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 *The New York Review* 2.5 hrs
Average length of subscription to *The New York Review* 11+ yrs

TRAVEL

Plan to take a trip abroad in the next two years 70%
Types of trips interested in

- 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:
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E-mail: classified@nybooks.com

2023
CLASSIFIED ADVERTISING RATE CARD

The New York Review of Books
### PUBLICATION SCHEDULE

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### 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 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 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) 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.