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)
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 an 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 an 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

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

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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.

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