

## CIRCULATION AND READERSHIP

Paid circulation	132,803*
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%

\*Source: Alliance for Audited Media for period ending June 30, 2022

†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](mailto:classified@nybooks.com)

2023  
CLASSIFIED ADVERTISING  
RATE CARD

**The New York Review of Books**

## PUBLICATION SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 19, 2023	Jan 5, 2023	MLA ISSUE <i>On sale 3 weeks</i>	Dec 9, 2022
Feb 9	Jan 26		Jan 2
Feb 23	Feb 9		Jan 13
Mar 9	Feb 23		Jan 27
Mar 23	Mar 9	<i>Distributed at AWP</i>	Feb 10
Apr 6	Mar 23	SPRING BOOKS ISSUE	Feb 24
Apr 20	Apr 6	LONDON BOOK FAIR ISSUE <i>On sale 3 weeks</i>	Mar 10
May 11	Apr 27	ART ISSUE	Mar 31
May 25	May 11		Apr 14
June 8	May 25		Apr 28
June 22	June 8	UNIVERSITY PRESS ISSUE <i>On sale 4 weeks</i>	May 12
July 20	July 6	FICTION ISSUE <i>On sale 4 weeks</i>	June 9
Aug 17	Aug 3	SUMMER ISSUE <i>On sale 5 weeks</i>	July 7
Sept 21	Sept 7	FALL BOOKS ISSUE	Aug 11
Oct 5	Sept 21		Aug 25
Oct 19	Oct 5	FRANKFURT BOOK FAIR ISSUE	Sept 8
Nov 2	Oct 19	60TH ANNIVERSARY ISSUE <i>On sale 3 weeks</i>	Sept 22
Nov 23	Nov 9		Oct 13
Dec 7	Nov 23		Oct 27
Dec 21	Dec 7	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 10
Jan 18, 2024	Jan 4, 2024	MLA ISSUE <i>On sale 3 weeks</i>	Dec 8, 2023

## CLASSIFIED DISPLAY

1 time	\$305 per column inch
2–4 times	\$275 per column inch
5–9 times	\$255 per column inch
10–19 times	\$230 per column inch
20 times	\$200 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	\$6.50 per word
2–4 times	\$5.90 per word
5–9 times	\$5.60 per word
10–19 times	\$5.25 per word
20 times	\$5.00 per word
Box fee	\$32.50 per insertion
Color rental photo	\$95

## PERSONALS AND PERSONAL SERVICES

1 time	\$5.95 per word
2–4 times	\$5.35 per word
5–9 times	\$5.10 per word
10–19 times	\$4.80 per word
20 times	\$4.50 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](mailto: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](mailto:classified@nybooks.com) including 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](http://www.nybooks.com)) at no additional charge.

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