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"The Independent Press Listing provided us with an exceptional and economical opportunity to reach our select audience of educated readers. The response to our ad was overwhelming—even greater than our large display ad in *The New York Times Book Review*."

—Marion E. Gold, *Brittany Publications, Ltd.*

"How amazingly kind of *The New York Review of Books* to be so accommodating to those of us published by small presses! Thank you for making it possible for us to get the word out about our work."

—Sandra Worth, author of *The Rose of York Trilogy*

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The New York Review of Books

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**2015 INDEPENDENT LISTING
 RATE CARD**



The New York Review of Books

DON'T LET YOUR BOOKS PILE UP

The Independent Press Listing, which appears in thirteen of the twenty annual issues of *The New York Review of Books*, offers small presses the opportunity to advertise their titles at a heavily discounted rate.

Each listing includes the following: title, subtitle, author, ISBN (paper and/or cloth), price, number of pages, genre, address, telephone ordering number, fax number, e-mail and/or website address; and 25 words of description (extra words are an additional \$3.00 each). For an additional \$75 per insertion, one may also include book jacket art or an illustration. Rates include typesetting and scanning, as well as a copy of the issue in which your listing appears. Pre-payment is required for all listings.

The entire Independent Press Listing is posted on *The New York Review of Books's* website (www.nybooks.com) for no additional charge.

With *The New York Review's* total paid circulation of over 138,000, your titles will reach readers who not only read reviews of books but also buy them—an average of 38 books per year.

BOOKBUYING PROFILE

Types of books purchased in the past twelve months:†

History	66%
Literary Fiction	64%
Biography	53%
Politics / Current Events	47%
Philosophy / Religion	41%
Literary Criticism	34%
Mystery	33%
Travel Guides	28%
Children's Books	28%
Poetry	26%
Economics	22%

Bookbuying frequency:

Purchased books in the last twelve months	98%
Purchased books as gifts in the last three months	70%

INDEPENDENT PRESS LISTING SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 8, 2015	Dec 24, 2014	MLA ISSUE <i>On sale 4 weeks</i>	Dec 1, 2014
Feb 5	Jan 22		Jan 5
Mar 5	Feb 19		Jan 26
Apr 2	Mar 19	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Feb 23
May 7	Apr 23		Mar 30
June 4	May 21	BOOKEXPO ISSUE <i>On sale 3 weeks</i>	Apr 27
June 25	June 11	ART ISSUE	May 18
July 9	June 25	UNIVERSITY PRESS ISSUE <i>On sale 5 weeks</i>	June 1
Aug 13	July 30	SUMMER ISSUE <i>On sale 6 weeks</i>	June 29
Sept 24	Sept 10	FALL BOOKS ISSUE	Aug 17
Oct 22	Oct 8	FRANKFURT BOOK FAIR ISSUE	Sept 14
Nov 19	Nov 5		Oct 12
Dec 17	Dec 3	HOLIDAY ISSUE <i>On sale 3 weeks</i>	Nov 9
Jan 7, 2016	Dec 23, 2015	MLA ISSUE <i>On sale 4 weeks</i>	Nov 30, 2015

2015 ADVERTISING RATES

Frequency**	Cost
1 title	\$217 per title
2–4 titles	\$207 per title
5–9 titles	\$187 per title
10–19 titles	\$167 per title
20+ titles	\$147 per title
Cover art	\$75 per insertion
Extra words	\$3.00 per word

See above for full description of standard listing.

† 2011 *New York Review of Books* Profile Study, Readex Research

**Refers to amount of titles within a twenty-issue period