

CIRCULATION AND READERSHIP

Paid circulation	134,826*
Readers per copy	2†
Subscription rate	\$99.95 per year

SUBSCRIBER PROFILE †

DEMOGRAPHICS

Age	68
Male	75%
Female	25%
Education	96% completed college 79% hold postgraduate degrees
Average household income	\$239,944
Average household net worth	\$1,285,640
Net worth of \$1,000,000+	52%

READER INVOLVEMENT

Time spent reading the last issue of <i>The New York Review</i>	2.5 hrs
Average length of subscription to <i>The New York Review</i>	11+ yrs

TRAVEL

Plan to take a trip abroad in the next two years	70%
<i>Types of trips interested in</i>	
Cultural	64%
Leisure	58%
Educational led by experts	32%
River cruises	22%
Active / Adventure	21%

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

†2017 New York Review of Books Subscriber Survey

CONTACT INFORMATION:

Sharmaine Ong, Classified Advertising Department

The New York Review of Books

435 Hudson Street, Suite 300, New York, NY 10014-3994

Phone: (212) 293-1630 • Fax: (212) 333-5374

E-mail: classified@nybooks.com

2022
CLASSIFIED ADVERTISING
RATE CARD

The New York Review of Books

PUBLICATION SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 13, 2022	Dec 30, 2021	MLA ISSUE <i>On sale 4 weeks</i>	Dec 3, 2021
Feb 10	Jan 27		Jan 3
Feb 24	Feb 10		Jan 14
Mar 10	Feb 24		Jan 28
Mar 24	Mar 10	<i>Distributed at AWP</i>	Feb 11
Apr 7	Mar 24	LONDON BOOK FAIR ISSUE	Feb 25
Apr 21	Apr 7	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 11
May 12	Apr 28	ART ISSUE	Apr 1
May 26	May 12		Apr 15
June 9	May 26		Apr 29
June 23	June 9	UNIVERSITY PRESS ISSUE <i>On sale 4 weeks</i>	May 13
July 21	July 7	FICTION ISSUE <i>On sale 4 weeks</i>	June 10
Aug 18	Aug 4	SUMMER ISSUE <i>On sale 5 weeks</i>	July 8
Sept 22	Sept 8	FALL BOOKS ISSUE	Aug 12
Oct 6	Sept 22		Aug 26
Oct 20	Oct 6	FRANKFURT BOOK FAIR ISSUE	Sept 9
Nov 3	Oct 20	<i>On sale 3 weeks</i>	Sept 23
Nov 24	Nov 10		Oct 14
Dec 8	Nov 24		Oct 28
Dec 22	Dec 8	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 11
Jan 19, 2023	Jan 5, 2023	MLA ISSUE <i>On sale 3 weeks</i>	Dec 9, 2022

CLASSIFIED DISPLAY

1 time	\$300 per column inch
2–4 times	\$270 per column inch
5–9 times	\$250 per column inch
10–19 times	\$225 per column inch
20 times	\$195 per column inch
Four color	15%
Typesetting	\$75
Dimensions: Column width is 2.25 inches.	
Minimum depth is 1 inch.	

GENERAL CLASSIFIED LISTINGS

All listings other than Personals and Personal Services

1 time	\$6.40 per word
2–4 times	\$5.80 per word
5–9 times	\$5.50 per word
10–19 times	\$5.15 per word
20 times	\$4.90 per word
Box fee	\$32.50 per insertion
Color rental photo	\$95

PERSONALS AND PERSONAL SERVICES

1 time	\$5.85 per word
2–4 times	\$5.25 per word
5–9 times	\$5.00 per word
10–19 times	\$4.70 per word
20 times	\$4.40 per word
Box fee	\$32.50 per insertion

Minimum requirement: 15 words

The box fee includes forwarding for six months and the additional words in each listing: “NYR Box 00000.”

Telephone number counts as one word; e-mail address counts as two; website counts as three.

TERMS AND FREQUENCY

- ▶ All rates are per issue.
- ▶ A contract year is 20 consecutive issues. Time discounts apply only to advertisements inserted during one contract year.
- ▶ All Classified ads must be submitted by e-mail to classified@nybooks.com along with your name, billing address, and daytime number. If you do not have access to e-mail, please reach out to Sharmaine Ong to discuss alternate options for submitting your ad. If address and telephone number are not provided, *The New York Review* will not be responsible for printing errors or omissions.
- ▶ Ads will not be taken over the phone.
- ▶ All orders must be prepaid. If you would like to pay by credit card, please include the request when supplying your ad and an invoice will be issued by a secure payment portal for payment by American Express, MasterCard, or Visa. We can also accept payment by wire transfer or ACH payment, in which case we would need remittance advice submitted to classified@nybooks.com with the date of payment and the issue date.
- ▶ All contents are subject to the Publisher’s approval. Publisher reserves the right to reject or cancel any advertising at any time.

DIGITAL REQUIREMENTS

Preferred format for Classified display ads: High-resolution PDFs with fonts embedded or outlined.

CLASSIFIEDS ONLINE

All Classified Listings and Classified Display ads will be included on *The New York Review of Books’s* website (www.nybooks.com) at no additional charge.

Please contact Sharmaine Ong at classified@nybooks.com if you would like to place a separate, paid online ad on *The Review’s* website.