



2015 RATE CARD & PUBLICATION SCHEDULE
The New York Review of Books®



2015 PUBLICATION SCHEDULE

VOLUME NO.	COVER DATE	SALE DATE	SPECIAL ISSUE	RESERVATIONS DUE	CLOSING DATE
LXII 1	Jan 8, 2015 <i>four week interval</i>	Dec 24, 2014	MLA ISSUE <i>On sale 4 weeks</i>	Nov 26, 2014	Dec 2, 2014
2	Feb 5	Jan 22		Dec 19	Dec 23
3	Feb 19	Feb 5		Jan 9	Jan 13
4	Mar 5	Feb 19		Jan 23	Jan 27
5	Mar 19	Mar 5		Feb 6	Feb 10
6	Apr 2 <i>three week interval</i>	Mar 19	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Feb 20	Feb 24
7	Apr 23	Apr 9	LONDON BOOK FAIR ISSUE	Mar 13	Mar 17
8	May 7	Apr 23		Mar 27	Mar 31
9	May 21	May 7		Apr 10	Apr 14
	***	***	2015 BEA SUPPLEMENT*	Apr 17	Apr 21
10	June 4 <i>three week interval</i>	May 21	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	Apr 24	Apr 28
11	June 25	June 11	ART ISSUE	May 15	May 19
12	July 9 [†] <i>five week interval</i>	June 25	UNIVERSITY PRESS ISSUE <i>On sale 5 weeks</i>	May 29	June 2
13	Aug 13 <i>six week interval</i>	July 30	SUMMER ISSUE <i>On sale 6 weeks</i>	June 26	June 30
14	Sept 24	Sept 10	FALL BOOKS ISSUE	Aug 14	Aug 18
15	Oct 8	Sept 24		Aug 28	Sept 1
16	Oct 22	Oct 8	FRANKFURT BOOK FAIR ISSUE	Sept 11	Sept 15
17	Nov 5	Oct 22		Sept 25	Sept 29
18	Nov 19	Nov 5		Oct 9	Oct 13
19	Dec 3	Nov 19		Oct 23	Oct 27
20	Dec 17 <i>three week interval</i>	Dec 3	HOLIDAY ISSUE <i>On sale 3 weeks</i>	Nov 6	Nov 10
LXIII 1	Jan 7, 2016 <i>four week interval</i>	Dec 23, 2015	MLA ISSUE <i>On sale 4 weeks</i>	Nov 25, 2015	Dec 1, 2015

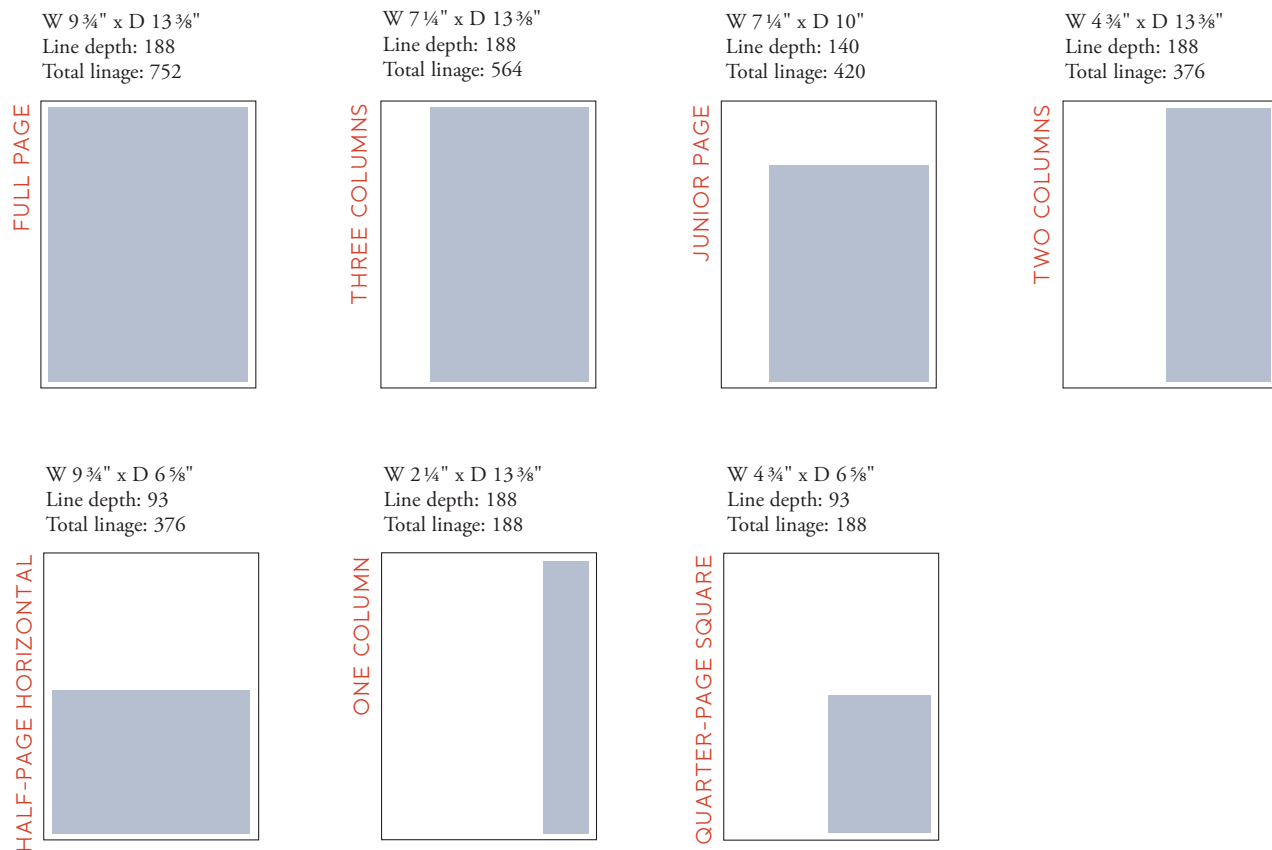
*This is an advertising supplement only; please note that a different rate card applies. *The Supplement* will run in the center of the June 4, 2015 BookExpo issue for those copies distributed to the trade. All *Supplement* ads are also guaranteed a free re-run in any issue in 2015, except these special issues: 4/2, 4/23, 6/4, 7/9, 9/24, 10/22, and 12/17.

[†]Copies of the July 9, 2015 issue will be distributed at the American Library Association's Annual Conference.

2015 ADVERTISING RATES & SIZES

DESCRIPTION	PUBLISHERS' RATES	GENERAL RATES	WIDTH X DEPTH	LINE DEPTH	TOTAL LINAGE
	<i>Black & White</i>	<i>Black & White</i>			
STANDARD SIZES					
Full page	\$13,425	\$15,400	9 3/4" x 13 3/8"	188	752
Three columns	\$10,875	\$12,500	7 1/4" x 13 3/8"	188	564
Junior page	\$9,975	\$11,500	7 1/4" x 10"	140	420
Two columns	\$7,950	\$9,175	4 3/4" x 13 3/8"	188	376
Half-page horizontal	\$7,950	\$9,175	9 3/4" x 6 5/8"	93	376
One column	\$4,375	\$5,050	2 1/4" x 13 3/8"	188	188
Quarter-page square	\$4,375	\$5,050	4 3/4" x 6 5/8"	93	188
One column inch	\$420	\$476	2 1/4" x 1"	14	14
PREMIUM CHARGES					
Center spread	\$750	\$750	20 1/4" x 13 3/8"	188	1504
Cover 2	\$2,000	\$2,000	Full page	188	752
Cover 4	\$1,050	\$1,050	Full page	188	752
First full right-hand page	\$650	\$650	Full page	188	752
Second full right-hand page	\$550	\$550	Full page	188	752
Third full right-hand page	\$450	\$450	Full page	188	752

COLOR CHARGES 15% of open rate (Contract and agency discounts apply to color charges.)



MATERIAL REQUIREMENTS

DIGITAL ADS: *The New York Review* accepts digitally-formatted black-and-white and four-color advertisements. Ads may be transmitted via e-mail. E-mail attachments larger than 20MB cannot be accepted. Files may be submitted on CD/DVD and sent to the address listed under "Shipping Information" on this card.

All ads must be accompanied by a proof generated from a PDF of the file. Color matching is attempted but not guaranteed. The Publisher does not accept responsibility for the reproduction quality of computer-generated halftones.

Please submit digital ads to the attention of Michael King at mking@nybooks.com.

ACCEPTABLE FORMATS:

- PDFs created with Adobe PDF/X-1a (2001) settings are required. All fonts must be embedded. Please refer to page three of this rate card for exact ad dimensions. Bleeds should not be included in the PDF file.
- Contact the Advertising Department for instructions on submitting ad materials in any other format.

MINIMUM DEPTH: One inch on one column.

TWO-PAGE SPREADS: All spread advertisements should have an image size of 20¼" x 13¾". Safety: Type smaller than 24 points should be kept ⅛" from the gutter. Spreads not running in the center of the magazine will have a 6-point wide, white knockout line placed down the center by our production department to adjust for creep.

PRESS SPECIFICATIONS

FORMAT: Four-column page

IMAGE AREA: Full page (non-bleed only; may not exceed 9¾" x 13¾")

TRIM: 10¾" x 14½"

PRINTING PROCESS: Heat-set web offset on 35# and 50# stock.

BINDING METHOD: Saddle-stitched.

BLACK-AND-WHITE & FOUR-COLOR SPECIFICATIONS:

- *Line screen:* 120
- *Four-color density:* Maximum 260%
- *Shadow:* 85%
- *Rotation of colors:* Black, cyan, magenta, yellow
- *Highlights:* 2%
- SWOP web dot gain is 25%

COPY REGULATIONS/PUBLISHER'S POLICIES

- Payment is due 30 days from invoice date.
- Publisher reserves the right to request prepayment from all international advertisers and from any advertiser who exceeds a 60-day credit limit.
- A new advertiser or agency, or an advertiser or agency who has not placed an ad in *The New York Review* within the last 12 months, must prepay for each of four new insertions by the corresponding reservation deadline.
- Advertisements cancelled after the closing date for material will be billed at full rate.
- Premium positions cancelled less than 60 days before the reservation deadline will be invoiced for the premium-position charge.
- All content subject to the Publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.
- Copy to be set by the Publisher is due by the reservation deadline. Publisher-set display advertisements for which complete materials are not received by closing dates are not entitled to privileges of proofs for OK or revision. Advertisements ordered typeset but not used may be charged for composition.
- The advertiser and/or advertising agency, if any, agree to indemnify the Publisher against any liability or expense resulting from claims or suits based on the contents or subject matter of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement, or unauthorized use of the name, likeness, statement, or work of any person.
- The Publisher assumes no liability for errors in client-supplied media.

RATE INFORMATION

Advertisements not conforming to the standard sizes will be billed for the nearest unit of one column or more plus extra linage at the applicable line rate.

Publishers' rates include educational, mail order, and non-profit advertising.

A PDF of this publication schedule and rate card may be downloaded from www.nybooks.com/advertising.

ONLINE ADVERTISING: Please e-mail inquiries about advertising on *The New York Review's* website or on the *Review's* e-newsletters to: onlineadvertising@nybooks.com, or visit www.nybooks.com/advertising to download the *Review's* online rate card.

INSERTS: Rates for preprinted inserts are available on request.

TYPESETTING & DESIGN CHARGE: \$150

COMMISSIONS: 15% of gross space cost to advertising agencies. An in-house agency must demonstrate that it acts as a verifiable subsidiary of parent company.

DISPLAY CONTRACT DISCOUNTS: A contract year is twenty consecutive issues. Time and bulk discounts apply only to advertisements inserted during one contract year.

- *Time Discounts:*

4 ads within 11 issues, 5%	12 ads within 20 issues, 13%
6 ads within 20 issues, 7%	20 ads within 20 issues, 18%
8 ads within 20 issues, 9%	
- *Bulk Discounts:*

4 pages within 20 issues, 10%	12 pages within 20 issues, 25%
6 pages within 20 issues, 15%	15 pages within 20 issues, 30%
8 pages within 20 issues, 20%	

N.B.: Insertions in the *2015 BEA Supplement* are eligible for contract discounts but do not count toward fulfillment of an advertising contract owing to *The Supplement's* discounted rate structure.

Circulation: 131,177*

- *Domestic/International breakdown:*

82% U.S. and possessions	18% International
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- *Subscriber/Single Copy sales breakdown:*

98% Subscriptions	2% Single Copy Sales
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*Source: Alliance for Audited Media for period ending June 30, 2014.

Subscription Rate: \$74.95 per year.

Cover Price: \$6.95 per copy.

SHIPPING INFORMATION

All materials & correspondence to:

The New York Review of Books®

Advertising Department

435 Hudson Street, Suite 300, New York, NY 10014

Please inquire for information regarding shipment of advertising inserts.

Phone: (212) 757-8070 • Fax: (212) 333-5374 • www.nybooks.com

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