



**“ ...[T]he Review was created to fill a need in the country for a journal of ideas, a mission that it has fulfilled since becoming a must-read to many loyal readers.”**

**The Los Angeles Times**

**“ ...one of the most influential and admired journals of its kind, attracting a high-powered roster of writers.”**

**The New York Times**

**“ A journal of ideas that has helped define intellectual discourse in the English-speaking world for the past four decades...”**

**The Washington Post**

## EDITORIAL PROFILE



**Sigmund Freud**

**T**HE NEW YORK REVIEW OF BOOKS began during the long news blackout of the New York publishing strike in 1963. A group of friends, including the editors, Robert Silvers and Barbara Epstein, decided to create a new kind of magazine — one in which the most interesting and lively minds they could find would discuss current books and issues in depth, and with all the authority and knowledge they possessed. The result was what *The New Yorker* recently called “the best first issue of any magazine ever.” Launched with no capital except the support of book publishers’ advertisements, *The New York Review* won instant and astonished acclaim with issues that included articles by W. H. Auden, Elizabeth Hardwick, Hannah Arendt, Edmund Wilson, Susan Sontag, Norman Mailer, Gore Vidal, Saul Bellow, Robert Lowell, Truman Capote, William Styron, Jason Epstein, and Mary McCarthy. The magazine was “of more cultural import than the opening of Lincoln Center,” announced *The New Statesman*, while the great English art historian Kenneth Clark observed, “I have never known such a high standard of reviewing.”

Since then, every two weeks for over four decades *The New York Review* has continued to pose the central issues of American life and culture. It has explained the latest discoveries in science, and it has brought a remarkable freshness, clarity, and vision to current politics and the living dramas of the past. No wonder that it has established itself as the “preeminent intellectual newspaper in English”<sup>1</sup> and “a powerful and combative actor on the political scene.”<sup>2</sup>

<sup>1</sup>*The Spectator*

<sup>2</sup>*The Nation*

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**THIS IS THE PLACE WHERE:**

**ISAIAH BERLIN** wrote on Machiavelli ■  
**MARY McCARTHY** reported on the Vietnam War ■ **EDMUND WILSON** attacked Vladimir Nabokov's translations of Pushkin, to which **VLADIMIR NABOKOV** replied ■ **HANNAH ARENDT** published her reflections on violence ■ **I.F. STONE** first investigated the lies of Watergate ■ **SUSAN SONTAG** challenged the claims of modern photography ■ **ELIZABETH HARDWICK** addressed the predicament of the great women writers ■ **MURRAY KEMPTON** wrote on the Mafia ■ **GORE VIDAL** transported readers with a hilarious send-up of *The New York Times* bestseller list ■ **V.S. NAIPAUL** reported on his return to the "New" India ■ **JOAN DIDION** contributed her skeptical observations on Hollywood, New York, and Washington ■ **GEORGE KENNAN** outlined the nuclear threat at the end of the Cold War ■ **STEPHEN JAY GOULD** challenged recent interpretations of Darwinian evolution ■ **NADINE GORDIMER** and **BISHOP TUTU** wrote from South Africa on the horrors of apartheid ■ **FREDERICK CREWS** cast a cold eye on the psychoanalytical movement ■ **VÁCLAV HAVEL** reported from the Czech underground and later, as President of the Czech Republic, sent his reflections on the post-Cold War world from Prague Castle ■ **JAMES FENTON** and **SANFORD SCHWARTZ** told us about current art exhibitions throughout the world ■



**Srinivasa Ramanujan**

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“ **The most serious literary publication in the world, independent, resistant to every pressure, to every clique, publishing leading articles on literary fiction as often as on ideas, written by renowned authors and essayists.** ”

**Le Monde**

*The New York Review* has published articles on music by those who know music best, the musicians themselves, including Alfred Brendel, Charles Rosen, and Robert Craft. John Richardson, John Golding, and John Updike are among *The Review's* writers on art. From the great films of Kurosawa to the latest adaptations of Henry James's novels, movies are regularly reviewed in *The Review's* pages. It has published poems by Robert Lowell, W. H. Auden, James Merrill, and John Ashbery. Young writers such as Ian Buruma, Geoffrey O'Brien, Darryl Pinckney, Luc Sante, Samantha Power, Tim Judah, Daniel Mendelsohn, Helen Epstein, Charles Simic, Sarah Kerr, and Patricia Storace have all made their reputations in *The Review's* pages. Now, in its fifth decade, is it any wonder that *The New York Review* is considered the premier journal of culture, politics, and ideas, not only in the U.S., but also the world?

## SUBSCRIBER PROFILE

### Circulation

130,915

### Demographics

62 average age

71% male

29% female

### Education

94% graduated college or more

77% postgraduate study with degree

33% doctoral degree

26% masters

18% other (MD, LLB, etc.)

### Income and Net Worth

\$81,400 median IEI

\$132,400 average IEI

\$123,100 median HHI

\$198,700 average HHI

\$867,000 median net worth

\$1,622,200 average net worth

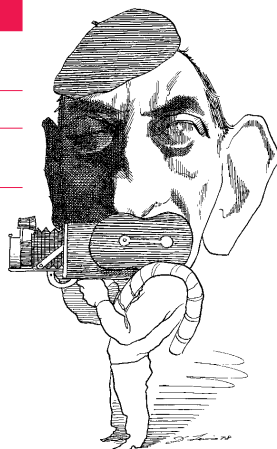
34% net worth of \$1,000,000+

### Reader Involvement

9+ years average length of subscription

87% read five out of past six issues

2.2 hours average time spent reading the last issue



Luis Buñuel



Zora Neale Hurston

### Actions Taken as a Result of Reading The New York Review in the past twelve months\*

88% discussed an article or referred someone to it

61% visited a bookstore to purchase a book that was advertised or reviewed

47% ordered a book online that was advertised or reviewed

34% attended an exhibit, cultural event and/or movie discussed in a review

11% gave a subscription to *The Review* as a gift

### Influence in the past twelve months\*

42% wrote or called a politician at the local, state, or national level

32% wrote something that has been published

30% have been an active member of a group that tried to influence public policy or government

30% engaged in nonpolitical volunteer work

29% wrote to the editor of a magazine or newspaper or called a live radio show to express an opinion

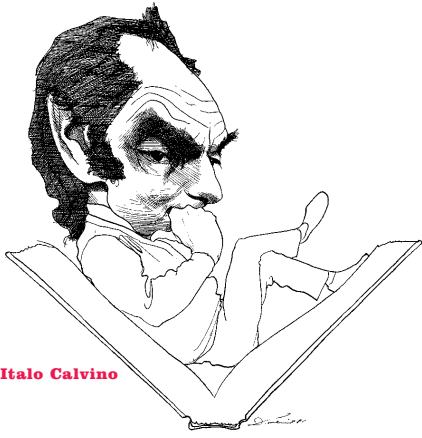
25% engaged in fundraising

18% participated in environmental groups/causes

**SOURCE:** 2006 New York Review of Books Subscriber Survey, Mediamark Research, Inc.

\*Adds to more than 100% due to multiple responses

## BOOKBUYING PROFILE



Italo Calvino

### Average Number of Books Purchased

in the past twelve months

18 paperback

15 hardcover

4 audio books

### Where Subscribers Buy Their Books\*

76% chain bookstore

71% internet

63% independent bookstore

16% mail order

### Types of Books Purchased

in the past twelve months\*

68% history

57% politics/current affairs

55% literary fiction

53% biography

41% philosophy/religion

40% classics

36% literary criticism

31% travel guides

29% art/photography

29% mystery

28% children's books

28% poetry

25% reference

16% economics

15% environmental issues

### Purchased Books as Gifts

in the past twelve months\*

62% bought 5 or more books as gifts

38% bought 10 or more books as gifts

88% for ages 18 and up

34% for ages 5-11

31% for preschool children (under 5 years old)

22% for ages 12-17

**SOURCE:** 2006 New York Review of Books Subscriber Survey, Mediarmk Research, Inc.

\*Adds to more than 100% due to multiple responses

“...the leading intellectual journal of the English-speaking world.... It has shown itself as effective in exposing the errors and the cynicism of the Bush administration's policy in Iraq as it was in criticizing America's war in Vietnam.... They [Robert Silvers and Barbara Epstein] almost invented their own genre, the extended review essay, written by an acknowledged expert who could judge the books under review as the work of equals.”

**The Guardian**

**ROBERT SILVERS Editor**

Prior to joining *The New York Review of Books*, Mr. Silvers was, from 1959 to 1963, associate editor of *Harper's* magazine and editor of the book *Writing in America* and translator of *La Gangrène*. Before that, Mr. Silvers lived in Paris for six years (1952 to 1958), where he served with the U.S. Army at SHAPE Headquarters and attended the Sorbonne and *École des Sciences Politiques*. He joined the editorial board of *The Paris Review* in 1954 and became Paris editor in 1956. He also worked as press secretary to Governor Chester Bowles of Connecticut in 1950. Mr. Silvers, who graduated from the University of Chicago in 1947, was born in Mineola, New York.

Mr. Silvers also serves on the editorial board of *La Rivista dei Libri*, the first foreign-language edition of *The New York Review*. *La Rivista dei Libri* combines articles translated from *The New York Review* and articles commissioned by its editor, Pietro Corsi.

Mr. Silvers is a trustee of the New York Public Library, and a member of the board of the American Academy in Rome. Among the recent collections of essays he has edited for New York Review Books are *Hidden Histories of Science*, *India: A Mosaic*, *The Company They Kept: Writers on Unforgettable Friendships*, and *Striking Terror: America's New War*.



**Nancy Mitford**

**BARBARA EPSTEIN Editor (1928–2006)**

Barbara Epstein worked in book publishing and at *The Partisan Review* before she helped to found *The New York Review of Books* in 1963. She was co-editor of the magazine, with Robert Silvers, for forty-three years. She began her publishing career at Doubleday & Company where she edited the translation of Anne Frank's *The Diary of A Young Girl*, as well as Theodore Roethke's *The Waking: Poems, 1933–1953*. She graduated with honors in History and Literature from Radcliffe College.

As Andrew O'Hagan wrote in Barbara Epstein's obituary in *The Independent*, "She was complete in her devotion to the art of editing — almost never writing herself, and forever lobbying her writers to do more and do better for the paper — but she found that the task required more energy and more outrage as she got older. She was proud of the magazine's more recent position as the only mainstream American publication to speak out consistently against the war in Iraq. 'I'm not interested in the public eye,' she once said, 'but I'm interested in the public ear, and I want our writers to fill it with brilliant sentences.'"

**REA HEDERMAN Publisher**

Rea Hederman has been the publisher of *The New York Review of Books* since 1984. He is also director and member of the editorial board of *La Rivista dei Libri*, an Italian-language monthly periodical published in Italy by *The New York Review*. Mr. Hederman came to *The New York Review* after a distinguished career in journalism. From 1973 to 1982, he was executive editor of the Jackson, Mississippi, *Clarion-Ledger*. During that period, the newspaper won every major national award for journalism, including the Robert Kennedy, the Heywood Broun, the George Polk, and, in 1983, the Pulitzer Prize for public service for work published in 1982.

“ An attention to editing has accounted for a large part of the success of **The New York Review of Books**.... But even with less respect for language and logic, the magazine would have been remarkable.... The first issue, which included articles by W. H. Auden, Elizabeth Hardwick, Mary McCarthy, Norman Mailer, Gore Vidal and Robert Penn Warren, pointed towards what was to come: a continuous stream of essays, usually discussing a book or books, and usually written by someone recognized as a writer, scholar or thinker of distinction. The list of contributors is formidable: Isaiah Berlin, Joan Didion, Susan Sontag, Edmund Wilson, etc, etc.... But **The Review's** influence is wider and more diffuse, and extends far beyond politics. Although it has something in common with the **Edinburgh, Westminster and Fortnightly Reviews**, its 19th-century forerunners in Britain, it was a new creation for America: an intelligent, intelligible publication that got the best minds to explore the world of ideas, bringing thought and weight to bear on the great issues of the moment.”

**The Economist**

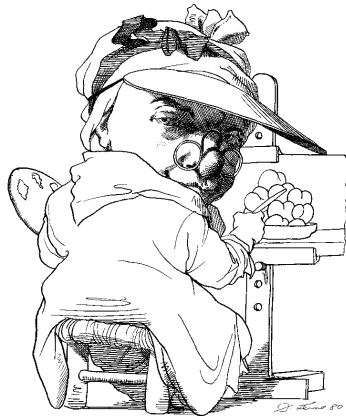


**Simone de Beauvoir**

“ For my father, **The New York Review of Books** was the absolute reference. I was nourished on it. I have read it attentively since I was an adolescent and... I've never found anything mediocre in it, only first-rate articles.... Robert Silvers and Barbara Epstein have invented, with **The Review**, the modern style of book criticism, and we've all followed their example.... I have to confess that if I had never read **The New York Review of Books**, if I had never written for it, I would not be the editor of **The New York Times Book Review** today.”

**Sam Tanenhaus, Le Monde 2**

## PRAISE



Jean-Baptiste-Siméon Chardin

“...the terrific importance of certain journals to the making of public opinion and the development of English prose has been mirrored in our own day by very few publications, and **The New York Review of Books** is one of them.... Almost immediately, within two issues, **The New York Review** was the country’s leading intellectual journal. Never stodgily academic, and never skittishly book-chatty either, the magazine was based on the best traditions of British literary journalism, running long review-essays every fortnight which were both contentious and highly polished, the best work being done in that form in the language.”

**The Independent**

“...once you start turning those wide crackling pages (the thin paper has a delicious and mysterious heft to it, like the leaves of a musty old book discovered on the topmost shelf of an ancient cabinet), you find that, wonder of wonders, the articles are written to be read. To be graceful conduits for important ideas. To add more light to the sky.... Epstein created a magazine that is smart and provocative and topical but also accessible and deeply earnest. It glides nimbly across history and politics and pop culture and art.... [N]ames such as Susan Sontag, Gore Vidal and Joan Didion have routinely graced its pages, and it has been proven that carrying it around in your backpack raises your IQ by at least 20 points — but it’s rarely snooty or pretentious.... [I]t’s one of the few venues in American life that takes ideas seriously. And it pays readers the ultimate compliment of assuming that we do, too.”

**The Chicago Tribune**

All caricatures by David Levine

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