

Hannah Arendt on Violence

Mary Beard on Cleopatra

Ian Buruma: Tibet Disenchanted

Michael Chabon on Richard Price

Noam Chomsky: A Visit to Laos

J.M. Coetzee on Goethe

Mark Danner on Bosnia

Joan Didion: In El Salvador

Freeman Dyson: The Scientist as Rebel

M.F.K. Fisher: The Indigestible

Nadine Gordimer: Letter from South Africa

Graham Greene on Panama

Tony Judt on Social Democracy

George Kennan: Gorbachev

Norman Mailer on Last Tango in Paris

Hilary Mantel on Marie Antoinette

Mary McCarthy on Watergate

Daniel Mendelsohn on Mad Men

Joyce Carol Oates on Flannery O'Connor

Robert Oppenheimer on Albert Einstein

Charles Rosen on Mozart

Zadie Smith: Two Paths for the Novel

Susan Sontag on Photography

The New York Review of Books

50 Years

Editorial Profile

“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 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* 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 five 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”* and “a powerful and combative actor on the political scene.”†

* *The Spectator* † *The Nation*

“... *The 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*

1,042 issues

7,759 contributors

10,601 book reviews

7,079 essays

4,077 letters

659 poems

203 film reviews

231 exhibition reviews

104 catalog reviews

58 theater reviews

26 musical reviews

5 dance reviews

21 performance reviews

17 television reviews

67 lectures

95 excerpts

547 exchanges

68 interviews

33 special supplements

3,471 Levine caricatures

11,266 reviews

56,634,347 words

The New York Review of Books

50 Years

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

—*The New York Times*

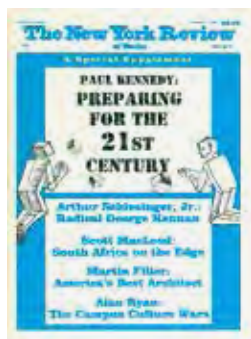
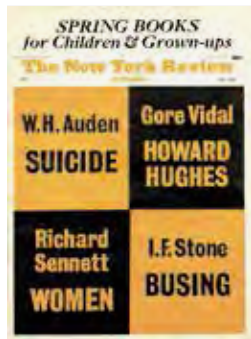
The New York Review has published articles on music by those who know music best, the musicians themselves, including Alfred Brendel, Charles Rosen, and Robert Craft. John Richardson, John Golding, John Updike, and Julian Bell have been among the *Review's* writers on art. From the great films of Kurosawa to *Mad Men*, movies and TV programs are regularly discussed in the *Review's* pages. It has published poems by Robert Lowell, W. H. Auden, James Merrill, John Ashbery, Derek Walcott, and Wisława Szymborska.

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 Storage have all made their reputations in the *Review's* pages. Now, as it approaches its sixth decade, is it any wonder that *The New York Review* is considered the premier journal of culture, politics, and ideas, not only in the US, but also the world?

“ 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. . . . 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*

Subscriber Profile



> CIRCULATION[†]

132,976

> DEMOGRAPHICS

64 average age
70% male
30% female

> EDUCATION

95% graduated college or more
73% postgraduate study with degree
28% masters
18% other (MD, LLB, etc.)

> INCOME AND NET WORTH

\$93,000 median IEI
\$149,000 average IEI
\$119,000 median HHI
\$185,000 average HHI
\$860,000 median net worth
\$1,420,000 average net worth
43% net worth of \$1,000,000+

> READER INVOLVEMENT

11+ years average length of subscription
80% read four out of the past four issues
2.5 hours average time spent reading the last issue
94% say it is one of their favorite magazines

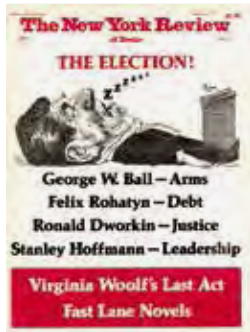
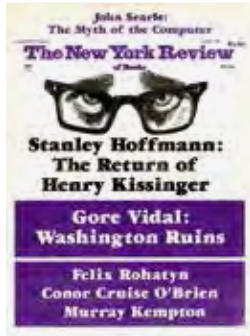
> ACTION TAKEN AS A RESULT OF READING

THE NEW YORK REVIEW in the past twelve months*

86% discussed an article or referred someone to it
77% visited a bookstore/ordered a book online that was advertised or reviewed
25% attended an exhibit, cultural event and/or movie discussed in a review
10% gave a gift subscription of *The New York Review of Books*

> POLITICAL AFFILIATION

65% Liberal/ Progressive Democrat
14% Moderate Democrat
9% Independent
4% Moderate Republican



► INFLUENCE

*in the past twelve months**

- 91% voted in state or local elections
- 88% donated to a charitable cause
- 57% made a political contribution
- 39% actively worked as a volunteer (nonpolitical)
- 34% wrote or called a politician at the local, state, or national level
- 29% wrote something that has been published
- 29% have been an active member of a group that tried to influence public policy or government
- 28% took an active role in a fund-raising effort
- 25% wrote to the editor of a magazine or newspaper or called a live radio show to express an opinion
- 22% participated in environmental groups/causes

New York Review of Books Profile Study, Readex Research

**Audit Bureau of Circulations June 30, 2012 *Adds to more than 100% owing to multiple responses*

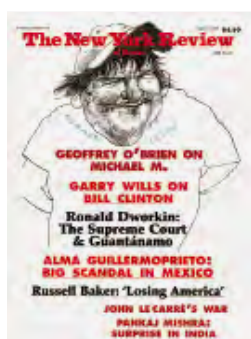
“ . . . The genius of the NYRB is that you don’t have to read much of it to feel good about yourself. Indeed, I feel edified and elevated, if racked by low-level guilt, just watching the issues pile up on my bookshelf. The NYRB is the rare periodical that never goes out of date. It’s Christmas, New Year’s and the Fourth of July all rolled into one for the life of the mind. ”

—*The Wall Street Journal*

“ I’d be hard-pressed. . . to think of a publication more influential in making a place for serious criticism, in opening up our understanding of what a book review can do. ”

—*The Los Angeles Times*

Bookbuying & Leisure



> AVERAGE NUMBERS OF BOOKS PURCHASED

- in the past twelve months*
- 14 paperbacks
 - 11 hardcovers
 - 2 e-books
 - 1 audio book

> WHERE SUBSCRIBERS BUY THEIR BOOKS*

- 84% Internet
- 68% chain bookstore
- 57% independent bookstore
- 7% book club
- 7% mail order

> TYPES OF BOOKS PURCHASED

*in the past twelve months**

- 66% history
- 64% literary fiction
- 53% biography
- 47% politics / current affairs
- 45% classics
- 41% philosophy / religion
- 34% literary criticism
- 33% mystery
- 28% travel guides
- 28% children's books
- 27% art / photography
- 26% poetry
- 22% economics
- 20% reference
- 14% environmental issues

> PURCHASED BOOKS AS GIFTS*

- 98% purchased books in the last 12 months
- 70% purchased books as gifts in the last 3 months

> LEISURE*

- 89% purchased or consumed wine in the past 6 months
- 37% purchased wine by the case in the past 12 months



➤ **CULTURAL**

*in the past twelve months**

- 86% visited a museum or gallery
- 77% attended a musical performance
- 75% viewed a documentary
- 75% viewed a foreign film
- 60% attended live theater
- 59% have been a member or donor of 2–5 museums or cultural institutions
- 45% have subscriptions for performing arts venues
- 34% attended the opera

➤ **TRAVEL**

- 61% plan to take a trip abroad in the next 12 months

Types of trips that are of most interest to *New York Review* readers*

- 57% leisure
- 42% educational / cultural led by an expert
- 22% active adventure
- 17% educational / environmental led by an expert
- 12% cruise
- 11% culinary

Source: 2011 New York Review of Books Profile Study, Readex Research
**Adds to more than 100% owing to multiple responses*

“ . . . *The Review* is more than a magazine, more than a collection of talented writers and editors; it’s a world of its own. The combative letters column; the bookish personals; the pages and pages of publishers’ ads; even the real-estate listings for country homes and flats, which define the geography of the *Review*’s sophisticated readership (Paris, London, Tuscany, New York, San Francisco, Boston): Combine these elements and you have a distinctive identity composed of idiosyncratic customs, habits, styles—in other words, a culture. ”

—*New York Magazine*

Biographies

Robert Silvers, Editor

Robert Silvers was born in 1929 in Mineola, New York. Mr. Silvers graduated from the University of Chicago in 1947 and in 1950 worked as press secretary to Governor Chester Bowles of Connecticut. From 1952 to 1959 he lived in Paris, where he served with the US Army at SHAPE headquarters and attended the Sorbonne and the École des Sciences Politiques.

He joined the editorial board of *The Paris Review* in 1954 and became its Paris editor in 1956. From 1959 to 1963 he was an associate editor of *Harper's* magazine and the editor of the book *Writing in America*. Mr. Silvers was one of the founders of *The New York Review of Books* in 1963. He was its co-editor for over forty years with Barbara Epstein and since 2006 has been its editor.

He is the co-editor of *The First Anthology: Thirty Years of The New York Review of Books 1963–1993* and the editor of, among other books, the widely praised essay collection *Hidden Histories of Science* and *Doing It*, a collection of essays on the performing arts. He is the co-editor of two volumes of *The Company They Kept: Writers on Unforgettable Friendships*.

Mr. Silvers has been a Trustee of The New York Public Library since 1997 and is currently a member of the Council on Foreign Relations and the board of directors of the American Ditchley Foundation as well as the Paris Review Foundation.

In 1988 Mr. Silvers was named Chevalier de l'Ordre Nationale du Mérite and in 1998 was named Chevalier de l'Ordre Nationale de la Légion d'Honneur. He was elected a Fellow of the American Academy of Arts and Sciences in 1996 and in 2007 was awarded the honorary degree of Doctor of Letters by Harvard University.

In 2006, together with co-editor Barbara Epstein, Mr. Silvers was recognized by the National Book Foundation with the Literarian Award for Outstanding Service to the American Literary Community. In 2012, he received *The Paris Review's* Hadada Prize for his unique contribution to literature, and was also awarded an inaugural New York City Literary Honor by Mayor Michael Bloomberg for his contribution to the literary life of the city.

Barbara Epstein, Editor (1928–2006)

Barbara Epstein worked in book publishing and at *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. After graduating with honors in History and Literature from Radcliffe College, she began her publishing career at Doubleday & Company where she served as a junior editor, and edited the translation of Anne Frank's *The Diary of A Young Girl*, as well as Theodore Roethke's *The Waking: Poems, 1933–1953*.

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. 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.

Mr. Hederman is a member of the board of the American Academy in Rome.

Alison Lurie: Garrison Keillor's America

The New York Review of Books

J. K. Galbraith:

WALL STREET

PREDATORS' BALL

Avishai Margalit: The Kitsch of Israel

Gordon A. Craig: Hitler's Russian Army

Conor Cruise O'Brien: Bitter Show

Murray Kempton: John Paul Vann

The Scandal of 'Ulysses' by John Kidd

The New York Review of Books

THE REAGAN CLIMAX

Emma Rothschild: His Real Economy

Nicholas Lemann: His White House

Martin Gardner: His Astrology

Murray Kempton: His Summit

Tad Szulc: Can Castro Last?

The New York Review of Books

Václav Havel: MY LIFE AS A PUBLIC ENEMY

Helen Vendler: Feminism & Literature

Tatyana Tolstaya: Why Soviet Women Are Not Feminists

John K. Fairbank: 'The Search for Modern China'

Elena Bonner: Life with Sakharov

The New York Review of Books

John Gregory Dunne: LA Law & Disorder

Jonathan Mirsky: Reconsidering Vietnam

Stuart Hampshire: Being a James

Murray Kempton: The Real Question for Clarence Thomas

CHRISTMAS ISSUE

The New York Review of Books

Garry Wills on the Pope

Robert Darnton on Pornography

David Brion Davis: Did Jews Trade Slaves?

Mark Danner: America & the Bosnia Genocide

The New York Review of Books

John Updike: Can Genitalia Be Beautiful?

Andrew Hacker: The War over the Family

James Fenton: 'The Royals'

Josef Joffe: Don't Count On the Euro

Robert Stone: Updike's Haunting

Ian Buruma: Perils of India

Unknown Whittaker Chambers

Henry James in the Movies

★ HOLIDAY ISSUE ★

The New York Review of Books

Norman Mailer on Ian Wolfe's 'Man'

articles on

Isalah Berlin George Bush

Elliott Carter Adolf Hitler

Victor Hugo William James

Anthony Appiah: The Biography of Africa

Leon Levy & Jeff Madrick: Hedge Funds: The Power and the Danger

Michael Tomasky: Ground Zero's Secrets

The New York Review of Books

Charles Simic: Susan Sontag and 'The Pain of Others'

TIM JUDAH: IN BAGHDAD

Elizabeth Drew: Karl Rove—'Bush's Brain'

Sanford Schwartz: An Expressionist Genius

Tony Judt: The Anti-Americans

R. C. Lewontin: The Truth about DNA

Ian Buruma: 'Terror & Liberalism'

The New York Review of Books

MARK DANNER: THE SECRET TRAIL TO ABU GHRAIB

Robert Malley: 'The Missing Peace' of Dennis Ross

Michael Kimmelman: Strange Glenn Gould

CLIFFORD GEERTZ: WISHI'S BRAIN'

John Brewer: 'Duveen'

Colm Tóibín: Return to Catalonia

Freeman Dyson: Are We 'Prey' to Technology?

The New York Review of Books

Anthony Lewis: 'Bush at War'

SUKI KIM: INSIDE NORTH KOREA

Sanford Schwartz: The Vision of Max Beerbohm

JAMES FENTON: 'IN THE LAND OF PAIN'

Timothy Garton Ash: America's 'Anti-Europeanism'

BRIAN URQUHART: HYPERNATIONALIST AMERICA

The New York Review of Books

Christopher de Bellaigue: Bush, Iran & the Bomb

WHY THE GROUND ZERO DESIGN IS SO BAD

BY MARTIN FILLER

D. H. Lawrence's Ideal Couple

CHINA'S CENSORS

'Making Friends with Hitler'

SHERLOCK HOLMES

Simon Sebag Montefiore: Catherine's 'Potemkin'

Sister Helen Prejean: Bush and Death in Texas

The New York Review of Books

MARK DANNER: How He Really Won

Jonathan Rabin: The Truth About TERRORISM

CHARLES ROSEN & HENRI ZERNER: THE NEW MOMA

Tim Judah: Showdown in Darfur

Colm Tóibín: 'The Line of Beauty'

Daniel Mendelsohn: The Defeat of 'Alexander'

John Searle: 'The Quest for Consciousness'

Peter Galbraith: IRAQ—THE WAY TO GO

The New York Review of Books

Russell Baker: Goodbye to Newspapers?

Geoffrey O'Brien: REQUIEM FOR THE SOPRANOS

Timothy Garton Ash: Günter Grass's 'Onion'

Tariq Ramadan: His Dreams for Islam by Malise Ruthven

Elliot Weinberger: What Susan Sontag Did

Garry Kasparov on Bobby Fischer

The New York Review of Books

LARRY MCMURTRY: MARILYN

Freeman Dyson: The Information FLOOD

Elizabeth Drew: Obama & the Republicans

Joyce Carol Oates: 'The Fighter'

Russell Baker on Reagan

The 'Life' of Keith Richards

Christopher Benfrey: Looking for Romney

The New York Review of Books

Justice John Paul Stevens on 'The Collapse of American Criminal Justice'

INSIDE ZUCCOTTI PARK

by Michael Greenberg

Fang Lizhi on Deng Xiaoping

Daniel Mendelsohn: Alan Hollinghurst's Dilemma

Nadine Gordimer: The New Threat to Freedom in South Africa

The New York Review of Books

Jerome Groopman: When Doctors Go Wrong

Paul Krugman: The Way Out of Our Depression

Why Damien Hirst?

Anthony Grafton: The Truth About the Colleges

Garry Wills: America's Worst Political Feud

Darryl Pinckney on Touré's 'Who's Afraid of Post-Blackness?'

Alastair Macaulay: The Pleasures of Charles Rosen

