



2022 RATE CARD AND PUBLICATION SCHEDULE

**The New York Review of Books**

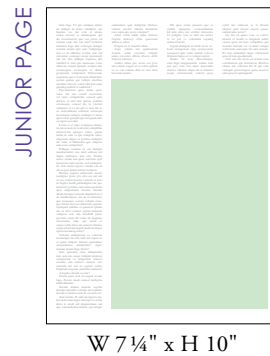
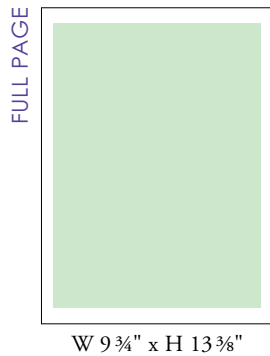
# 2022 PUBLICATION SCHEDULE

VOLUME NO.	COVER DATE	SALE DATE	SPECIAL ISSUE	RESERVATIONS DUE	CLOSING DATE
LXIX 1	Jan 13, 2022 <i>four week interval</i>	Dec 30, 2021	MLA ISSUE <i>On sale 4 weeks</i>	Dec 3, 2021	Dec 7, 2021
2	Feb 10	Jan 27		Jan 3	Jan 5
3	Feb 24	Feb 10		Jan 14	Jan 18
4	Mar 10	Feb 24		Jan 28	Feb 1
5	Mar 24	Mar 10	<i>Distributed at AWP</i>	Feb 11	Feb 15
6	Apr 7	Mar 24	LONDON BOOK FAIR ISSUE	Feb 25	Mar 1
7	Apr 21 <i>three week interval</i>	Apr 7	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 11	Mar 15
8	May 12	Apr 28	ART ISSUE	Apr 1	Apr 5
9	May 26	May 12		Apr 15	Apr 19
10	June 9	May 26		Apr 29	May 3
11	June 23 <i>four week interval</i>	June 9	UNIVERSITY PRESS ISSUE <i>On sale 4 weeks</i>	May 13	May 17
12	July 21 <i>four week interval</i>	July 7	FICTION ISSUE <i>On sale 4 weeks</i>	June 10	June 14
13	Aug 18 <i>five week interval</i>	Aug 4	SUMMER ISSUE <i>On sale 5 weeks</i>	July 8	July 12
14	Sept 22	Sept 8	FALL BOOKS ISSUE	Aug 12	Aug 16
15	Oct 6	Sept 22		Aug 26	Aug 30
16	Oct 20	Oct 6	FRANKFURT BOOK FAIR ISSUE	Sept 9	Sept 13
17	Nov 3	Oct 20	<i>On sale 3 weeks</i>	Sept 23	Sept 27
18	Nov 24	Nov 10		Oct 14	Oct 18
19	Dec 8	Nov 24		Oct 28	Nov 1
20	Dec 22 <i>four week interval</i>	Dec 8	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 11	Nov 15
LXX 1	Jan 19, 2023 <i>three week interval</i>	Jan 5, 2023	MLA ISSUE <i>On sale 3 weeks</i>	Dec 9, 2022	Dec 13, 2022

# 2022 ADVERTISING RATES AND SIZES

DESCRIPTION	PUBLISHERS' RATES <i>Black &amp; White</i>	GENERAL RATES <i>Black &amp; White</i>	WIDTH X HEIGHT
<b>STANDARD SIZES</b>			
Full page	\$14,675	\$16,875	9 3/4" x 13 3/8"
Three columns	\$11,850	\$13,625	7 1/4" x 13 3/8"
Junior page	\$10,650	\$12,250	7 1/4" x 10"
Two columns	\$8,675	\$9,975	4 3/4" x 13 3/8"
Half-page horizontal	\$8,675	\$9,975	9 3/4" x 6 5/8"
One column	\$4,800	\$5,525	2 1/4" x 13 3/8"
Quarter-page square	\$4,800	\$5,525	4 3/4" x 6 5/8"
One column inch	\$448	\$515	2 1/4" x 1"
<b>PREMIUM CHARGES</b>			
Center spread	\$900	\$900	20 5/8" x 13 3/8"
Cover 2	\$2,200	\$2,200	Full page
Cover 4	\$1,175	\$1,175	Full page
First full right-hand page	\$750	\$750	Full page
Second full right-hand page	\$650	\$650	Full page
Third full right-hand page	\$550	\$550	Full page

**COLOR CHARGES** 15% of open rate.



## MATERIAL REQUIREMENTS

**DIGITAL ADS:** *The New York Review* accepts digitally-formatted black-and-white and four-color advertisements. Ads may be transmitted via e-mail. E-mail attachments larger than 20MB cannot be accepted.

The Publisher does not accept responsibility for the reproduction quality of computer-generated halftones. Ads may be accompanied by a proof generated from a PDF of the file. Color matching is attempted but not guaranteed.

### ACCEPTABLE FORMATS:

- PDFs created with Adobe PDF/X-1a (2001) settings are required. All fonts must be embedded. Please refer to page 3 of this rate card for exact ad dimensions. Crop, bleed, and other printers' marks do not need to be included in the ad file.
- Submit digital ads to [adproduction@nybooks.com](mailto:adproduction@nybooks.com) by the respective material deadline(s).

**TWO-PAGE SPREADS:** All spread advertisements should have an image size of 20 5/8" x 13 3/8". Safety: Type smaller than 24 points should be kept 1/8" from the gutter. Spreads not running in the center of the magazine will have a 6-point wide, white knockout line placed down the center by our production department to adjust for creep.

## PRESS SPECIFICATIONS

**FORMAT:** Four-column page

**IMAGE AREA:** Full page (non-bleed only; 9 3/4" x 13 3/8")

**PRINTING PROCESS:** Heat-set web offset on 35# stock.

**BINDING METHOD:** Saddle-stitched.

### BLACK-AND-WHITE & FOUR-COLOR SPECIFICATIONS:

- *Line screen:* 120
- *Four-color density:* Maximum 260%
- *Shadow:* 85%
- *Rotation of colors:* Black, cyan, magenta, yellow
- *Highlights:* 2%
- *SWOP web dot gain* is 25%

## COPY REGULATIONS/PUBLISHER'S POLICIES

- Payment is due 30 days from invoice date. Please note our prepayment policy below for new and infrequent advertisers. If paying by wire transfer or ACH payment, please submit remittance advice to [payments@nybooks.com](mailto: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 reserves the right to request prepayment from all international advertisers and from any advertiser who exceeds a 60-day credit limit.
- A new advertiser or agency, or an advertiser or agency who has not placed an ad in *The New York Review* within the last 12 months, must prepay for each of four new insertions by the corresponding reservation deadline.
- Advertisements cancelled after the material close date will be billed at full rate.
- Premium positions cancelled less than 60 days before the reservation deadline will be invoiced for the premium-position charge.
- All content subject to the Publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.
- Copy to be set by the Publisher is due by the reservation deadline. Publisher-set display advertisements for which complete materials are not received by closing dates are not entitled to privileges of proofs for OK or revision. Advertisements ordered typeset but not used may be charged for composition.
- The Publisher assumes no liability for errors in client-supplied media.
- The advertiser and/or advertising agency, if any, agree to indemnify the Publisher against any liability or expense resulting from claims or suits based on the contents or subject matter of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement, or unauthorized use of the name, likeness, statement, or work of any person.

## RATE INFORMATION

Publishers' rates include educational, direct response, and non-profit advertising.

Contract and agency discounts apply to the b&w display rates, premium charges, and color charges.

Premium charges are for guaranteed positions for full-page and two-page spreads only. Premium charges are in addition to the full-page and two-page spread rates.

A PDF of this publication schedule and rate card may be downloaded from [www.nybooks.com/advertising](http://www.nybooks.com/advertising).

**ONLINE ADVERTISING:** Please e-mail inquiries about advertising on *The New York Review's* website or on the *Review's* e-newsletters to: [onlineadvertising@nybooks.com](mailto:onlineadvertising@nybooks.com), or visit [www.nybooks.com/advertising](http://www.nybooks.com/advertising) to download the *Review's* online rate card.

**TYPESETTING & DESIGN CHARGE:** \$150

**COMMISSIONS:** 15% of gross space cost to advertising agencies. An in-house agency must demonstrate that it acts as a verifiable subsidiary of a parent company.

**DISPLAY CONTRACT DISCOUNTS:** A contract year is twenty consecutive issues. Time and bulk discounts apply only to advertisements inserted during one contract year.

- *Time Discounts:*

4 ads within 11 issues, 5%	12 ads within 20 issues, 13%
6 ads within 20 issues, 7%	20 ads within 20 issues, 18%
8 ads within 20 issues, 9%	
- *Bulk Discounts:*

4 pages within 20 issues, 10%	12 pages within 20 issues, 25%
6 pages within 20 issues, 15%	15 pages within 20 issues, 30%
8 pages within 20 issues, 20%	

Circulation: 134,826\*

- *Domestic/International breakdown:*

82% U.S. and possessions	18% International
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- *Subscriber/Single Copy Sales breakdown:*

98% Subscriptions	2% Single Copy Sales
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\*Source: Alliance for Audited Media for period ending June 30, 2021

Subscription Rate: \$99.95 per year.

Cover Price: \$9.95 per copy.

## CONTACT INFORMATION

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