

2010 CLASSIFIED ADVERTISING RATE CARD



PUBLICATION SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 14, 2010	Dec 31, 2009	MLA ISSUE <i>On sale 4 weeks</i>	Dec 7, 2009
Feb 11	Jan 28		Jan 4
Feb 25	Feb 11		Jan 18
Mar 11	Feb 25		Feb 1
Mar 25	Mar 11		Feb 15
Apr 8	Mar 25	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 1
Apr 29	Apr 15	LONDON BOOK FAIR ISSUE	Mar 22
May 13	Apr 29		Apr 5
May 27	May 13		Apr 19
June 10	May 27	BOOKEXPO ISSUE	May 3
June 24	June 10	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 17
July 15	July 1	FICTION ISSUE <i>On sale 5 weeks</i>	June 7
Aug 19	Aug 5	SUMMER ISSUE <i>On sale 6 weeks</i>	July 12
Sept 30	Sept 16	FALL BOOKS ISSUE	Aug 23
Oct 14	Sept 30	FRANKFURT BOOK FAIR ISSUE	Sept 6
Oct 28	Oct 14		Sept 20
Nov 11	Oct 28		Oct 4
Nov 25	Nov 11		Oct 18
Dec 9	Nov 25		Nov 1
Dec 23	Dec 9	HOLIDAY ISSUE <i>On sale 3 weeks</i>	Nov 15
Jan 13, 2011	Dec 30, 2010	MLA ISSUE <i>On sale 4 weeks</i>	Dec 6, 2010

CLASSIFIED DISPLAY

1 time	\$285 per column inch
2–4 times	\$270 per column inch
5–9 times	\$255 per column inch
10–19 times	\$240 per column inch
20 times	\$220 per column inch
Typesetting	\$75
Four color	\$75 per insertion
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	\$6.15 per word
2–4 times	\$5.80 per word
5–9 times	\$5.50 per word
10–19 times	\$5.20 per word
20 times	\$4.90 per word
Box fee	\$32.50 per insertion
Color rental photo	\$75

PERSONALS & PERSONAL SERVICES

1 time	\$5.85 per word
2–4 times	\$5.35 per word
5–9 times	\$4.90 per word
10–19 times	\$4.75 per word
20 times	\$4.60 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; Web site counts as three.

CIRCULATION & READERSHIP

Paid circulation	135, 109*
Readers per copy	2†
Subscription rate	\$69.00 per year
Cover price	\$5.95 per copy

DISTRIBUTION*

Domestic / International breakdown:

U.S. and possessions	82%
International	18%

Subscriber / Single Copy sales breakdown:

Subscriptions	94%
Single Copy Sales	6%

* Source: Audit Bureau of Circulations for period ending June 30, 2008.

SUBSCRIBER PROFILE †

DEMOGRAPHICS

Age	62
Male	71%
Female	29%
Education	99% completed college 77% hold postgraduate degrees
Occupation	61% in professional or managerial positions
Average household income	\$198,700
Average household net worth	\$1,622,200
Net worth of \$1,000,000+	34%



READER INVOLVEMENT

Time spent reading the last issue of <i>The New York Review</i>	2 hrs
Average length of subscription <i>The New York Review</i>	9 yrs

INFLUENCE

In the past twelve months. . .

addressed a public meeting	38%
wrote something that has been published	37%
wrote to an elected official	42%
engaged in nonpolitical volunteer work	32%
wrote to an editor of a magazine or newspaper	29%
took an active role in a civic issue	30%

CULTURE

In the past twelve months. . .

visited a museum	74%
attended the theater	58%
attended a classical concert	56%
attended the opera	26%
enrolled in adult education courses	20%

TRAVEL

Plan to take a vacation trip in the next 12 months	80%
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Types of trips planned

Leisure	65%
Educational	51%
Cultural	46%
Active/Adventure	25%

† 2006, Mediamark Research, Inc.

TERMS & FREQUENCY

- ∞ All rates are per issue.
- ∞ A contract year is twenty consecutive issues. Time discounts apply only to advertisements inserted within one contract year.
- ∞ Ads must arrive by mail, fax, or e-mail along with name, billing address, and daytime telephone number. 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. We accept payment by U.S. check, money order, or credit card: American Express, MasterCard, or Visa.
- ∞ 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* Web site (www.nybooks.com) at no additional charge.

Rentals & Real Estate: An image of your property can be posted on our Web site for 10% of the total cost of your ad. We will post an image of your property *gratis* for any listing booked five or more times per year.

SEND MATERIALS & CORRESPONDENCE TO:

Kathleen McNamara, Classified Advertising Department

The New York Review of Books

435 Hudson Street, Suite 300, New York, NY 10014

Phone: (212) 293-1630 • Fax: (212) 333-5374

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