

## CIRCULATION AND READERSHIP

Paid circulation	133,075*
Readers per copy	2†
Subscription rate	\$89.95 per year

## SUBSCRIBER PROFILE †

### DEMOGRAPHICS

Age	68
Male	75%
Female	25%
Education	96% completed college 79% hold postgraduate degrees
Average household income	\$239,944
Average household net worth	\$1,285,640
Net worth of \$1,000,000+	52%

## READER INVOLVEMENT†

Time spent reading the last issue of <i>The New York Review</i>	2.5 hrs
Average length of subscription to <i>The New York Review</i>	11+ yrs

### ART & CULTURE

*In the past twelve months...*

visited a museum	81%
attended the theater	57%
attended the opera	29%
enrolled in continuing education course	22%

### TRAVEL

Plan to take a trip abroad in the next two years	70%
<i>Types of trips interested in</i>	
Cultural	64%
Leisure	58%
Educational led by experts	32%
River cruises	22%
Active / Adventure	21%

\*Alliance for Audited Media for period ending December 31, 2018

†2017 New York Review of Books Subscriber Survey



### SEND MATERIAL AND CORRESPONDENCE TO:

Harris Stevens, Classified Advertising Department  
**The New York Review of Books**  
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2020  
CLASSIFIED ADVERTISING  
RATE CARD

**The New York Review of Books**



## PUBLICATION SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 16, 2020	Jan 2, 2020	<i>Distributed at MLA</i> <i>On sale 4 weeks</i>	Dec 6, 2019
Feb 13	Jan 30		Jan 6
Feb 27	Feb 13		Jan 17
Mar 12	Feb 27	<i>Distributed at AWP</i>	Jan 31
Mar 26	Mar 12	<b>LONDON BOOK FAIR ISSUE</b>	Feb 14
Apr 9	Mar 26		Feb 28
Apr 23	Apr 9	<b>SPRING BOOKS ISSUE</b> <i>On sale 3 weeks</i>	Mar 13
May 14	Apr 30	<b>ART ISSUE</b>	Apr 3
May 28	May 14		Apr 17
June 11	May 28	<b>BOOKEXPLO ISSUE</b> <i>On sale 3 weeks</i>	May 1
July 2	June 18	<b>UNIVERSITY PRESS ISSUE</b> <i>On sale 3 weeks</i>	May 22
July 23	July 9	<b>FICTION ISSUE</b> <i>On sale 4 weeks</i>	June 12
Aug 20	Aug 6	<b>SUMMER ISSUE</b> <i>On sale 5 weeks</i>	July 10
Sept 24	Sept 10	<b>FALL BOOKS ISSUE</b>	Aug 14
Oct 8	Sept 24	<i>Distributed at Brooklyn Book Festival</i>	Aug 28
Oct 22	Oct 8	<b>FRANKFURT BOOK FAIR ISSUE</b>	Sept 11
Nov 5	Oct 22	<b>ELECTION SPECIAL</b>	Sept 25
Nov 19	Nov 5		Oct 9
Dec 3	Nov 19		Oct 23
Dec 17	Dec 3	<b>HOLIDAY ISSUE</b> <i>On sale 4 weeks</i>	Nov 6
Jan 14, 2021	Dec 31, 2020	<i>Distributed at MLA</i> <i>On sale 4 weeks</i>	Dec 4, 2020

## CLASSIFIED DISPLAY

1 time	\$300 per column inch
2–4 times	\$270 per column inch
5–9 times	\$250 per column inch
10–19 times	\$225 per column inch
20 times	\$195 per column inch
Typesetting	\$75
Four color	15%
Dimensions: Column width is 2.25 inches.	
Minimum depth is 1 inch.	

## GENERAL CLASSIFIED LISTINGS

All listings other than Personals and Personal Services	
1 time	\$6.40 per word
2–4 times	\$5.80 per word
5–9 times	\$5.50 per word
10–19 times	\$5.15 per word
20 times	\$4.90 per word
Box fee	\$32.50 per insertion
Color rental photo	\$95

## PERSONALS AND PERSONAL SERVICES

1 time	\$5.85 per word
2–4 times	\$5.25 per word
5–9 times	\$5.00 per word
10–19 times	\$4.70 per word
20 times	\$4.40 per word
Box fee	\$32.50 per insertion

Minimum requirement: 15 words

The box fee includes forwarding for six months and the additional words in each listing: “NYR Box 00000.”

Telephone number counts as one word; e-mail address counts as two; website counts as three.

## TERMS AND FREQUENCY

- All rates are per issue.
- A contract year is 20 consecutive issues. Time discounts apply only to advertisements inserted during one contract year.
- Ads must arrive by mail, fax, or e-mail along with name, billing address, and daytime telephone number. If address and telephone number are not provided, *The New York Review* will not be responsible for printing errors or omissions.
- Ads will not be taken over the phone.
- All orders must be prepaid. We accept payment by US check, money order, or credit card: American Express, MasterCard, or Visa.
- All contents are subject to the Publisher’s approval. Publisher reserves the right to reject or cancel any advertising at any time.

## DIGITAL REQUIREMENTS

Preferred format for classified display ads: High-resolution PDFs with fonts embedded or outlined.

## CLASSIFIEDS ONLINE

All Classified Listings and Classified Display ads will be included on *The New York Review of Books’s* website ([www.nybooks.com](http://www.nybooks.com)) at no additional charge.

To purchase web ad impressions on our website, please call (212) 293-1630.

## TYPESETTING

*The Review* would be happy to help you design your ad. Please send ad copy and design inquiries to [classified@nybooks.com](mailto:classified@nybooks.com). All display ads are available in four color.