This is a sample of the Independent Press Listing.
The actual trim size of the listing page is 10 ¾" x 14 ⅝".
The Listing is printed in four color and can run on multiple pages.

“The reasonable pricing available through the Independent Press Listing has enabled this small publisher to inform an important readership about controversial and provocative books that are striving to reach the broad audience they deserve. I’d recommend other small publishers take advantage of the advertising they have available.”

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“The Independent Press Listing provided us with an exceptional and economical opportunity to reach our select audience of educated readers. The response to our ad was overwhelming—even greater than our large display ad in The New York Times Book Review.”

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“How amazingly kind of The New York Review of Books to be so accommodating to those of us published by small presses! Thank you for making it possible for us to get the word out about our work.”

—Sandra Worth, author of The Rose of York Trilogy

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E-mail: ipress@nybooks.com

2021
INDEPENDENT PRESS LISTING
RATE CARD
DON'T LET YOUR BOOKS PILE UP

The Independent Press Listing, which appears in thirteen of the twenty annual issues of The New York Review of Books, offers small presses the opportunity to advertise their titles at a heavily discounted rate.

Each listing includes the following: title, subtitle, author, ISBN (cloth, paper or eBook), price, number of pages, genre, telephone ordering number, e-mail and/or website address; 25 words of description (extra words are an additional $5.00 each); and book jacket art or an illustration. Rates include typesetting, as well as a copy of the issue in which your listing appears. Prepayment is required for all listings.

The Independent Press Listing is posted on The New York Review of Books’s website (www.nybooks.com) for no additional charge.


Please note the Independent Press Listing is reserved for small, independent presses and independent authors. Self-publishing or marketing service companies should contact Sharmaine Ong at ipress@nybooks.com to discuss alternate display advertising arrangements.

BOOKBUYING PROFILE

98% of New York Review readers purchased books in the last 12 months, with an average of 36 books purchased in that time frame.

Types of books purchased in the past twelve months:†

- History 80%
- Literary Fiction 77%
- Biography 61%
- Politics / Current Events 54%
- Mystery 44%
- Philosophy 40%
- Poetry 33%
- Literary Criticism 31%
- Fine Art 31%
- Economics 23%
- Children’s Books 18%

INDEPENDENT PRESS LISTING SCHEDULE

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<th>COVER DATE</th>
<th>SALE DATE</th>
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2021 LISTING RATES

Frequency‡  Cost (includes cover art)

1 title $415 per listing
2–4 titles $370 per listing
5–9 titles $350 per listing
10–19 titles $330 per listing
20+ titles $310 per listing
Extra words $5.00 per word

See preceding page for full description of standard listing.

*Alliance for Audited Media for period ending December 31, 2019
†2017 New York Review of Books Subscriber Survey
‡Refers to amount of titles and/or number of issues within a 20-issue period