

CIRCULATION AND READERSHIP

Paid circulation	128,717*
Readers per copy	2†
Subscription rate	\$99.95 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 a continuing education course	22%

TRAVEL

Plan to take a trip abroad in the next two years	70%
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Types of trips interested in

Cultural	64%
Leisure	58%
Educational led by experts	32%
River cruises	22%
Active / Adventure	21%

*Alliance for Audited Media for period ending December 31, 2019

†2017 New York Review of Books Subscriber Survey

CONTACT INFORMATION:

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2021

CLASSIFIED ADVERTISING
RATE CARD

The New York Review of Books

PUBLICATION SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 14, 2021	Dec 31, 2020	MLA ISSUE <i>On sale 4 weeks</i>	Dec 4, 2020
Feb 11	Jan 28		Jan 4
Feb 25	Feb 11		Jan 15
Mar 11	Feb 25		Jan 29
Mar 25	Mar 11	FICTION ISSUE	Feb 12
Apr 8	Mar 25	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Feb 26
Apr 29	Apr 15		Mar 19
May 13	Apr 29	ART ISSUE	Apr 2
May 27	May 13		Apr 16
June 10	May 27		Apr 30
July 1	June 17	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 21
July 22	July 8	LONDON BOOK FAIR ISSUE <i>On sale 4 weeks</i>	June 11
Aug 19	Aug 5	SUMMER ISSUE <i>On sale 5 weeks</i>	July 9
Sept 23	Sept 9	FALL BOOKS ISSUE	Aug 13
Oct 7	Sept 23		Aug 27
Oct 21	Oct 7	FRANKFURT BOOK FAIR ISSUE	Sept 10
Nov 4	Oct 21		Sept 24
Nov 18	Nov 4		Oct 8
Dec 2	Nov 18		Oct 22
Dec 16	Dec 2	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 5
Jan 13, 2022	Dec 30, 2021	MLA ISSUE <i>On sale 4 weeks</i>	Dec 3, 2021

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
Four color	15%
Typesetting	\$75
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.
- ▶ All Classified ads must be submitted by e-mail to classified@nybooks.com along with your name, billing address, and daytime number. If you do not have access to e-mail, please reach out to Sharmaine Ong at classified@nybooks.com to discuss alternate options for submitting your ad. 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. If you would like to pay by credit card, please include the request when supplying your ad and an invoice will be issued by a secure payment portal for payment by American Express, MasterCard, or Visa. We can also accept payment by wire transfer or ACH payment, in which case we would need remittance advice submitted to classified@nybooks.com with the date of payment and the issue date.
- ▶ 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) at no additional charge.

Please contact Sharmaine Ong at classified@nybooks.com if you would like to place a separate, paid online ad on *The Review’s* website.