

2022 ONLINE ADVERTISING
The New York Review of Books

WEBSITE ADVERTISING

AD SIZES

Billboard 970 x 250

Placement: Two positions on all landing pages, including the homepage; one position at the top of all article pages, desktop only; second position on paywalled articles, desktop only

Medium Rectangle 300 x 250

Placement: Two positions on non-paywalled articles, desktop and mobile

Large Mobile Banner 320 x 100

Placement: Replaces all billboard positions on mobile devices

RATES

\$10 CPM to rotate between the 3 listed ad sizes listed above. Minimum purchase of 100,000 impressions per campaign.

SITE TRAFFIC INFORMATION

1,402,427 page views (monthly average)
521,729 unique visitors (monthly average)

GEOGRAPHIC DISTRIBUTION

63% Americas
23% Europe
8% Asia
4% Oceania
2% Africa

Source: Twelve-month average from Google Analytics (December 2021)

The Webby Awards 2021 People's Voice Winner—Website and Mobile Sites, Cultural Blog/Website

ONLINE READERSHIP

The New York Review's online readership is a culturally engaged and devoted audience. Online readers look to *New York Review* advertisers for new and reliable information on the arts, books, politics, film, and more.

DEMOGRAPHICS

56% male
44% female
44 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 an art gallery
48% attended a classical concert
46% attended live theater

BOOKS

In the past twelve months:
37 average number of books purchased
89% have purchased books online

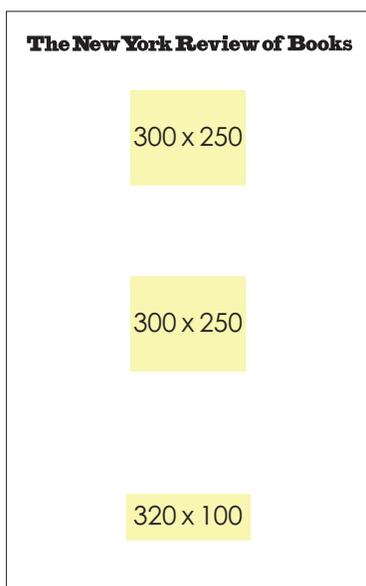
Types of books purchased[†]:

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

Sources: Twelve-month average from Google Analytics (July 2020); New York Review-administered survey through SurveyMonkey.com (January 2019)

NEWSLETTER INFORMATION



SINGLE SPONSOR

RATES

All Three Ads + Sponsor Link \$2,475

Two Medium Rectangles and one Large Mobile Banner

NEWSLETTER CIRCULATION

250,739 as of December 2021

29% average open rate

GEOGRAPHIC DISTRIBUTION

76% Americas

14% Europe

4% Asia

4% Oceania

2% Africa

Sources: Campaign Monitor (December 2021); SurveyMonkey (January 2019)

Newsletters are sent 3 times per week to *The New York Review's* 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 full schedule and availability.

NEWSLETTER READERSHIP

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 a 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: 250k for the Billboard; 150k for the Medium Rectangle; and 100k for the Large Mobile Banner

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. 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. The 2022 newsletter schedule is available at nybooks.com/advertising. Please contact the Advertising Department to confirm availability for your preferred time frame.

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

- ▶ Billboards and Medium Rectangles appear on devices with desktop resolutions. Medium Rectangles and Large Mobile Banners appear on devices with mobile resolutions.
- ▶ Time-targeted and geo-targeted ads, as well as some exclusive positions, 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

- ▶ Prepayment is required for any new or infrequent nybooks.com advertiser.
- ▶ Campaigns lasting less than 30 days will be billed at the completion of a campaign. Campaigns lasting more than 30 days may be billed in full at the midpoint of the campaign. Payment is due 30 days from invoice date. If paying by wire transfer or ACH payment, please submit remittance advice to payments@nybooks.com including the date of payment and invoice number, if available. If you would prefer to pay by credit card, please include the request when supplying your reservation and an invoice will be issued by a secure payment portal.

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.
- ▶ Any newsletter cancelled after the closing date for material and any newsletter for which ad materials are not supplied at least 24 hours prior to the mailing date will be billed at full rate.

CONTACT INFORMATION

The New York Review of Books

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

Phone: (212) 757-8070 Fax: (212) 333-5374

www.nybooks.com

Lara Frohlich Andersen

Advertising Director

lfandersen@nybooks.com • (212) 293-1646

Sharmaine Ong

Advertising Manager

song@nybooks.com • (212) 293-1630

Newsletter and online insertion order forms are available on the *Review's* website at www.nybooks.com/advertising.

All ad materials and corresponding URL links should be sent electronically to adproduction@nybooks.com.