

2010 INDEPENDENT PRESS LISTING RATE CARD

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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 (paper and/or cloth), price, number of pages, genre, address, telephone ordering number, fax number, e-mail and/or Web site address; and 25 words of description (extra words are an additional \$3.00 each). For an additional \$75 per insertion, one may include book jacket art or an illustration. Rates include typesetting and scanning, as well as a copy of the issue in which your listing appears. Prepayment is required for all listings.

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With *The New York Review's* total paid circulation of over 135,000, your titles will reach readers who not only read reviews of books but also buy them—an average of 32 books per year.[†]

BOOKBUYING PROFILE

Types of books purchased in the past twelve months:[†]

| | |
|---------------------------|-------|
| Fiction | 54.8% |
| History | 68.5% |
| Biography / Memoir | 53% |
| Politics / Current Events | 57% |
| Art | 29% |
| Philosophy | 41% |
| Reference | 26% |
| Poetry | 28% |
| Literary Criticism | 36% |
| Travel | 31% |
| Children's | 28% |

[†] 2006, Mediamark Research, Inc.

INDEPENDENT PRESS LISTING SCHEDULE

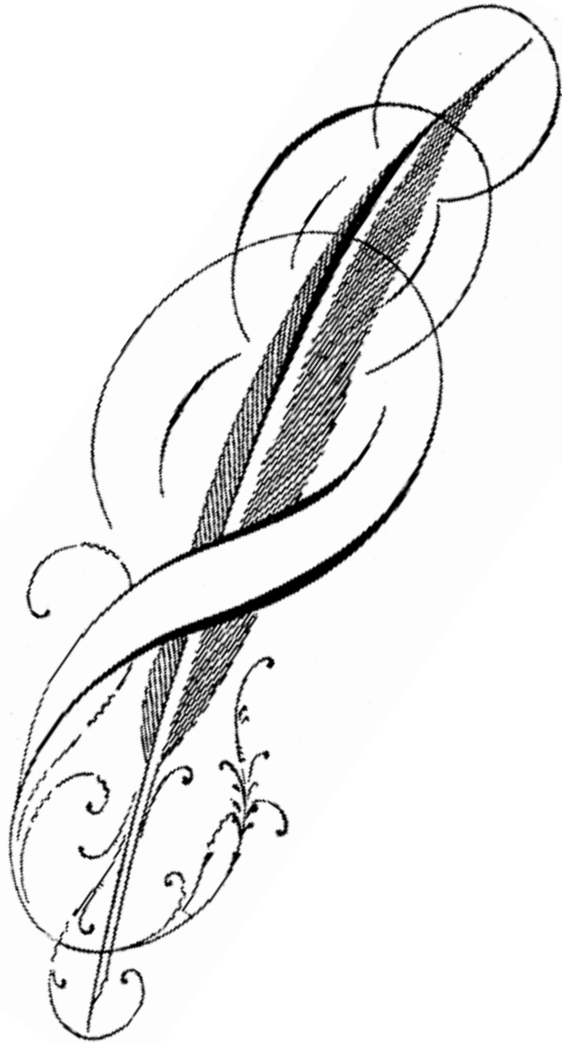
| COVER DATE | SALE DATE | SPECIAL ISSUE | COPY & PAYMENT DUE |
|--------------|--------------|--|--------------------|
| Jan 14, 2010 | Dec 31, 2009 | MLA ISSUE <i>On sale 4 weeks</i> | Dec 7, 2009 |
| Feb 11 | Jan 28 | | Jan 4 |
| Mar 11 | Feb 25 | | Feb 1 |
| Apr 8 | Mar 25 | SPRING BOOKS ISSUE <i>On sale 3 weeks</i> | Mar 1 |
| May 13 | Apr 29 | | Apr 5 |
| 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 |
| Nov 11 | Oct 28 | | Oct 4 |
| 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 |

2010 ADVERTISING RATES

| Frequency** | Cost |
|--------------|--------------------|
| 1 title | \$190 per title |
| 2–4 titles | \$180 per title |
| 5–9 titles | \$170 per title |
| 10–19 titles | \$150 per title |
| 20+ titles | \$130 per title |
| Cover art | \$75 per insertion |
| Extra words | \$3.00 per word |

See above for full description of standard listing.

**Refers to amount of titles within a twenty-issue period



SEND MATERIAL & CORRESPONDENCE TO:

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