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2021

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 an art gallery while traveling abroad	92%
visited a museum	81%
visited an art gallery	69%
to attended live theater	58%
were a member of a museum	58%
held a subscription to performing arts venues	41%
attended a literary reading	35%

## 2021 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)

For contract advertisers interested in prepaying in full for all 12 listings available during the year, the discounted rate would be \$150 per listing (with 100 words of text and image included). The prepayment for the 12 listings in a 20-issue period would be \$1,800.

## GALLERIES AND MUSEUMS 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
Mar 11	Feb 25		Jan 29
Mar 25	Mar 11	FICTION ISSUE	Feb 12
Apr 29	Apr 15		Mar 19
May 13	Apr 29	ART ISSUE	Apr 2
June 10	May 27	<i>On sale 3 weeks</i>	Apr 30
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
Dec 2	Nov 18		Oct 22
Jan 13, 2022	Dec 30, 2021	MLA ISSUE <i>On sale 4 weeks</i>	Dec 3, 2021



This is a sample of the Galleries and Museums Listing.