



Audit Bureau
of Circulations

The New York Review of Books

For the six months ended June 30, 2008

Field Served: THE NEW YORK REVIEW OF BOOKS has served as a forum for writers and thinkers to discuss not only current books but also the provocative and complex issues of American culture, society, economics, politics and the arts.

Published by NYREV, Inc.

Frequency: 20 times/year

ABC Member # 04-0787-7

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

The New York Review of Books

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2008

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	126,399	93.6			
Verified					
Total Paid & Verified Subscriptions	126,399	93.6			
Single Copy Sales	8,710	6.4			
Total Paid & Verified Circulation	135,109	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$5.50		
Average Subscription Price Annualized (20 issue frequency)	\$69.00	\$53.49	
Average Subscription Price per Copy		\$2.67	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2007.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	17	126,235	126,235	9,505	135,740
Feb.	14	125,675	125,675	9,663	135,338
Mar.	6	127,545	127,545	8,214	135,759
	20	127,229	127,229	8,249	135,478
Apr.	3	126,850	126,850	8,476	135,326
	17	126,412	126,412	8,665	135,077
May	1	125,636	125,636	8,568	134,204
	15	125,925	125,925	8,469	134,394
	29	125,823	125,823	8,606	134,429
June	12	126,592	126,592	8,691	135,283
	26	126,473	126,473	8,702	135,175

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	108,658	90.6	114,457	91.6	117,323	91.7	118,026	92.2	125,535	92.5
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	108,658	90.6	114,457	91.6	117,323	91.7	118,026	92.2	125,535	92.5
Single Copy Sales	11,248	9.4	10,512	8.4	10,625	8.3	9,938	7.8	10,198	7.5
Total Paid & Verified Circulation	119,906	100.0	124,969	100.0	127,948	100.0	127,964	100.0	135,733	100.0
Year Over Year Percent of Change		0.8		4.2		2.4		0.0		6.1
Avg. Annualized Subscription Price	\$52.02		\$51.89		\$48.47		\$51.97		\$52.35	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	123,273	91.3
Partnership:		
Deductible	843	0.6
Sponsored Sales	2,283	1.7
TOTAL PAID SUBSCRIPTIONS	126,399	93.6
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	126,399	93.6
SINGLE COPY SALES		
Single Issue Sales	8,710	6.4
TOTAL SINGLE COPY SALES	8,710	6.4
TOTAL PAID & VERIFIED CIRCULATION	135,109	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the March 6, 2008 issue

Total paid & verified circulation of this issue was 0.5% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	478		478	12	490
Arizona	1,218		1,218	30	1,248
Arkansas	276		276	7	283
California	20,038		20,038	689	20,727
Colorado	1,534		1,534	26	1,560
Connecticut	2,563		2,563	71	2,634
Delaware	193		193	8	201
District of Columbia	2,673		2,673	282	2,955
Florida	2,902		2,902	76	2,978
Georgia	1,250		1,250	63	1,313
Idaho	228		228	3	231
Illinois	4,581		4,581	167	4,748
Indiana	993		993	94	1,087
Iowa	501		501	13	514
Kansas	466		466	20	486
Kentucky	488		488	21	509
Louisiana	428		428	23	451
Maine	1,003		1,003	34	1,037
Maryland	3,290		3,290	80	3,370
Massachusetts	7,008		7,008	325	7,333
Michigan	1,895		1,895	101	1,996
Minnesota	1,611		1,611	63	1,674
Mississippi	186		186	7	193
Missouri	891		891	22	913
Montana	309		309	13	322
Nebraska	248		248	33	281
Nevada	289		289	10	299
New Hampshire	659		659	24	683
New Jersey	3,382		3,382	174	3,556
New Mexico	1,063		1,063	43	1,106
New York	19,867		19,867	1,071	20,938
North Carolina	1,752		1,752	52	1,804
North Dakota	76		76	1	77

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	1,893		1,893	46	1,939
Oklahoma	314		314	10	324
Oregon	1,863		1,863	38	1,901
Pennsylvania	4,008		4,008	134	4,142
Rhode Island	556		556	33	589
South Carolina	575		575	13	588
South Dakota	83		83	3	86
Tennessee	707		707	21	728
Texas	3,016		3,016	120	3,136
Utah	409		409	11	420
Vermont	897		897	21	918
Virginia	3,223		3,223	73	3,296
Washington	2,863		2,863	159	3,022
West Virginia	218		218	9	227
Wisconsin	1,314		1,314	42	1,356
Wyoming	136		136	6	142
TOTAL 48 CONTER-MINOUS STATES	106,414		106,414	4,397	110,811
Alaska	253		253	8	261
Hawaii	372		372	14	386
TOTAL ALASKA & HAWAII	625		625	22	647
U.S. Unclassified					
TOTAL UNITED STATES	107,039		107,039	4,419	111,458
Poss. & Other Areas	142		142	4	146
U.S. & POSS., etc.	107,181		107,181	4,423	111,604
Canada	3,478		3,478	867	4,345
International	16,672		16,672	2,924	19,596
Other Unclassified	214		214		214
Military or Civilian Personnel Overseas					
GRAND TOTAL	127,545		127,545	8,214	135,759

ANALYSIS BY ABCD COUNTY SIZE for the March 6, 2008 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2008

A. DURATION		%
(a) One to six months (1 to 11 issues)	1,116	2.1
(b) Seven to eleven months (12 to 19 issues)	259	0.5
(c) Twelve months (20 issues)	43,512	83.3
(d) Thirteen to twenty-four months.....	4,692	9.0
(e) Twenty-five months and more	2,637	5.1
Total Subscriptions Sold in Period	52,216	100.0
B. USE OF PREMIUMS		
(a) Ordered without premium	39,756	76.2
(b) Ordered with material reprinted from this publication, See Par. 9	5,453	10.4
(c) Ordered with other premiums, See Par. 9	7,007	13.4
Total Subscriptions Sold in Period	52,216	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	52,216	100.0
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Subscriptions as part of membership in an organization	None	
Total Subscriptions Sold in Period	52,216	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$129.00; 3 yrs. \$184.00. Canada, 1 yr. \$89.00; 2 yrs. \$169.00; 3 yrs. \$244.00. International (Air Mail delivery), 1 yr. \$105.00; 2 yrs. \$201.00; 3 yrs. \$292.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,939 copies per issue.

(c) Post expiration copies: None.

(d) Partnership Subscription Sales (Deductible): The average of 843 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served in a partnership relationship wherein this publication was bundled with the purchase of a Salon.com premium membership. Purchasers were advised that \$17.00 of the sales price was allocated for a 10 issue subscription to this publication. The deduction was processed as a rebate.

(e) Sponsored Subscription Sales: The average of 2,283 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 2,163 copies per issue represents copies purchased by KQED Public Radio Station in quantities of 11 or more. Purchasers were advised that the copies were being sent to them by KQED.

An average of 120 copies per issue represents copies purchased by the University of South Carolina in quantities of 11 or more for distribution to faculty members.

(f) Use of Premiums: "Fixed Ideas," by Joan Didion and "Fear & Loathing," by Elizabeth Drew published by THE NEW YORK REVIEW OF BOOKS, with a value of \$7.95 each, were offered with some 1 year subscriptions at \$29.97 and \$49.00.

"Secret Way to War," by Mark Danner and prefaced by Frank Rich, published by THE NEW YORK REVIEW OF BOOKS, with a value of \$11.95, was offered with some 1 year subscriptions at \$71.00.

"The David Levine Calendar," featuring caricatures originally published in THE NEW YORK REVIEW OF BOOKS, with a value of \$12.95, was offered with some 1 year subscriptions at \$29.97.

"The Consequences to Come," edited by Robert B. Silvers, published by the THE NEW YORK REVIEW OF BOOKS, with a value of \$14.95, was offered with some 1 year subscriptions at \$29.97 and \$71.00.

"The David Levine Mouse Pad," featuring caricatures originally published in THE NEW YORK REVIEW OF BOOKS, with a value of \$12.95, was offered with some 1 year subscriptions at \$29.97 and \$71.00.

"The New York Review of Books 2008 Weekly Planner," by THE NEW YORK REVIEW OF BOOKS, with a value of \$10.95, was offered with some 1 year subscriptions at \$29.97.

"The New York Review of Books Illuminating Pocket Magnifier," by THE NEW YORK REVIEW OF BOOKS, with a value of \$10.95, was offered with some 1 year subscriptions at \$29.97.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2007; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-07	None Claimed	132,793	132,793		
06-30-06	None Claimed	126,341	126,846	-505	-0.4
06-30-05	None Claimed	126,566	126,905	-340	-0.3
06-30-04	None Claimed	122,023	122,493	-470	-0.4
06-30-03	None Claimed	120,457	119,490	967	0.8

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: NYREV, Inc.

THE NEW YORK REVIEW OF BOOKS, published by NYREV, Inc. • 1755 Broadway, 5th Floor • New York, NY 10019-3780

JANICE FELLEGERA

REA S. HEDERMAN

Date Signed: August 15, 2008

Director of Marketing and Planning

Publisher

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Established: 1963 ABC Member since: 1995

04-0787-7	Analyzed Issue Date	03/06/08
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.50
	Association Subscription Price	
	U.S. Subscription Price	69.00
	Canadian Subscription Price	89.00
	International Subscription Price	105.00