

MAGAZINE Publisher's Statement

6 months ended June 30, 2015
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	125,100	93.0			
Digital Issue	3,775	2.8			
Total Paid Subscriptions	128,875	95.8			
Verified					
Total Paid & Verified Subscriptions	128,875	95.8			
Single Copy Sales					
Print	5,505	4.1			
Digital Issue	123	0.1			
Total Single Copy Sales	5,628	4.2			
Total Paid & Verified Circulation	134,503	100.0	None Claimed		

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$6.95		
Subscription	\$74.95		
Average Subscription Price Annualized (20 issue frequency)		\$59.40	
Average Subscription Price per Copy		\$2.97	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

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

Issue	Paid Subscriptions			Verified Subscriptions		Single Copy Sales			Total Paid & Verified Circulation		Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	
Jan.	8	124,908	3,654	128,562	128,562	6,252	158	6,410	131,160	3,812	134,972
Feb.	5	123,454	3,673	127,127	127,127	5,380	131	5,511	128,834	3,804	132,638
	19	120,585	3,658	124,243	124,243	5,244	136	5,380	125,829	3,794	129,623
Mar.	5	126,407	3,747	130,154	130,154	5,039	121	5,160	131,446	3,868	135,314
	19	127,461	3,760	131,221	131,221	5,255	130	5,385	132,716	3,890	136,606
Apr.	2	127,223	3,890	131,113	131,113	5,834	129	5,963	133,057	4,019	137,076
	23	125,571	3,883	129,454	129,454	5,316	96	5,412	130,887	3,979	134,866
May	7	121,665	3,905	125,570	125,570	5,258	108	5,366	126,923	4,013	130,936
	21	125,605	3,888	129,493	129,493	5,551	108	5,659	131,156	3,996	135,152
June	4	126,374	3,756	130,130	130,130	5,674	120	5,794	132,048	3,876	135,924
	25	126,847	3,714	130,561	130,561	5,747	120	5,867	132,594	3,834	136,428

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	125,847	94.3	128,422	94.9	127,982	95.4	129,226	95.5	127,593	95.5
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	125,847	94.3	128,422	94.9	127,982	95.4	129,226	95.5	127,593	95.5
Single Copy Sales	7,541	5.7	6,922	5.1	6,215	4.6	6,051	4.5	5,972	4.5
Total Paid & Verified Circulation	133,388	100.0	135,344	100.0	134,197	100.0	135,277	100.0	133,565	100.0
Year Over Year Percent of Change		-1.2		1.5		-0.8		0.8		-1.3
Avg. Annualized Subscription Price	\$55.51		\$55.60		\$57.51		\$57.51		\$57.80	

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 Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	125,024	3,775	128,799	95.8
Sponsored Sales	76		76	0.0
TOTAL PAID SUBSCRIPTIONS	125,100	3,775	128,875	95.8
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	125,100	3,775	128,875	95.8
SINGLE COPY SALES				
Single Issue Sales	5,505	123	5,628	4.2
TOTAL SINGLE COPY SALES	5,505	123	5,628	4.2
TOTAL PAID & VERIFIED CIRCULATION	130,605	3,898	134,503	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 March 19, 2015 issue

Total paid & verified circulation of this issue was 1.6% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS		SINGLE COPY SALES			Total Paid & Verified Circulation	Total Paid & Verified Circulation	
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
Alabama	494	16	510		510	8		8	502	16	518
Arizona	1,277	5	1,282		1,282	20	3	23	1,297	8	1,305
Arkansas	268	38	306		306	3	1	4	271	39	310
California	18,052	426	18,478		18,478	298	6	304	18,350	432	18,782
Colorado	1,596	52	1,648		1,648	26	1	27	1,622	53	1,675
Connecticut	2,578	41	2,619		2,619	47		47	2,625	41	2,666
Delaware	218	7	225		225	5		5	223	7	230
District of Columbia	2,572	78	2,650		2,650	52	2	54	2,624	80	2,704
Florida	3,087	105	3,192		3,192	35	3	38	3,122	108	3,230
Georgia	1,294	50	1,344		1,344	26	2	28	1,320	52	1,372
Idaho	260	8	268		268	4		4	264	8	272
Illinois	4,553	136	4,689		4,689	74	4	78	4,627	140	4,767
Indiana	958	31	989		989	14		14	972	31	1,003
Iowa	496	13	509		509	5		5	501	13	514
Kansas	449	13	462		462	6	2	8	455	15	470
Kentucky	496	13	509		509	18		18	514	13	527
Louisiana	549	12	561		561	12	1	13	561	13	574
Maine	1,161	13	1,174		1,174	18	3	21	1,179	16	1,195
Maryland	3,440	108	3,548		3,548	34	4	38	3,474	112	3,586
Massachusetts	7,120	171	7,291		7,291	142	5	147	7,262	176	7,438
Michigan	2,002	56	2,058		2,058	40	3	43	2,042	59	2,101
Minnesota	1,750	42	1,792		1,792	26		26	1,776	42	1,818
Mississippi	168	7	175		175	6		6	174	7	181
Missouri	928	39	967		967	19		19	947	39	986
Montana	388	5	393		393	5		5	393	5	398
Nebraska	283	8	291		291	11		11	294	8	302
Nevada	301	7	308		308	7		7	308	7	315
New Hampshire	716	15	731		731	23		23	739	15	754
New Jersey	3,323	103	3,426		3,426	53	3	56	3,376	106	3,482
New Mexico	1,156	24	1,180		1,180	17	1	18	1,173	25	1,198
New York	19,980	501	20,481		20,481	738	11	749	20,718	512	21,230
North Carolina	1,990	46	2,036		2,036	34	1	35	2,024	47	2,071
North Dakota	77	3	80		80	3		3	80	3	83
Ohio	1,877	50	1,927		1,927	38	1	39	1,915	51	1,966
Oklahoma	315	9	324		324	6		6	321	9	330
Oregon	2,213	43	2,256		2,256	26	3	29	2,239	46	2,285
Pennsylvania	4,213	112	4,325		4,325	85	2	87	4,298	114	4,412
Rhode Island	579	18	597		597	12		12	591	18	609
South Carolina	655	19	674		674	8	1	9	663	20	683
South Dakota	93	3	96		96	1		1	94	3	97
Tennessee	765	26	791		791	49	1	50	814	27	841
Texas	3,016	134	3,150		3,150	62	7	69	3,078	141	3,219
Utah	432	11	443		443	7		7	439	11	450
Vermont	1,041	16	1,057		1,057	9	1	10	1,050	17	1,067
Virginia	3,439	90	3,529		3,529	56	3	59	3,495	93	3,588
Washington	3,100	90	3,190		3,190	55		55	3,155	90	3,245
West Virginia	1,420	3	1,423		1,423	6		6	1,426	3	1,429
Wisconsin	261	36	297		297	19	2	21	280	38	318
Wyoming	127	1	128		128	8		8	135	1	136
TOTAL 48 CONTERMINOUS STATES	107,526	2,853	110,379		110,379	2,276	77	2,353	109,802	2,930	112,732
Alaska	388	3	391		391	2		2	390	3	393
Hawaii	218	9	227		227	5		5	223	9	232
TOTAL ALASKA & HAWAII	606	12	618		618	7		7	613	12	625
U.S. Unclassified											
TOTAL UNITED STATES	108,132	2,865	110,997		110,997	2,283	77	2,360	110,415	2,942	113,357
Poss. & Other Areas	112	34	146		146	5	10	15	117	44	161
U.S. & POSS., etc.	108,244	2,899	111,143		111,143	2,288	87	2,375	110,532	2,986	113,518
Canada	3,687	84	3,771		3,771	649	2	651	4,336	86	4,422
International	15,415	777	16,192		16,192	2,318	41	2,359	17,733	818	18,551
Other Unclassified	115		115		115				115		115
Military or Civilian Personnel Overseas											
GRAND TOTAL	127,461	3,760	131,221		131,221	5,255	130	5,385	132,716	3,890	136,606

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, 2015

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 11 issues)	22,427	30.3	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	73,972	100.0
(b) Seven to eleven months (12 to 18 issues)	127	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None	
(c) Twelve months (19 to 20 issues).....	41,983	56.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	6,341	8.6	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,094	4.2			
Total Subscriptions Sold in Period.....	73,972	100.0	Total Subscriptions Sold in Period	73,972	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	48,957	66.2			
(b) Ordered with material reprinted from branded editorial material.....	None				
(c) Ordered with other premiums, See Par. 9	25,015	33.8			
Total Subscriptions Sold in Period.....	73,972	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: 3,356 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available in various digital stores.

(e) Sponsored Subscription Sales: The average of 76 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 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 and \$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 \$10.00 and \$14.97, and some 1 yr. subscriptions sold at \$49.00 and \$74.95.

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, and some 1 yr. subscriptions sold at \$49.00 and \$74.95.

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 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.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2014; 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)
06-30-14	None Claimed	134,653	134,653		
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		

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.

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