



2020 RATE CARD AND PUBLICATION SCHEDULE

The New York Review of Books

2020 PUBLICATION SCHEDULE

VOLUME NO.	COVER DATE	SALE DATE	SPECIAL ISSUE	RESERVATIONS DUE	CLOSING DATE
LXVII 1	Jan 16, 2020 <i>four week interval</i>	Jan 2, 2020	<i>Distributed at MLA</i> <i>On sale 4 weeks</i>	Dec 6, 2019	Dec 10, 2019
2	Feb 13	Jan 30		Jan 6	Jan 8
3	Feb 27	Feb 13		Jan 17	Jan 21
4	Mar 12	Feb 27	<i>Distributed at AWP</i>	Jan 31	Feb 4
5	Mar 26	Mar 12	LONDON BOOK FAIR ISSUE	Feb 14	Feb 18
6	Apr 9	Mar 26		Feb 28	Mar 3
7	Apr 23 <i>three week interval</i>	Apr 9	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 13	Mar 17
8	May 14	Apr 30	ART ISSUE	Apr 3	Apr 7
9	May 28	May 14		Apr 17	Apr 21
	***	***	2020 BEA SUPPLEMENT†	Apr 24	Apr 28
10	June 11 <i>three week interval</i>	May 28	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	May 1	May 5
11	July 2 <i>three week interval</i>	June 18	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 22	May 26
12	July 23 <i>four week interval</i>	July 9	FICTION ISSUE <i>On sale 4 weeks</i>	June 12	June 16
13	Aug 20 <i>five week interval</i>	Aug 6	SUMMER ISSUE <i>On sale 5 weeks</i>	July 10	July 14
14	Sept 24	Sept 10	FALL BOOKS ISSUE	Aug 14	Aug 18
15	Oct 8	Sept 24	<i>Distributed at Brooklyn Book Festival</i>	Aug 28	Sept 1
16	Oct 22	Oct 8	FRANKFURT BOOK FAIR ISSUE	Sept 11	Sept 15
17	Nov 5	Oct 22	ELECTION SPECIAL	Sept 25	Sept 29
18	Nov 19	Nov 5		Oct 9	Oct 13
19	Dec 3	Nov 19		Oct 23	Oct 27
20	Dec 17 <i>four week interval</i>	Dec 3	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 6	Nov 10
LXVIII 1	Jan 14, 2021 <i>four week interval</i>	Dec 31, 2020	<i>Distributed at MLA</i> <i>On sale 4 weeks</i>	Dec 4, 2020	Dec 8, 2020

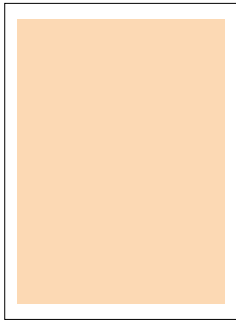
†This is an advertising supplement only; please note that a different rate card applies. The *Supplement* will run in the center of the June 11, 2020 BookExpo issue for those copies distributed to the trade. All *Supplement* ads are also guaranteed a free re-run in any issue in 2020, except these special issues: 4/23, 6/11, 7/2, 9/24, 10/22, and 12/17.

2020 ADVERTISING RATES AND SIZES

DESCRIPTION	PUBLISHERS' RATES <i>Black & White</i>	GENERAL RATES <i>Black & White</i>	WIDTH X DEPTH
STANDARD SIZES			
Full page	\$14,325	\$16,475	9 3/4" x 13 3/8"
Three columns	\$11,575	\$13,300	7 1/4" x 13 3/8"
Junior page	\$10,425	\$12,000	7 1/4" x 10"
Two columns	\$8,475	\$9,775	4 3/4" x 13 3/8"
Half-page horizontal	\$8,475	\$9,775	9 3/4" x 6 5/8"
One column	\$4,675	\$5,385	2 1/4" x 13 3/8"
Quarter-page square	\$4,675	\$5,385	4 3/4" x 6 5/8"
One column inch	\$434	\$500	2 1/4" x 1"
PREMIUM CHARGES			
Center spread	\$825	\$825	20 1/4" x 13 3/8"
Cover 2	\$2,100	\$2,100	Full page
Cover 4	\$1,125	\$1,125	Full page
First full right-hand page	\$700	\$700	Full page
Second full right-hand page	\$600	\$600	Full page
Third full right-hand page	\$500	\$500	Full page

COLOR CHARGES 15% of open rate.

FULL PAGE



W 9 3/4" x D 13 3/8"

THREE COLUMNS



W 7 1/4" x D 13 3/8"

JUNIOR PAGE



W 7 1/4" x D 10"

TWO COLUMNS



W 4 3/4" x D 13 3/8"

HALF-PAGE HORIZONTAL



W 9 3/4" x D 6 5/8"

ONE COLUMN



W 2 1/4" x D 13 3/8"

QUARTER-PAGE SQUARE



W 4 3/4" x D 6 5/8"

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. Crop, bleed, and other printers' marks do not need to be included in the ad 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")

PRINTING PROCESS: Heat-set web offset on 35# 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, direct response, and non-profit advertising.

Contract and agency discounts apply to the b&w 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.

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 *2020 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: 133,075*

- *Domestic/International breakdown:*

82% U.S. and possessions	18% 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 December 31, 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

Advertising Department

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