



This is a sample of the Independent Press Listing.

The actual trim size of the listing page is 10 3/4" x 14 5/8".

The Listing is printed in four-color and can run on multiple pages.

"Until I learned of *The New York Review of Books*'s indie-book ad opportunity, I never even dreamed I might be able to afford advertising in a major publication! As an inexperienced advertiser of my self-published fiction, I found their contact person to be amiable and easy to work with."

—Lizzi Wolf, Ph.D., *Medusa Books*

"The Independent Press Listing provided us with an exceptional and economical opportunity to reach our select audience of educated readers. The response to our ad was overwhelming—even greater than our large display ad in *The New York Times Book Review*."

—Marion E. Gold, *Brittany Publications, Ltd.*

"*The New York Review of Books*, with its Independent Press Listing, makes it possible for new authors and small presses to effectively reach the magazine's exceptional and educated readership. The IPL staff are skilled and responsive, and committed to producing an ad that best reflects your work."

—Brian T. Watson, author of *Headed Into the Abyss*

CONTACT INFORMATION:

Sharmaine Ong, Independent Press Listing

The New York Review of Books

207 East 32nd Street, New York, NY 10016

Phone: (212) 293-1630 • Fax: (212) 333-5374

E-mail: ipress@nybooks.com



2023
INDEPENDENT PRESS LISTING
RATE CARD

The New York Review of Books

DON'T LET YOUR BOOKS PILE UP

The Independent Press Listing, which appears in thirteen of the twenty annual issues of *The New York Review of Books*, offers small presses the opportunity to advertise their titles at a heavily discounted rate.

Each listing includes the following: title, subtitle, author, ISBN (cloth, paper or eBook), price, number of pages, genre, telephone ordering number, e-mail and/or website address; 25 words of description (extra words are an additional \$5.00 each); and book jacket art or an illustration. Rates include typesetting, as well as a copy of the issue in which your listing appears. Prepayment is required for all listings.

The Independent Press Listing is posted on *The New York Review's* website (www.nybooks.com) at no additional charge.

Readers of *The New York Review of Books* purchase an average of 36 books per year. Books advertised in the Independent Press Listing reach the *Review's* total paid circulation of 132,803*, an audience of discerning book lovers and avid book buyers.

Please note the Independent Press Listing is reserved for small, independent presses and independent authors. Self-publishing or marketing service companies should contact Sharmaine Ong at ipress@nybooks.com to discuss alternate display advertising arrangements.

BOOKBUYING PROFILE

98% of *The New York Review's* readers purchased books in the last 12 months, with an average of 36 books purchased in that time frame.

Types of books purchased in the past twelve months:†

History	80%
Literary Fiction	77%
Biography	61%
Politics / Current Events	54%
Mystery	44%
Philosophy	40%
Poetry	33%
Literary Criticism	31%
Fine Art	31%
Economics	23%
Children's Books	18%

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

† 2017 *New York Review of Books* Subscriber Survey

INDEPENDENT PRESS LISTING 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 23	Feb 9		Jan 13
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 25	May 11		Apr 14
June 8	May 25		Apr 28
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 19	Oct 5	FRANKFURT BOOK FAIR ISSUE	Sept 8
Nov 23	Nov 9		Oct 13
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

2023 LISTING RATES

Frequency‡	Cost (includes cover art)
1 title	\$425 per listing
2–4 titles	\$380 per listing
5–9 titles	\$360 per listing
10–19 titles	\$340 per listing
20+ titles	\$320 per listing
Extra words	\$5.00 per word

See preceding page for full description of standard listing.

‡ Refers to amount of titles and/or number of issues within a 20-issue period