



The New York Review of Books

For the six months ended June 30, 2007

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, 2007

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 | 124,184 | 92.4 | | | |
| Verified | | | | | |
| Total Paid & Verified Subscriptions | 124,184 | 92.4 | | | |
| Single Copy Sales | 10,145 | 7.6 | | | |
| Total Paid & Verified Circulation | 134,329 | 100.0 | None Claimed | | |

2. PRICES

| | Suggested Retail Prices (1) | Average Price (2) Net | Gross (Optional) |
|---|--------------------------------|--------------------------|------------------|
| Average Single Copy | \$5.50 | | |
| Subscription | \$69.00 | | |
| Average Subscription Price Annualized (20 issue frequency) | | \$51.98 | |
| Average Subscription Price per Copy | | \$2.60 | |

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2006.

3. PAID & VERIFIED CIRCULATION BY ISSUE

| Issue | Paid Subscriptions | Verified Subscriptions | Total Paid & Verified Subscriptions | Single Copy Sales | Total Paid & Verified Circulation |
|-------|-----------------------|---------------------------|--|-------------------|--------------------------------------|
| Jan. | 11 | 122,380 | 122,380 | 12,343 | 134,723 |
| Feb. | 15 | 123,025 | 123,025 | 9,756 | 132,781 |
| Mar. | 1 | 121,047 | 121,047 | 8,821 | 129,868 |
| | 15 | 122,168 | 122,168 | 9,435 | 131,603 |
| | 29 | 122,402 | 122,402 | 9,461 | 131,863 |
| Apr. | 12 | 123,971 | 123,971 | 10,308 | 134,279 |
| | 26 | 124,630 | 124,630 | 10,606 | 135,236 |
| May | 10 | 124,471 | 124,471 | 10,504 | 134,975 |
| | 31 | 127,704 | 127,704 | 9,961 | 137,665 |
| June | 14 | 127,207 | 127,207 | 9,973 | 137,180 |
| | 28 | 127,018 | 127,018 | 10,422 | 137,440 |

This publication also has Web Site Activity audited by ABCi. See Par. 9



| | Total | Daily | Mon. to Fri. | Sat. & Sun. |
|------------------------|-----------|--------|--------------|-------------|
| Total Page Impressions | 1,237,615 | 39,923 | 42,989 | 32,428 |
| Unique Users | 358,101 | 15,193 | 16,563 | 11,845 |

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

| | 2002 | % | 2003 | % | 2004 | % | 2005 | % | 2006 | % |
|--|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| Subscriptions: | | | | | | | | | | |
| Paid | 107,217 | 90.1 | 108,658 | 90.6 | 114,457 | 91.6 | 117,323 | 91.7 | 118,026 | 92.2 |
| Verified | N/A | | N/A | | N/A | | N/A | | N/A | |
| Total Paid & Verified Subscriptions | 107,217 | 90.1 | 108,658 | 90.6 | 114,457 | 91.6 | 117,323 | 91.7 | 118,026 | 92.2 |
| Single Copy Sales | 11,787 | 9.9 | 11,248 | 9.4 | 10,512 | 8.4 | 10,625 | 8.3 | 9,938 | 7.8 |
| Total Paid & Verified Circulation | 119,004 | 100.0 | 119,906 | 100.0 | 124,969 | 100.0 | 127,948 | 100.0 | 127,964 | 100.0 |
| Year Over Year Percent of Change | | -0.6 | | 0.8 | | 4.2 | | 2.4 | | 0.0 |
| Paid & Verified Rate Base | N/A | | N/A | | N/A | | N/A | | N/A | |
| Avg. Annualized Subscription Price | \$51.60 | | \$52.02 | | \$51.89 | | \$48.47 | | \$51.97 | |

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* | 119,236 | 88.8 |
| Partnership: | | |
| Deductible | 3,529 | 2.6 |
| Sponsored Sales | 1,419 | 1.0 |
| TOTAL PAID SUBSCRIPTIONS | 124,184 | 92.4 |
| VERIFIED SUBSCRIPTIONS | | |
| TOTAL VERIFIED SUBSCRIPTIONS | | |
| TOTAL PAID & VERIFIED SUBSCRIPTIONS | 124,184 | 92.4 |
| SINGLE COPY SALES | | |
| Single Issue Sales | 10,145 | 7.6 |
| TOTAL SINGLE COPY SALES | 10,145 | 7.6 |
| TOTAL PAID & VERIFIED CIRCULATION | 134,329 | 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 May 31, 2007 issue

Total paid & verified circulation of this issue was 2.5% 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 | 485 | | 485 | 18 | 503 |
| Arizona | 1,246 | | 1,246 | 43 | 1,289 |
| Arkansas | 280 | | 280 | 10 | 290 |
| California | 19,818 | | 19,818 | 809 | 20,627 |
| Colorado | 1,548 | | 1,548 | 31 | 1,579 |
| Connecticut | 2,553 | | 2,553 | 88 | 2,641 |
| Delaware | 210 | | 210 | 10 | 220 |
| District of Columbia | 2,644 | | 2,644 | 226 | 2,870 |
| Florida | 2,921 | | 2,921 | 106 | 3,027 |
| Georgia | 1,280 | | 1,280 | 79 | 1,359 |
| Idaho | 234 | | 234 | 6 | 240 |
| Illinois | 4,702 | | 4,702 | 175 | 4,877 |
| Indiana | 1,005 | | 1,005 | 118 | 1,123 |
| Iowa | 506 | | 506 | 29 | 535 |
| Kansas | 458 | | 458 | 27 | 485 |
| Kentucky | 494 | | 494 | 28 | 522 |
| Louisiana | 402 | | 402 | 29 | 431 |
| Maine | 982 | | 982 | 37 | 1,019 |
| Maryland | 3,333 | | 3,333 | 82 | 3,415 |
| Massachusetts | 7,028 | | 7,028 | 356 | 7,384 |
| Michigan | 1,978 | | 1,978 | 122 | 2,100 |
| Minnesota | 1,679 | | 1,679 | 83 | 1,762 |
| Mississippi | 189 | | 189 | 7 | 196 |
| Missouri | 942 | | 942 | 42 | 984 |
| Montana | 332 | | 332 | 14 | 346 |
| Nebraska | 267 | | 267 | 44 | 311 |
| Nevada | 285 | | 285 | 48 | 333 |
| New Hampshire | 700 | | 700 | 34 | 734 |
| New Jersey | 3,464 | | 3,464 | 274 | 3,738 |
| New Mexico | 1,048 | | 1,048 | 38 | 1,086 |
| New York | 19,882 | | 19,882 | 1,384 | 21,266 |
| North Carolina | 1,755 | | 1,755 | 72 | 1,827 |
| North Dakota | 74 | | 74 | 2 | 76 |

| STATE | PAID SUBSCRIPTIONS | VERIFIED SUBSCRIPTIONS | TOTAL PAID & VERIFIED SUBSCRIPTIONS | SINGLE COPY SALES | TOTAL PAID & VERIFIED CIRCULATION |
|--------------------------------------|--------------------|------------------------|-------------------------------------|-------------------|-----------------------------------|
| Ohio | 1,980 | | 1,980 | 89 | 2,069 |
| Oklahoma | 350 | | 350 | 16 | 366 |
| Oregon | 1,929 | | 1,929 | 46 | 1,975 |
| Pennsylvania | 4,072 | | 4,072 | 315 | 4,387 |
| Rhode Island | 549 | | 549 | 28 | 577 |
| South Carolina | 589 | | 589 | 29 | 618 |
| South Dakota | 84 | | 84 | 4 | 88 |
| Tennessee | 743 | | 743 | 37 | 780 |
| Texas | 3,173 | | 3,173 | 165 | 3,338 |
| Utah | 429 | | 429 | 11 | 440 |
| Vermont | 903 | | 903 | 27 | 930 |
| Virginia | 3,248 | | 3,248 | 106 | 3,354 |
| Washington | 2,992 | | 2,992 | 187 | 3,179 |
| West Virginia | 225 | | 225 | 8 | 233 |
| Wisconsin | 1,371 | | 1,371 | 61 | 1,432 |
| Wyoming | 120 | | 120 | 2 | 122 |
| TOTAL 48 CONTER-MINOUS STATES | 107,481 | | 107,481 | 5,602 | 113,083 |
| Alaska | 253 | | 253 | 4 | 257 |
| Hawaii | 398 | | 398 | 20 | 418 |
| TOTAL ALASKA & HAWAII | 651 | | 651 | 24 | 675 |
| U.S. Unclassified | | | | | |
| TOTAL UNITED STATES | 108,132 | | 108,132 | 5,626 | 113,758 |
| Poss. & Other Areas | 146 | | 146 | 5 | 151 |
| U.S. & POSS., etc. | 108,278 | | 108,278 | 5,631 | 113,909 |
| Canada | 3,391 | | 3,391 | 1,138 | 4,529 |
| International | 15,824 | | 15,824 | 3,192 | 19,016 |
| Other Unclassified | | | | | |
| Military or Civilian | | | | | |
| Personnel Overseas | 211 | | 211 | | 211 |
| GRAND TOTAL | 127,704 | | 127,704 | 9,961 | 137,665 |

ANALYSIS BY ABCD COUNTY SIZE for the May 31, 2007 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, 2007

| A. DURATION | | % |
|---|--------|-------|
| (a) One to six months (1 to 11 issues) | 5,666 | 10.3 |
| (b) Seven to eleven months (12 to 19 issues) | 165 | 0.3 |
| (c) Twelve months (20 issues) | 42,048 | 76.8 |
| (d) Thirteen to twenty-four months | 4,502 | 8.2 |
| (e) Twenty-five months and more | 2,386 | 4.4 |
| Total Subscriptions Sold in Period | 54,767 | 100.0 |
| B. USE OF PREMIUMS | | |
| (a) Ordered without premium | 42,561 | 77.7 |
| (b) Ordered with material reprinted from this publication, See Par. 9 | 924 | 1.7 |
| (c) Ordered with other premiums, See Par. 9 | 11,282 | 20.6 |
| Total Subscriptions Sold in Period | 54,767 | 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 | 54,767 | 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 | 54,767 | 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: 2,796 copies per issue.

(c) Post expiration copies: None.

(d) Partnership Subscription Sales (Deductible): The average of 3,529 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 1,419 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by KQED and KUOW Radio in quantities of 11 or more. Purchasers were advised that the copies were being sent to them by radio stations.

(f) Use of Premiums: "America Goes Backward", Stanley Hoffman, published by New York Review Books, with a value of \$8.95, was offered with some 1 year subscriptions at \$34.00.

"Anthology", selected pieces from the first thirty years of THE NEW YORK REVIEW OF BOOKS, with no advertised or stated values, were offered with some 1 year subscriptions.

"Fixed Ideas", by Joan Didion and "Fear & Loathing", by Elizabeth Drew published by New York Review Books, with a value of \$7.95 each, were offered with some 1 year subscriptions at \$34.00.

"Unknown Masterpieces", edited by Edwin Frank, published by New York Review Books, with a value of \$12.95, was offered with some 1 year subscriptions at \$34.00.

"Secret Way to War" by Mark Danner and prefaced by Frank Rich, published by New York Review Books, with a value of \$11.95, was offered with some 1 year subscriptions at \$79.00.

"Welcome to Doomsday", by Bill Moyers and prefaced by Bill McKibben, published by THE NEW YORK REVIEW OF BOOKS, with a value of \$11.95, was offered with some 1 year subscriptions at \$34.00.

"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 \$46.00 and \$66.00.

"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 \$34.00.

"The David Levine Desk Diary", featuring caricatures originally published in THE NEW YORK REVIEW OF BOOKS, with a value of \$19.95, was offered with some 1 year subscriptions at \$34.00 and \$49.00.

ABC Interactive Definitions:

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Unique Users:

This site uses the IP address & user-agent in combination based method to measure unique users.

Note: The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2006; 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) |
|---------------------------------|-----------------------------|--------------------------------|--|------------------------------|--|
| 06-30-06 | 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 |
| 06-30-02 | None Claimed | 118,419 | 118,056 | 363 | 0.3 |

[^]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: July 25, 2007

Marketing and Planning Director

Publisher

Sales Office: New York 212-757-8070

P: 212.757.8070 • F: 212.333.5374 • URL: www.nybooks.com

Established: 1963

ABC Member since: 1995

| | | |
|-----------|---|----------|
| 04-0787-7 | Analyzed Issue Date | 05/31/07 |
| | 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 |