

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 or cloth), price, number of pages, genre, telephone ordering number, e-mail and/or website address; 25 words of description (extra words are an additional \$4.00 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 Independent Press Listing is posted on *The New York Review of Books*'s website (www.nybooks.com) for no additional charge.

With *The New York Review*'s total paid circulation of 126,774*, your titles will reach readers who not only read reviews of books but also buy them—an average of 36 books per year.

Please note the Independent Press Listing is reserved for small, independent presses and independent authors. Self-publishing or marketing service companies, please contact Harris Stevens at ipress@nybooks.com to make separate arrangements for display advertising space.

BOOKBUYING PROFILE

Types of books purchased in the past twelve months:†

98% of *New York Review* readers purchased books in the last 12 months, with an average of 36 books purchased in that time frame.

History	80%
Literary Fiction	77%
Biography	61%
Politics / Current Events	54%
Mystery	44%
Philosophy	40%
Poetry	33%
Literary Criticism	31%
Fine Art	31%
Economics	23%
Children's Books	18%

*Alliance for Audited Media for period ending June 30, 2018

†2017 *New York Review of Books* Subscriber Survey

INDEPENDENT PRESS LISTING 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 21	Feb 7		Jan 15
Mar 21	Mar 7	LONDON BOOK FAIR ISSUE	Feb 12
Apr 4	Mar 21		Feb 26
Apr 18	Apr 4	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 12
May 23	May 9		Apr 16
June 6	May 23	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	Apr 30
July 18	July 4	FICTION ISSUE <i>On sale 4 weeks</i>	June 11
Aug 15	Aug 1	SUMMER ISSUE <i>On sale 6 weeks</i>	July 9
Sept 26	Sept 12	FALL BOOKS ISSUE	Aug 20
Oct 24	Oct 10	FRANKFURT BOOK FAIR ISSUE	Sept 17
Nov 21	Nov 7		Oct 15
Dec 19	Dec 5	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 12
Jan 16, 2020	Jan 2, 2020	MLA ISSUE <i>On sale 3 weeks</i>	Dec 10, 2019

2019 LISTING RATES

Frequency**	Cost (includes cover art)
1 title	\$397 per listing
2–4 titles	\$327 per listing
5–9 titles	\$307 per listing
10–19 titles	\$287 per listing
20+ titles	\$267 per listing
Extra words	\$4.00 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