



2023 RATE CARD AND PUBLICATION SCHEDULE

**The New York Review of Books**

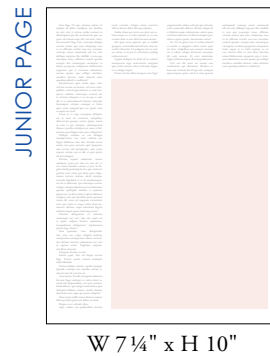
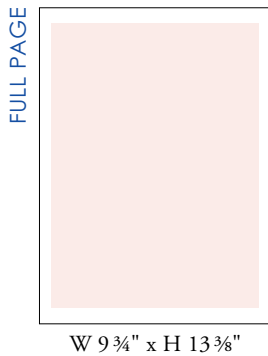
# 2023 PUBLICATION SCHEDULE

| VOLUME NO. | COVER DATE                                 | SALE DATE   | SPECIAL ISSUE                                    | RESERVATIONS DUE | CLOSING DATE |
|------------|--|-------------|--|------------------|--------------|
| LXX 1      | Jan 19, 2023<br><i>three week interval</i> | Jan 5, 2023 | MLA ISSUE<br><i>On sale 3 weeks</i>              | Dec 9, 2022      | Dec 13, 2022 |
| 2          | Feb 9                                      | Jan 26      |  | Jan 2            | Jan 4        |
| 3          | Feb 23                                     | Feb 9       |  | Jan 13           | Jan 17       |
| 4          | Mar 9                                      | Feb 23      |  | Jan 27           | Jan 31       |
| 5          | Mar 23                                     | Mar 9       | <i>Distributed at AWP</i>                        | Feb 10           | Feb 14       |
| 6          | Apr 6                                      | Mar 23      | SPRING BOOKS ISSUE                               | Feb 24           | Feb 28       |
| 7          | Apr 20<br><i>three week interval</i>       | Apr 6       | LONDON BOOK FAIR ISSUE<br><i>On sale 3 weeks</i> | Mar 10           | Mar 14       |
| 8          | May 11                                     | Apr 27      | ART ISSUE  | Mar 31           | Apr 4        |
| 9          | May 25                                     | May 11      |  | Apr 14           | Apr 18       |
| 10         | June 8                                     | May 25      |  | Apr 28           | May 2        |
| 11         | June 22<br><i>four week interval</i>       | June 8      | UNIVERSITY PRESS ISSUE<br><i>On sale 4 weeks</i> | May 12           | May 16       |
| 12         | July 20<br><i>four week interval</i>       | July 6      | FICTION ISSUE<br><i>On sale 4 weeks</i>          | June 9           | June 13      |
| 13         | Aug 17<br><i>five week interval</i>        | Aug 3       | SUMMER ISSUE<br><i>On sale 5 weeks</i>           | July 7           | July 11      |
| 14         | Sept 21                                    | Sept 7      | FALL BOOKS ISSUE                                 | Aug 11           | Aug 15       |
| 15         | Oct 5                                      | Sept 21     |  | Aug 25           | Aug 29       |
| 16         | Oct 19                                     | Oct 5       | FRANKFURT BOOK FAIR ISSUE                        | Sept 8           | Sept 12      |
| 17         | Nov 2<br><i>three week interval</i>        | Oct 19      | 60TH ANNIVERSARY ISSUE<br><i>On sale 3 weeks</i> | Sept 22          | Sept 26      |
| 18         | Nov 23                                     | Nov 9       |  | Oct 13           | Oct 17       |
| 19         | Dec 7                                      | Nov 23      |  | Oct 27           | Oct 31       |
| 20         | Dec 21<br><i>four week interval</i>        | Dec 7       | HOLIDAY ISSUE<br><i>On sale 4 weeks</i>          | Nov 10           | Nov 14       |
| LXXI 1     | Jan 18, 2024<br><i>three week interval</i> | Jan 4, 2024 | MLA ISSUE<br><i>On sale 3 weeks</i>              | Dec 8, 2023      | Dec 12, 2023 |

# 2023 ADVERTISING RATES AND SIZES

| DESCRIPTION                                | PUBLISHERS' RATES<br><i>Black &amp; White</i> | GENERAL RATES<br><i>Black &amp; White</i> | WIDTH X HEIGHT |
|--|---|---|----------------|
| <b>STANDARD SIZES</b>                      |   |   |                |
| Full page                                  | \$15,050                                      | \$17,300                                  | 9 ¾" x 13 ⅜"   |
| Three columns                              | \$12,150                                      | \$13,975                                  | 7 ¼" x 13 ⅜"   |
| Junior page                                | \$10,925                                      | \$12,550                                  | 7 ¼" x 10"     |
| Two columns                                | \$8,900                                       | \$10,225                                  | 4 ¾" x 13 ⅜"   |
| Half-page horizontal                       | \$8,900                                       | \$10,225                                  | 9 ¾" x 6 ⅝"    |
| One column                                 | \$4,925                                       | \$5,665                                   | 2 ¼" x 13 ⅜"   |
| Quarter-page square                        | \$4,925                                       | \$5,665                                   | 4 ¾" x 6 ⅝"    |
| One column inch                            | \$448   | \$518                                     | 2 ¼" x 1"      |
| <b>PREMIUM CHARGES</b>                     |   |   |                |
| Center spread                              | \$925   | \$925                                     | 20 ⅝" x 13 ⅜"  |
| Cover 2                                    | \$2,250                                       | \$2,250                                   | Full page      |
| Cover 4                                    | \$1,200                                       | \$1,200                                   | Full page      |
| Left-hand page opposite contributors' page | \$775   | \$775                                     | Full page      |
| First full right-hand page                 | \$775   | \$775                                     | Full page      |
| Second full right-hand page                | \$675   | \$675                                     | Full page      |
| Third full right-hand page                 | \$575   | \$575                                     | 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 3/8" 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.

The listed 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. Please let us know if you are interested in learning about the rate and availability for the single-column position on the contributors' page.

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: 132,803\*

- *Domestic/International breakdown:*

|                          |                   |
|--------------------------|-------------------|
| 83% U.S. and possessions | 17% International |
|--------------------------|-------------------|
- *Subscriber/Single Copy Sales breakdown:*

|                   |                      |
|-------------------|----------------------|
| 98% Subscriptions | 2% Single Copy Sales |
|-------------------|----------------------|

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

Subscription Rate: \$99.95 per year.

Cover Price: \$9.95 per copy.

## CONTACT INFORMATION

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