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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 92%
while traveling abroad
visited a museum 81%
visited an art gallery 69%
to attend 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 prepay-
ment for the 12 listings in a 20-issue period would be $1,800.

GALLERIES AND MUSEUMS SCHEDULE

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<tr>
<th>COVER DATE</th>
<th>SALE DATE</th>
<th>SPECIAL ISSUE</th>
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<td>Dec 31, 2020</td>
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This is a sample of the Galleries and Museums Listing.