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Harris Stevens, Galleries and Museums Listing

**The New York Review of Books**

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2020

GALLERIES AND MUSEUMS LISTING  
RATE CARD

**The New York Review of Books**

## SUBSCRIBER PROFILE†

### DEMOGRAPHICS

Age	68
Male	75%
Female	25%
Average household income	\$239,944
Average household net worth	\$1,285,640

## 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%

## 2020 ADVERTISING RATES

\$250 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 \$150 per listing (with 100 words of text and image included) if prepayment is received in full for 12 listings (\$1,800 for 12 listings within a 20-issue period).

## GALLERIES AND MUSEUMS LISTING 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
Mar 12	Feb 27	<i>Distributed at AWP</i>	Jan 31
Mar 26	Mar 12	LONDON BOOK FAIR ISSUE	Feb 14
Apr 9	Mar 26		Feb 28
May 14	Apr 30	ART ISSUE	Apr 3
June 11	May 28	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	May 1
Sept 24	Sept 10	FALL BOOKS ISSUE	Aug 14
Oct 8	Sept 24	<i>Distributed at</i> <i>Brooklyn Book Festiva</i>	Aug 28
Oct 22	Oct 8	FRANKFURT BOOK FAIR ISSUE	Sept 11
Nov 5	Oct 22	ELECTION SPECIAL	Sept 25
Dec 3	Nov 19		Oct 23
Jan 14, 2021	Dec 31, 2020	<i>Distributed at MLA</i> <i>On sale 4 weeks</i>	Dec 4, 2020

†2017 New York Review of Books Subscriber Survey

This is a sample of the Galleries and Museums Listing.