This is a sample of the Independent Press Listing.
The actual trim size of the listing page is 10¾” x 14 ⅝”.
The Listing is printed in four-color and can run on multiple pages.

“Until I learned of The New York Review of Book’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

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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.


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%

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.

* Source: Alliance for Audited Media for period ending June 30, 2022
†2017 New York Review of Books Subscriber Survey
‡Refers to amount of titles and/or number of issues within a 20-issue period