2019 DIGITAL ADVERTISING
The New York Review of Books
The New York Review’s online readership is a culturally engaged and devoted audience. Online readers value the opportunity to learn more about books, politics, films, and the arts.

**DEMOGRAPHICS**

- 66% male
- 33% female
- 1% non-binary/third gender
- 64 average age

**INCOME/INVESTMENTS**

- $147,736 average HHI
- $1,287,477 average HNW
- 71% interested in socially responsible investments

**EDUCATION**

- 92% bachelor’s degree
- 69% post-graduate degree
- 28% attended an advanced education program/class in the past twelve months

**PREFERRED MOVIE GENRES**

- 73% drama
- 71% documentary
- 61% foreign
- 54% historical drama

**CULTURE**

In the past twelve months:

- 69% visited a museum
- 57% visited a art gallery
- 48% attended a classical concert
- 46% attended live theatre

**BOOKS**

In the past twelve months:

- 37 average number of books purchased
- 89% have purchased books online

Types of books purchased:

- 74% literary fiction
- 74% history
- 58% biography
- 54% politics/current affairs
- 50% classics
- 44% mystery/crime

*Percentages total more than 100% due to multiple responses*

**NEWSLETTER INFORMATION**

**SIZE & RATES**

All Three Ads + Sponsor Link  
$2,375

Upper Rectangle, Lower Rectangle and Banner

**NEWSLETTER CIRCULATION**

207,826  
as of March 2019

25%  
average open rate

18%  
average action rate for opens (all links)

**GEOGRAPHIC DISTRIBUTION**

76%  
Americas

14%  
Europe

4%  
Asia

4%  
Oceania

2%  
Africa

*Sources: CampaignMonitor (March 2019); SurveyMonkey (January 2019)*

**NEWSLETTER READERSHIP**

The _New York Review_’s newsletter readership provides a focused space for readers to discover new books, films, and exhibits in cultural and academic institutions the world over.

**DEMOGRAPHICS**

- 64%  
  male

- 36%  
  female

- 67  
  average age

**INCOME/INVESTMENTS**

- $165,331  
  average HHI

- $1,405,263  
  average HNW

- 72%  
  interested in socially responsible investments

**EDUCATION**

- 85%  
  bachelor’s degree

- 56%  
  post-graduate degree

- 28%  
  attended an advanced education program/class in the past twelve months

**PREFERRED MOVIE GENRES:**

- 77%  
  drama

- 73%  
  documentary

- 70%  
  foreign

- 56%  
  historical drama

**CULTURE**

In the past twelve months:

- 67%  
  visited a museum

- 67%  
  visited a art gallery

- 54%  
  attended a classical concert

- 54%  
  attended live theatre

**BOOKS**

In the past twelve months:

- 33  
  average number of books purchased

Types of books purchased†

- 79%  
  literary fiction

- 73%  
  history

- 62%  
  biography

- 54%  
  classics

- 53%  
  politics/current affairs

†percentages total more than 100% due to multiple responses

SPECIFICATIONS OVERVIEW

**File types:** We accept GIF, JPEG, and PNG files for ads on the website and email newsletters. Floating and pop-up/under ads are not accepted.

**Maximum File Sizes:** 75k maximum for all image ad sizes.

**Animation:** Animated files are acceptable. Animated files may not loop more than three times for a total of 30 seconds maximum.

**Link Information:** Please provide a link URL for all ads. Up to three creatives may be submitted per campaign. See below for additional information regarding link URLs in HTML ad materials.

**Frequency Caps:** Frequency caps may be applied to campaigns at the request of the advertiser. Frequency capping may not be set through third-party ad servers.

**Deadlines:** Insertion orders are due 5 business days prior to the campaign start date. Materials are due 3 business days prior to the flight date. Please contact the Ad Department for the newsletter schedule.

**Ad Design:** We can design static-image ads for an additional fee of $75 per ad. Please allow a total of 6 business days prior to the desired start date of the campaign for design approval.

RICH MEDIA SPECIFICATIONS

- Rich media files are accepted on nybooks.com. Rich media files are not accepted for newsletter ads.
- Video/animations may not last more than 30 seconds or loop more than 3 times.
- Audio must be user-initiated by click with clearly marked Audio On/Off buttons.
- All rich-media ads must include image ad back-ups for visitors to nybooks.com without JavaScript capabilities.

POSITIONING

- Medium Rectangle ads on nybooks.com rotate on the home page, table of contents, article pages, and blog pages. Half Page ads runs on article pages only.
- Exclusive positions, such as home-page-only or above-the-fold-only, as well as time-targeted and geo-targeted ads are available for a premium.

THIRD-PARTY SERVED ADS

- Third-party served ads are acceptable. File sizes must conform to the standard file specifications listed on this page.
- If an advertiser requires billable impressions to be based on third-party tracking, please provide a reporting URL, user name, and password prior to the flight date.

REPORTING & TRACKING

> *The New York Review* will provide ad reports by request only. Please provide an email address if you wish to receive reports.

PAYMENTS

- Ads will be billed at the completion of a campaign or at the end of the month (for the portion of the campaign that has been fulfilled for the month), whichever is sooner. Payment is due 30 days from invoice date.
- Prepayment is required for any new or infrequent nybooks.com advertiser.

PUBLISHER’S POLICIES

- *The New York Review* reserves the right to reject or cancel any advertising at any time.
- An advertiser may cancel an ad or campaign up to 3 business days prior to the start date. Cancellations will not be accepted thereafter.
- Changes may be made to a campaign with 72 hours’ advance notice.

CONTACTS

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