

MAGAZINE

Publisher's Statement

6 months ended June 30, 2014

Subject to Audit

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

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					
Print	122,741	93.6			
Digital (Replica)	2,956	2.3			
Total Paid Subscriptions	125,697	95.9			
Verified					
Total Paid & Verified Subscriptions	125,697	95.9			
Single Copy Sales					
Print	5,323	4.0			
Digital (Replica)	116	0.1			
Total Single Copy Sales	5,439	4.1			
Total Paid & Verified Circulation	131,136	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$6.95		
Subscription	\$74.95		
Average Subscription Price Annualized (20 issue frequency)		\$57.20	
Average Subscription Price per Copy		\$2.86	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2013.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions		Single Copy Sales			Total Paid & Verified Circulation		Total Paid & Verified Circulation	
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Print	Digital (Replica)	Total Paid & Verified Circulation	Total Paid & Verified Circulation
Jan.	9	126,009	2,995	129,004	129,004	6,741	161	6,902	132,750	3,156	135,906	
Feb.	6	123,558	2,945	126,503	126,503	5,258	109	5,367	128,816	3,054	131,870	
	20	120,436	2,922	123,358	123,358	4,934	100	5,034	125,370	3,022	128,392	
Mar.	6	121,793	2,952	124,745	124,745	5,449	111	5,560	127,242	3,063	130,305	
	20	123,183	2,983	126,166	126,166	5,284	113	5,397	128,467	3,096	131,563	
Apr.	3	123,888	2,934	126,822	126,822	5,292	115	5,407	129,180	3,049	132,229	
	24	122,708	2,929	125,637	125,637	5,306	107	5,413	128,014	3,036	131,050	
May	8	121,731	2,973	124,704	124,704	5,171	122	5,293	126,902	3,095	129,997	
	22	121,347	2,977	124,324	124,324	5,070	114	5,184	126,417	3,091	129,508	
June	5	122,036	2,972	125,008	125,008	5,082	101	5,183	127,118	3,073	130,191	
	19	123,463	2,937	126,400	126,400	4,965	119	5,084	128,428	3,056	131,484	

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2009	%	2010	%	2011	%	2012	%	2013	%
Subscriptions:										
Paid	126,863	93.9	125,847	94.3	128,422	94.9	127,982	95.4	129,226	95.5
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	126,863	93.9	125,847	94.3	128,422	94.9	127,982	95.4	129,226	95.5
Single Copy Sales	8,212	6.1	7,541	5.7	6,922	5.1	6,215	4.6	6,051	4.5
Total Paid & Verified Circulation	135,075	100.0	133,388	100.0	135,344	100.0	134,197	100.0	135,277	100.0
Year Over Year Percent of Change		-0.9		-1.2		1.5		-0.8		0.8
Avg. Annualized Subscription Price	\$53.72		\$55.51		\$55.60		\$57.51		\$57.51	

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.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	122,346	2,956	125,302	95.6
Sponsored Sales	395		395	0.3
TOTAL PAID SUBSCRIPTIONS	122,741	2,956	125,697	95.9
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	122,741	2,956	125,697	95.9
SINGLE COPY SALES				
Single Issue Sales	5,323	116	5,439	4.1
TOTAL SINGLE COPY SALES	5,323	116	5,439	4.1
TOTAL PAID & VERIFIED CIRCULATION	128,064	3,072	131,136	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 January 9, 2014 issue

Total paid & verified circulation of this issue was 3.6% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES				
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)
Alabama	458	14	472		472	15		15	473	14
Arizona	1,151	27	1,178		1,178	37	1	38	1,188	28
Arkansas	276	3	279		279	9		9	285	3
California	17,570	350	17,920		17,920	414	10	424	17,984	360
Colorado	1,544	30	1,574		1,574	40	1	41	1,584	31
Connecticut	2,550	44	2,594		2,594	60	2	62	2,610	46
Delaware	228	6	234		234	5		5	233	6
District of Columbia	2,523	61	2,584		2,584	59		59	2,582	61
Florida	2,816	78	2,894		2,894	67	7	74	2,883	85
Georgia	1,238	35	1,273		1,273	41	2	43	1,279	37
Idaho	230	5	235		235	15		15	245	5
Illinois	4,553	104	4,657		4,657	133	2	135	4,686	106
Indiana	938	25	963		963	32		32	970	25
Iowa	524	15	539		539	16		16	540	15
Kansas	439	12	451		451	13		13	452	12
Kentucky	482	14	496		496	20		20	502	14
Louisiana	541	13	554		554	15		15	556	13
Maine	1,108	10	1,118		1,118	24	1	25	1,132	11
Maryland	3,382	86	3,468		3,468	33		33	3,415	86
Massachusetts	7,010	150	7,160		7,160	160	8	168	7,170	158
Michigan	2,048	35	2,083		2,083	79	4	83	2,127	39
Minnesota	1,717	31	1,748		1,748	46	1	47	1,763	32
Mississippi	176	3	179		179	8		8	184	3
Missouri	919	22	941		941	34		34	953	22
Montana	361	4	365		365	14		14	375	4
Nebraska	267	5	272		272	24		24	291	5
Nevada	264	10	274		274	9		9	273	10
New Hampshire	730	11	741		741	27		27	757	11
New Jersey	3,403	87	3,490		3,490	104	4	108	3,507	91
New Mexico	1,142	25	1,167		1,167	30	1	31	1,172	26
New York	19,660	395	20,055		20,055	705	6	711	20,365	401
North Carolina	1,870	40	1,910		1,910	45	1	46	1,915	41
North Dakota	73	2	75		75	5	3	8	78	5
Ohio	1,908	33	1,941		1,941	46	2	48	1,954	35
Oklahoma	311	3	314		314	12		12	323	3
Oregon	2,061	35	2,096		2,096	37	1	38	2,098	36
Pennsylvania	4,201	89	4,290		4,290	98	4	102	4,299	93
Rhode Island	587	12	599		599	17		17	604	12
South Carolina	684	11	695		695	13	1	14	697	12
South Dakota	83	2	85		85	1	1	2	84	3
Tennessee	739	18	757		757	65		65	804	18
Texas	2,967	118	3,085		3,085	103	3	106	3,070	121
Utah	404	7	411		411	16	1	17	420	8
Vermont	992	10	1,002		1,002	12		12	1,004	10
Virginia	3,345	80	3,425		3,425	65	8	73	3,410	88
Washington	3,037	69	3,106		3,106	84	3	87	3,121	72
West Virginia	241	2	243		243	9		9	250	2
Wisconsin	1,389	30	1,419		1,419	47		47	1,436	30
Wyoming	131	1	132		132	7		7	138	1
TOTAL 48 CONTERMINOUS STATES	105,271	2,272	107,543		107,543	2,970	78	3,048	108,241	2,350
Alaska	222	7	229		229	4		4	226	7
Hawaii	402	11	413		413	6		6	408	11
TOTAL ALASKA & HAWAII	624	18	642		642	10		10	634	18
U.S. Unclassified							17	17		17
TOTAL UNITED STATES	105,895	2,290	108,185		108,185	2,980	95	3,075	108,875	2,385
Poss. & Other Areas	116	4	120		120	5		5	121	4
U.S. & POSS., etc.	106,011	2,294	108,305		108,305	2,985	95	3,080	108,996	2,389
Canada	3,891	64	3,955		3,955	869	3	872	4,760	67
International	15,992	636	16,628		16,628	2,887	57	2,944	18,879	693
Other Unclassified										
Military or Civilian Personnel Overseas	115	1	116		116		6	6	115	7
GRAND TOTAL	126,009	2,995	129,004		129,004	6,741	161	6,902	132,750	3,156

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, 2014

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 11 issues)	12,180	21.4	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	56,805	100.0
(b) Seven to eleven months (12 to 18 issues)	95	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (19 to 20 issues).....	35,872	63.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	5,306	9.3	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,352	5.9	Total Subscriptions Sold in Period	56,805	100.0
Total Subscriptions Sold in Period	56,805	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	46,759	82.3			
(b) Ordered with material reprinted from this publication, See Par. 9	130	0.2			
(c) Ordered with other premiums, See Par. 9	9,916	17.5			
Total Subscriptions Sold in Period	56,805	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$139.00; 3 yrs. \$199.00. Canada, 1 yr. \$95.00; 2 yrs. \$179.00; 3 yrs. \$259.00. International (Air Mail delivery), 1 yr. \$115.00; 2 yrs. \$219.00; 3 yrs. \$319.00.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 2,820 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available in various digital stores.

(e) Sponsored Subscription Sales: The average of 395 copies per issue, shown in Par. 6 and included in Par. 1 were purchased by various business concerns in quantities of 11 copies or more.

(f) Use of Premiums: "The David Levine Election Calendar," featuring caricatures originally published in THE NEW YORK REVIEW OF BOOKS, with a value of \$12.95, was offered with some 1 yr. subscriptions sold at \$49.00, \$69.00, \$74.95, \$85.00, \$89.00, \$95.00, \$115.00.

THE NEW YORK REVIEW OF BOOKS Pocket Planner, by THE NEW YORK REVIEW OF BOOKS, with a value of \$10.95, was offered with some 6 month subscriptions sold at \$14.97 and some 1 yr. subscriptions sold at \$29.94 and \$49.00.

THE NEW YORK REVIEW OF BOOKS Pocket Notebook, by THE NEW YORK REVIEW OF BOOKS, with a value of \$10.95, was offered with some 6 month subscriptions sold at \$10.00, \$14.97, \$20.00, \$24.97 and some 1 yr. subscriptions sold at \$29.94 and \$49.00.

America Goes Backward, by Stanley Hoffman, published by THE NEW YORK REVIEW OF BOOKS, with a value of \$8.95, was offered with some 1 yr. subscriptions sold at \$29.97.

THE NEW YORK REVIEW OF BOOKS Literary Greenwich Village Tote Bag, with a value of \$8.95, was offered with some 1 yr. subscriptions sold at \$29.97.

The David Levine Mousepad, featuring caricatures originally published in THE NEW YORK REVIEW OF BOOKS, with a value of \$12.95, was offered with some 1 yr. subscriptions sold at \$34.00.

THE NEW YORK REVIEW OF BOOKS Magnetic Bookmark, with no advertised or stated value, was offered with some 6 month subscriptions sold at \$14.97 and some 1 yr. subscriptions sold at \$49.00.

THE NEW YORK REVIEW OF BOOKS 1963 Premier Issue Commemorative Reprint, with a value of \$6.95, was offered with some 6 month subscriptions sold at \$10.00 and \$14.97, and some 1 yr. subscriptions sold at \$29.97, \$49.00, \$65.00 and \$69.00.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2013; 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)
06-30-13	None Claimed	133,810	133,810		
06-30-12	None Claimed	134,512	134,512		
06-30-11	None Claimed	134,722	134,722		
06-30-10	None Claimed	133,660	133,660		
06-30-09	None Claimed	136,223	136,223		

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 Alliance for Audited Media's Bylaws and Rules.

Parent Company: NYREV, Inc.

THE NEW YORK REVIEW OF BOOKS, published by NYREV, Inc. • 435 Hudson St., Suite 300 • New York, NY 10014

JANICE FELLEGERA

REA S. HEDERMAN

Date Signed: August 15, 2014

Marketing Director

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Established: 1963 AAM Member since: 1995

04-0787-7	Analyzed Issue Date	01/09/14
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.95
	Association Subscription Price	
	U.S. Subscription Price	74.95
	Canadian Subscription Price	95.00
	International Subscription Price	115.00