



This is a sample of the Independent Press Listing.

The actual trim size of the listing page is 10 3/4" x 14 5/8".

The Listing is printed in four color and can run on multiple pages.

"The reasonable pricing available through the Independent Press Listing has enabled this small publisher to inform an important readership about controversial and provocative books that are striving to reach the broad audience they deserve. I'd recommend other small publishers take advantage of the advertising they have available."

—Kim Guster, Managing Editor of *Insight Press*

"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*

CONTACT INFORMATION:

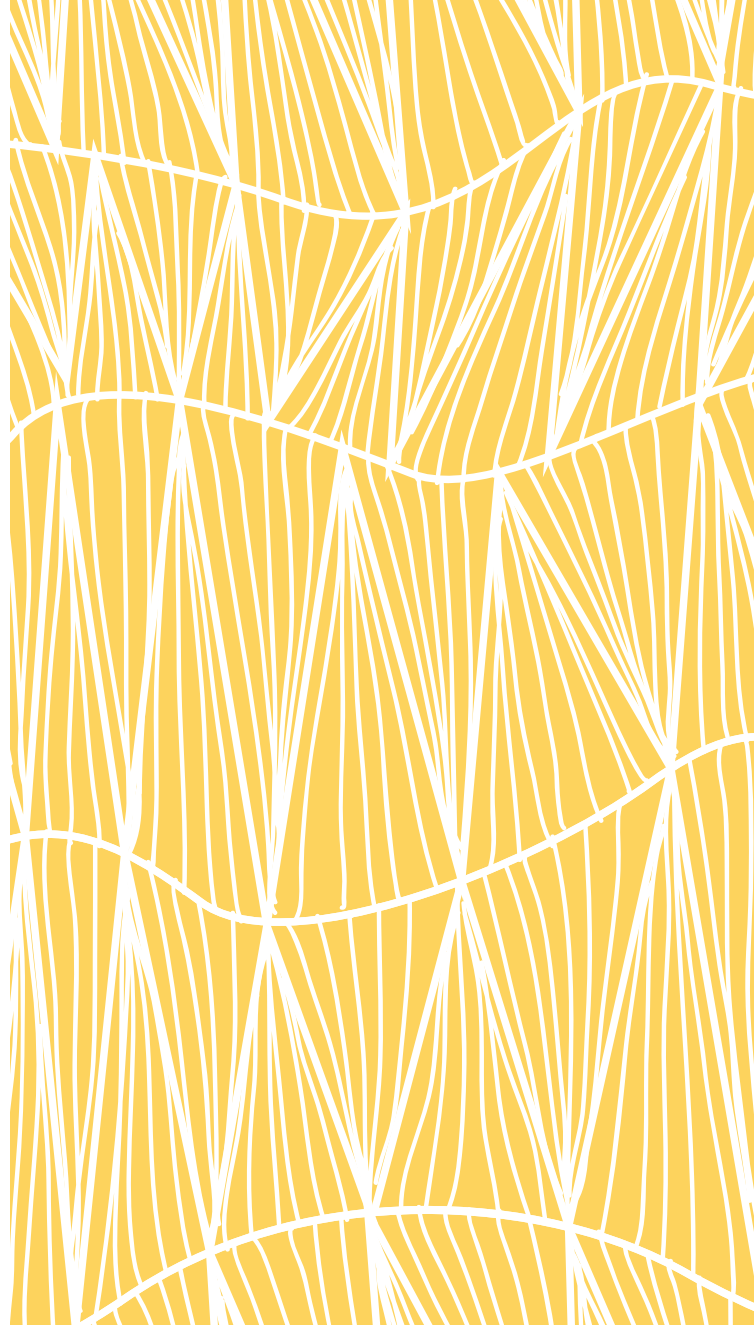
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2021
INDEPENDENT PRESS LISTING
RATE CARD

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 (cloth, paper or eBook), price, number of pages, genre, telephone ordering number, e-mail and/or website address; 25 words of description (extra words are an additional \$5.00 each); and book jacket art or an illustration. Rates include typesetting, as well as a copy of the issue in which your listing appears. Prepayment is required for all listings.

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

Readers of *The New York Review of Books* purchase an average of 36 books per year. Books advertised in the Independent Press Listing reach *The Review's* total paid circulation of 128,717*, an audience of discerning book lovers and avid book buyers.

Please note the Independent Press Listing is reserved for small, independent presses and independent authors. Self-publishing or marketing service companies should contact Sharmaine Ong at ipress@nybooks.com to discuss alternate display advertising arrangements.

BOOKBUYING PROFILE

98% of *New York Review* readers purchased books in the last 12 months, with an average of 36 books purchased in that time frame.

Types of books purchased in the past twelve months:†

History	80%
Literary Fiction	77%
Biography	61%
Politics / Current Events	54%
Mystery	44%
Philosophy	40%
Poetry	33%
Literary Criticism	31%
Fine Art	31%
Economics	23%
Children's Books	18%

* Alliance for Audited Media for period ending December 31, 2019

† 2017 *New York Review of Books* Subscriber Survey

INDEPENDENT PRESS LISTING SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 14, 2021	Dec 31, 2020	MLA ISSUE <i>On sale 4 weeks</i>	Dec 4, 2020
Feb 25	Feb 11		Jan 15
Mar 25	Mar 11	FICTION ISSUE	Feb 12
Apr 8	Mar 25	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Feb 26
Apr 29	Apr 15		Mar 19
May 27	May 13		Apr 16
June 10	May 27	<i>On sale 3 weeks</i>	Apr 30
July 22	July 8	LONDON BOOK FAIR ISSUE <i>On sale 4 weeks</i>	June 11
Aug 19	Aug 5	SUMMER ISSUE <i>On sale 5 weeks</i>	July 9
Sept 23	Sept 9	FALL BOOKS ISSUE	Aug 13
Oct 21	Oct 7	FRANKFURT BOOK FAIR ISSUE	Sept 10
Nov 18	Nov 4		Oct 8
Dec 16	Dec 2	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 5
Jan 13, 2022	Dec 30, 2021	MLA ISSUE <i>On sale 4 weeks</i>	Dec 3, 2021

2021 LISTING RATES

Frequency‡	Cost (includes cover art)
1 title	\$415 per listing
2–4 titles	\$370 per listing
5–9 titles	\$350 per listing
10–19 titles	\$330 per listing
20+ titles	\$310 per listing
Extra words	\$5.00 per word

See preceding page for full description of standard listing.

‡ Refers to amount of titles and/or number of issues within a 20-issue period