21	Mar 7	LONDON BOOK FAIR ISSUE	Feb 8	Feb 12
6	Apr 4	Mar 21		Feb 22	Feb 26
7	Apr 18 <i>three week interval</i>	Apr 4	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 8	Mar 12
8	May 9	Apr 25	ART ISSUE	Mar 29	Apr 2
9	May 23	May 9		Apr 12	Apr 16
	***	***	2019 BEA SUPPLEMENT†	Apr 19	Apr 23
10	June 6 <i>three week interval</i>	May 23	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	Apr 26	Apr 30
11	June 27 <i>three week interval</i>	June 13	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 17	May 21
12	July 18 <i>four week interval</i>	July 4	FICTION ISSUE <i>On sale 4 weeks</i>	June 7	June 11
13	Aug 15 <i>six week interval</i>	Aug 1	SUMMER ISSUE <i>On sale 6 weeks</i>	July 5	July 9
14	Sept 26	Sept 12	FALL BOOKS ISSUE	Aug 16	Aug 20
15	Oct 10	Sept 26		Aug 30	Sept 3
16	Oct 24	Oct 10	FRANKFURT BOOK FAIR ISSUE	Sept 13	Sept 17
17	Nov 7	Oct 24		Sept 27	Oct 1
18	Nov 21	Nov 7		Oct 11	Oct 15
19	Dec 5	Nov 21		Oct 25	Oct 29
20	Dec 19 <i>four week interval</i>	Dec 5	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 8	Nov 12
LXVII 1	Jan 16, 2020 <i>three week interval</i>	Jan 2, 2020	MLA ISSUE <i>On sale 3 weeks</i>	Dec 6, 2019	Dec 10, 2019

†This is an advertising supplement only; please note that a different rate card applies. The *Supplement* will run in the center of the June 6, 2019 BookExpo issue for those copies distributed to the trade. All *Supplement* ads are also guaranteed a free re-run in any issue in 2019, except these special issues: 4/18, 6/6, 6/27, 9/26, 10/24, and 12/19.

2019 ADVERTISING RATES & SIZES

DESCRIPTION	PUBLISHERS' RATES	GENERAL RATES	WIDTH X DEPTH	LINE DEPTH	TOTAL LINAGE
	<i>Black & White</i>	<i>Black & White</i>			
STANDARD SIZES					
Full page	\$14,325	\$16,475	9 3/4" x 13 3/8"	188	752
Three columns	\$11,575	\$13,300	7 1/4" x 13 3/8"	188	564
Junior page	\$10,425	\$12,000	7 1/4" x 10"	140	420
Two columns	\$8,475	\$9,775	4 3/4" x 13 3/8"	188	376
Half-page horizontal	\$8,475	\$9,775	9 3/4" x 6 5/8"	93	376
One column	\$4,675	\$5,385	2 1/4" x 13 3/8"	188	188
Quarter-page square	\$4,675	\$5,385	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	\$825	\$825	20 1/4" x 13 3/8"	188	1504
Cover 2	\$2,100	\$2,100	Full page	188	752
Cover 4	\$1,125	\$1,125	Full page	188	752
First full right-hand page	\$700	\$700	Full page	188	752
Second full right-hand page	\$600	\$600	Full page	188	752
Third full right-hand page	\$500	\$500	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>FULL PAGE</p> 	<p>W 7 1/4" x D 13 3/8" Line depth: 188 Total linage: 564</p> <p>THREE COLUMNS</p> 	<p>W 7 1/4" x D 10" Line depth: 140 Total linage: 420</p> <p>JUNIOR PAGE</p> 	<p>W 4 3/4" x D 13 3/8" Line depth: 188 Total linage: 376</p> <p>TWO COLUMNS</p> 
<p>W 9 3/4" x D 6 5/8" Line depth: 93 Total linage: 376</p> <p>HALF-PAGE HORIZONTAL</p> 	<p>W 2 1/4" x D 13 3/8" Line depth: 188 Total linage: 188</p> <p>ONE COLUMN</p> 	<p>W 4 3/4" x D 6 5/8" Line depth: 93 Total linage: 188</p> <p>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 14¾"

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 *2019 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: 126,774*

- *Domestic/International breakdown:*

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

97% Subscriptions	3% Single Copy Sales
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*Source: Alliance for Audited Media for period ending June 30, 2018.

Subscription Rate: \$89.95 per year.

Cover Price: \$8.95 per copy.

SHIPPING INFORMATION

All materials & correspondence to:

The New York Review of Books

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