



SEND MATERIAL AND CORRESPONDENCE TO:

Harris Stevens, Galleries and Museums Listing

The New York Review of Books

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On the cover: "Sauteeing veggies under glass" ©Felice C. Frankel, from her book
Picturing Science and Engineering (MIT Press)

2019

GALLERIES AND MUSEUMS LISTING
RATE CARD

The New York Review of Books

SUBSCRIBER PROFILE†

DEMOGRAPHICS

Age	68
Male	75%
Female	25%
Average household income	\$240,000
Average household net worth	\$1,286,000

†2017 New York Review of Books Subscriber Survey

READER INVOLVEMENT

ART & CULTURE

In the past twelve months...

visited a museum or art gallery while traveling abroad	92%
visited a museum	81%
visited an art gallery	69%
attended the theater	58%
were a member of a museum	58%
held a subscription to performing arts venues	41%
attended a literary reading	35%

2019 ADVERTISING RATES

\$215 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 \$125 per listing (with 100 words of text and image included) if prepayment is received in full for 12 listings (\$1,500 for 12 listings within a 20-issue period).

GALLERIES AND MUSEUMS SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 17, 2019	Jan 3, 2019	MLA ISSUE <i>On sale 3 weeks</i>	Dec 11, 2018
Feb 7	Jan 24		Jan 3
Mar 7	Feb 21		Jan 29
Mar 21	Mar 7	LONDON BOOKS FAIR ISSUE	Feb 12
Apr 4	Mar 21		Feb 26
May 9	Apr 25	ART ISSUE	Apr 2
June 6	May 23	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	Apr 30
Sept 26	Sept 12	FALL BOOKS ISSUE	Aug 20
Oct 10	Sept 26		Sept 3
Oct 24	Oct 10	FRANKFURT BOOK FAIR ISSUE	Sept 17
Nov 7	Oct 24		Oct 1
Dec 5	Nov 21		Oct 29
Jan 16, 2020	Jan 2, 2020	MLA ISSUE <i>On sale 3 weeks</i>	Dec 10, 2019



This is a sample of the Galleries and Museums Listing.