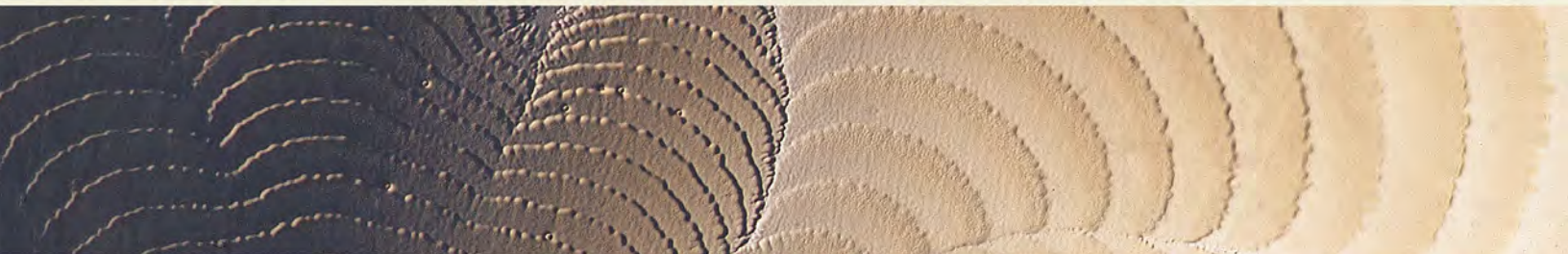
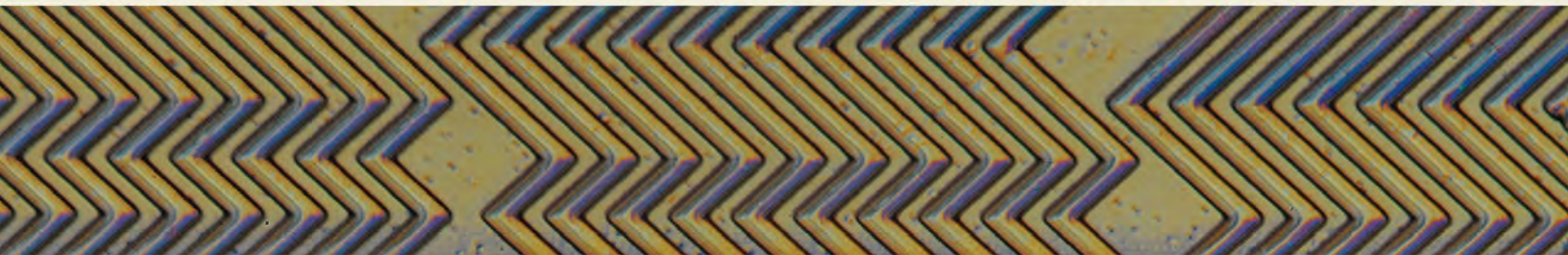
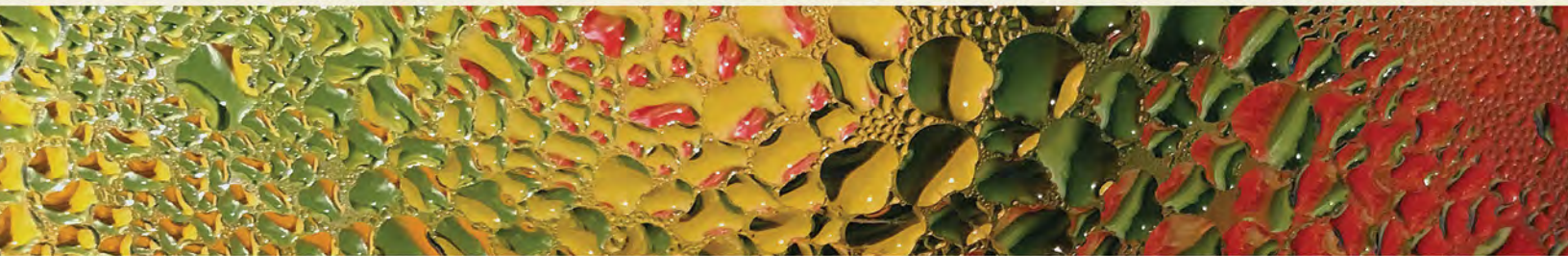


2019 DIGITAL ADVERTISING
The New York Review of Books

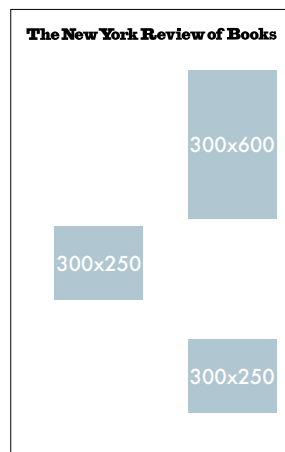




WEBSITE ADVERTISING



HOMEPAGE, BLOG PAGES, TOC



ARTICLE PAGES

SITE TRAFFIC INFORMATION

2,430,093 page views (monthly average)
853,708 unique visitors (monthly average)

GEOGRAPHIC DISTRIBUTION

66% Americas
20% Europe
9% Asia
3% Oceania
2% Africa

*Sources: Twelve-month average from Google Analytics (March 2019)

SIZE & RATES

300 x 600	Half Page	\$10/M
300 x 250	Medium Rectangle	\$7.5/M

15% premium applies for targeting. See specifications page for more information. Minimum purchase of 100,000 impressions required. Package rates available for related print ad campaigns. Please contact the advertising department for more information.

ONLINE READERSHIP

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[†]:

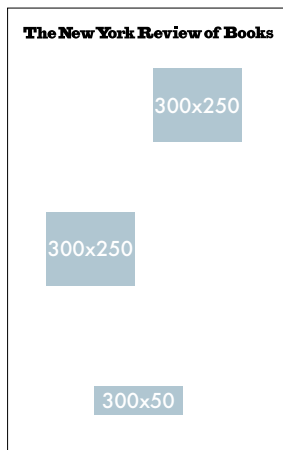
74% literary fiction
74% history
58% biography
54% politics/current affairs
50% classics
44% mystery/crime

[†] Percentages total more than 100% due to multiple responses

Source: New York Review administered survey through SurveyMonkey.com (January 2019)



NEWSLETTER INFORMATION



SINGLE SPONSOR

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)

Newsletters are sent twice per week to the *New York Review* newsletter subscriber list with new content including the latest articles, blog posts, and events. Newsletters can be booked well in advance, so please contact the Ad Department for the exact schedule and availability.

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
Source: New York Review administered survey through SurveyMonkey.com (January 2019)



SPECIFICATIONS

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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(212) 293-1631, mking@nybooks.com

Insertion orders may be sent by email or by fax to (212) 333-5374. All materials may be sent electronically to Mike King at mking@nybooks.com.

The New York Review of Books

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