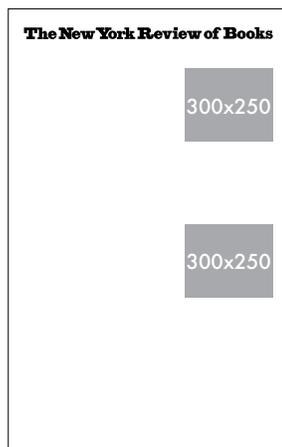
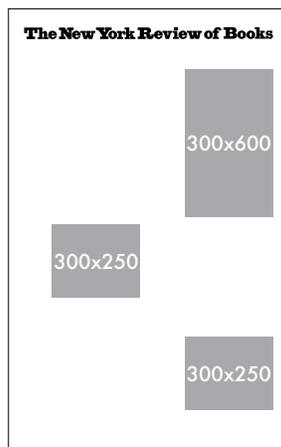
The background of the entire page is a repeating pattern of intricate mandala designs. Each mandala is a complex, multi-layered floral motif. The central part of each mandala is a circular, textured red flower. This is surrounded by several layers of pointed, teardrop-shaped petals. The inner layers are white with black outlines and some internal detailing. The outer layers are filled with a light teal or turquoise color, also outlined in black. The overall effect is a dense, decorative, and colorful pattern.

2020 DIGITAL ADVERTISING
The New York Review of Books

WEBSITE ADVERTISING



HOMEPAGE, BLOG PAGES, TOC



ARTICLE PAGES

SITE TRAFFIC INFORMATION

2,181,114 page views (monthly average)
1,369,317 unique visitors (monthly average)

GEOGRAPHIC DISTRIBUTION

63% Americas
23% Europe
8% Asia
4% Oceania
2% Africa

Source: Twelve-month average from Google Analytics (July 2020)

SIZE & RATES

300 x 600 Half Page \$10/M

300 x 250 Medium Rectangle \$7.5/M

15% premium applies for targeting. See specifications page for more information. Minimum purchase of 100,000 impressions required. Package rates available for related print ad campaigns. Please contact the advertising department for more information.

ONLINE READERSHIP

The New York Review's online readership is a culturally engaged and devoted audience. Online readers value the opportunity to expand upon their media sources and look to New York Review advertising partners for new and reliable information about books, politics, film, art, and more.

DEMOGRAPHICS

56% male
44% female
44 average age

INCOME/INVESTMENTS

\$147,736 average HHI
\$1,287,477 average HNW
71% interested in socially responsible investments

EDUCATION

92% bachelor's degree
69% post-graduate degree
28% attended an advanced education program/class in the past twelve months

PREFERRED MOVIE GENRES

73% drama
71% documentary
61% foreign
54% historical drama

CULTURE

In the past twelve months:
69% visited a museum
57% visited an art gallery
48% attended a classical concert
46% attended live theater

BOOKS

In the past twelve months:
37 average number of books purchased
89% have purchased books online

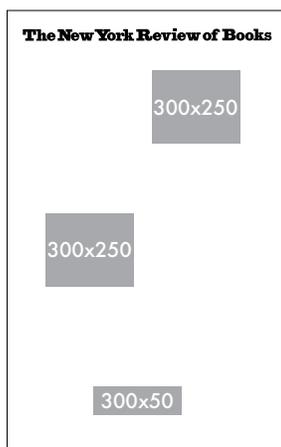
Types of books purchased[†]:

74% literary fiction
74% history
58% biography
54% politics/current affairs
50% classics
44% mystery/crime

[†]Percentages total more than 100% due to multiple responses

Sources: Twelve-month average from Google Analytics (July 2020);
New York Review-administered survey through SurveyMonkey.com (January 2019)

NEWSLETTER INFORMATION



SINGLE SPONSOR

SIZE & RATES

All Three Ads + Sponsor Link **\$2,375**

Upper Rectangle, Lower Rectangle, and Banner

NEWSLETTER CIRCULATION

187,486 as of July 2020
30.67% average open rate

GEOGRAPHIC DISTRIBUTION

76% Americas
14% Europe
4% Asia
4% Oceania
2% Africa

Sources: Campaign Monitor (July 2020);
SurveyMonkey (January 2019)

Newsletters are sent 3 times per week to *The New York Review's* newsletter subscriber list with new content including the latest articles, blog posts, and events. Newsletters can be booked well in advance, so please contact the Ad Department for the full schedule and availability.

NEWSLETTER READERSHIP

DEMOGRAPHICS

64% male
36% female
67 average age

INCOME/INVESTMENTS

\$165,331 average HHI
\$1,405,263 average HNW
72% interested in socially responsible investments

EDUCATION

85% bachelor's degree
56% post-graduate degree
28% attended a advanced education program/class in the past twelve months

PREFERRED MOVIE GENRES:

77% drama
73% documentary
70% foreign
56% historical drama

CULTURE

In the past twelve months:
67% visited a museum
67% visited a art gallery
54% attended a classical concert
54% attended live theatre

BOOKS

In the past twelve months:
33 average number of books purchased

Types of books purchased[†]:
79% literary fiction
73% history
62% biography
54% classics
53% politics/current affairs

[†] Percentages total more than 100% due to multiple responses
Source: New York Review-administered survey through SurveyMonkey.com (January 2019)

SPECIFICATIONS

SPECIFICATIONS OVERVIEW

File types: We accept GIF, JPEG, and PNG files for ads on the website and email newsletters. Floating and pop-up/under ads are not accepted.

Maximum File Sizes: 75k maximum for all image ad sizes.

Animation: Animated files are acceptable. Animated files may not loop more than three times for a total of 30 seconds maximum.

Link Information: Please provide a link URL for all ads. Up to three creatives may be submitted per campaign. See below for additional information regarding link URLs in HTML ad materials.

Frequency Caps: Frequency caps may be applied to campaigns at the request of the advertiser. Frequency capping may not be set through third-party ad servers.

Deadlines: Insertion orders are due 5 business days prior to the campaign start date. Materials are due 3 business days prior to the flight date. Please contact the Ad Department for the newsletter schedule.

Ad Design: We can design static-image ads for an additional fee of \$75 per ad. Please allow a total of 6 business days prior to the desired start date of the campaign for design approval.

RICH MEDIA SPECIFICATIONS

- ▶ Rich media files are accepted on nybooks.com. Rich media files are not accepted for newsletter ads.
- ▶ Video/animations may not last more than 30 seconds or loop more than 3 times.
- ▶ Audio must be user-initiated by click with clearly marked Audio On/Off buttons.
- ▶ All rich-media ads must include image ad back-ups for visitors to nybooks.com without JavaScript capabilities.

POSITIONING

- ▶ Medium Rectangle ads on nybooks.com rotate on the home page, table of contents, article pages, and blog pages. Half Page ads runs on article pages only.
- ▶ Exclusive positions, such as home-page-only or above-the-fold-only, as well as time-targeted and geo-targeted ads are available for a premium.

THIRD-PARTY SERVED ADS

- ▶ Third-party served ads are acceptable. File sizes must conform to the standard file specifications listed on this page.
- ▶ If an advertiser requires billable impressions to be based on third-party tracking, please provide a reporting URL, user name, and password prior to the flight date.

REPORTING & TRACKING

- ▶ *The New York Review* will provide ad reports by request only. Please provide an email address if you wish to receive reports.

PAYMENTS

- ▶ Ads will be billed at the completion of a campaign or at the end of the month (for the portion of the campaign that has been fulfilled for the month), whichever is sooner. Payment is due 30 days from invoice date.
- ▶ Prepayment is required for any new or infrequent nybooks.com advertiser.

PUBLISHER'S POLICIES

- ▶ *The New York Review* reserves the right to reject or cancel any advertising at any time.
- ▶ An advertiser may cancel an ad or campaign up to 3 business days prior to the start date. Cancellations will not be accepted thereafter.
- ▶ Changes may be made to a campaign with 72 hours advance notice.

CONTACTS

Lara Frohlich Andersen, Advertising Director
(212) 293-1646, lfandersen@nybooks.com

Mike King, Technical Director
(212) 293-1631, mking@nybooks.com

Insertion orders can be submitted to the attention of the Advertising Director. Newsletter and online insertion order forms are available on the *Review's* website at www.nybooks.com/advertising.

All materials may be sent electronically to Mike King at mking@nybooks.com.

The New York Review of Books

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