

The background of the entire page is an abstract composition of vertical, overlapping brushstrokes in various shades of teal and light blue, set against a white base. The strokes vary in thickness and intensity, creating a textured, painterly effect.

2023 ONLINE ADVERTISING

**The New York Review of Books**

**WEBSITE ADVERTISING**

**AD SIZES**

**Billboard 970 x 250**

Placement: Two positions on all landing pages, including the homepage; one position at the top of all article pages, desktop only; second position on paywalled articles, desktop only

**Medium Rectangle 300 x 250**

Placement: Two positions on non-paywalled articles, desktop and mobile

**Large Mobile Banner 320 x 100**

Placement: Replaces all billboard positions on mobile devices

**SITE TRAFFIC INFORMATION**

1,294,177 page views (monthly average)  
455,311 unique visitors (monthly average)

**GEOGRAPHIC DISTRIBUTION**

65% Americas  
24% Europe  
7% Asia  
3% Oceania  
1% Africa

*Source: Twelve-month average from Google Analytics (October 2022)*

**RATES**

\$10 CPM to rotate between the 3 listed ad sizes listed above.  
Minimum purchase of 100,000 impressions per campaign.

**ONLINE READERSHIP**

*The New York Review's* online readership is a culturally engaged and devoted audience. Online readers look to *New York Review* advertisers for new and reliable information on the arts, books, politics, film, and more.

**DEMOGRAPHICS**

55% male  
45% female  
42 average age

**INCOME/INVESTMENTS**

\$147,736 average HHI  
\$1,287,477 average HNW  
71% interested in socially responsible investments

**EDUCATION**

92% bachelor's degree  
69% post-graduate degree  
28% attended an advanced education program/class in the past twelve months

**PREFERRED MOVIE GENRES**

73% drama  
71% documentary  
61% foreign  
54% historical drama

**CULTURE**

In the past twelve months:  
69% visited a museum  
57% visited an art gallery  
48% attended a classical concert  
46% attended live theater

**BOOKS**

In the past twelve months:  
37 average number of books purchased  
89% have purchased books online

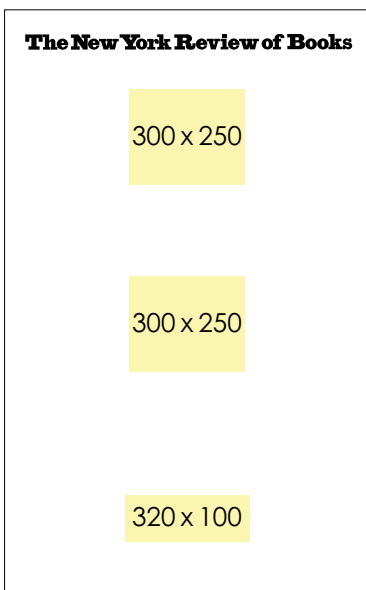
**Types of books purchased<sup>†</sup>:**

74% literary fiction  
74% history  
58% biography  
54% politics/current affairs  
50% classics  
44% mystery/crime

<sup>†</sup>Percentages total more than 100% due to multiple responses

Sources: Twelve-month average from Google Analytics (October 2022);  
*New York Review*-administered survey through SurveyMonkey.com (January 2019)

**NEWSLETTER INFORMATION**



SINGLE SPONSOR

**RATES**

All Three Ads + Sponsor Link **\$2,475**

Two Medium Rectangles and one Large Mobile Banner

**NEWSLETTER CIRCULATION**

249,505 as of October 2022

42% average open rate

**GEOGRAPHIC DISTRIBUTION**

76% Americas

14% Europe

4% Asia

4% Oceania

2% Africa

Sources: Campaign Monitor (October 2022); Survey Monkey (January 2019)

Monthly **Art Newsletters** will be mailing, in addition to the regular newsletter schedule, on the third Wednesday of each month. The Art Newsletters include the same ad sizes and rates. Please inquire for availability and material deadlines.

Newsletters are sent 4 times per week to *The New York Review's* newsletter subscriber list with new content including the latest articles, blog posts, and events. Newsletters can be booked well in advance, so please contact the Ad Department for the full schedule and availability.

**NEWSLETTER READERSHIP**

**DEMOGRAPHICS**

64% male

36% female

67 average age

**INCOME/INVESTMENTS**

\$165,331 average HHI

\$1,405,263 average HNW

72% interested in socially responsible investments

**EDUCATION**

85% bachelor's degree

56% post-graduate degree

28% attended a advanced education program/class in the past twelve months

**PREFERRED MOVIE GENRES:**

77% drama

73% documentary

70% foreign

56% historical drama

**CULTURE**

In the past twelve months:

67% visited a museum

67% visited a art gallery

54% attended a classical concert

54% attended live theatre

**BOOKS**

In the past twelve months:

33 average number of books purchased

Types of books purchased<sup>†</sup>:

79% literary fiction

73% history

62% biography

54% classics

53% politics/current affairs

<sup>†</sup> Percentages total more than 100% due to multiple responses

Source: New York Review-administered survey through SurveyMonkey.com (January 2019)

## SPECIFICATIONS

## SPECIFICATIONS OVERVIEW

**File types:** We accept GIF, JPEG, and PNG files for ads on the website and email newsletters. Floating and pop-up/under ads are not accepted.

**Maximum File Sizes:** 250k for the Billboard; 150k for the Medium Rectangle; and 100k for the Large Mobile Banner

**Animation:** Animated files are acceptable. Animated files may not loop more than three times for a total of 30 seconds maximum.

**Link Information:** Please provide a link URL for all ads. See below for additional information regarding link URLs in HTML ad materials.

**Frequency Caps:** Frequency caps may be applied to campaigns at the request of the advertiser. Frequency capping may not be set through third-party ad servers.

**Deadlines:** Insertion orders are due 5 business days prior to the campaign start date. Materials are due 3 business days prior to the flight date. The 2022 newsletter schedule is available at [nybooks.com/advertising](http://nybooks.com/advertising). Please contact the Advertising Department to confirm availability for your preferred time frame.

## RICH MEDIA SPECIFICATIONS

- ▶ Rich media files are accepted on [nybooks.com](http://nybooks.com). Rich media files are not accepted for newsletter ads.
- ▶ Video/animations may not last more than 30 seconds or loop more than 3 times.
- ▶ Audio must be user-initiated by click with clearly marked Audio On/Off buttons.
- ▶ All rich-media ads must include image ad back-ups for visitors to [nybooks.com](http://nybooks.com) without JavaScript capabilities.

## POSITIONING

- ▶ Billboards and Medium Rectangles appear on devices with desktop resolutions. Medium Rectangles and Large Mobile Banners appear on devices with mobile resolutions.
- ▶ Time-targeted and geo-targeted ads, as well as some exclusive positions, are available for a premium.

## THIRD-PARTY SERVED ADS

- ▶ Third-party served ads are acceptable. File sizes must conform to the standard file specifications listed on this page.
- ▶ If an advertiser requires billable impressions to be based on third-party tracking, please provide a reporting URL, user name, and password prior to the flight date.

## REPORTING &amp; TRACKING

- ▶ *The New York Review* will provide ad reports by request only. Please provide an email address if you wish to receive reports.

## PAYMENTS

- ▶ Prepayment is required for any new or infrequent [nybooks.com](http://nybooks.com) advertiser.
- ▶ Campaigns lasting less than 30 days will be billed at the completion of a campaign. Campaigns lasting more than 30 days may be billed in full at the midpoint of the campaign. Payment is due 30 days from invoice date. 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'S POLICIES

- ▶ *The New York Review* reserves the right to reject or cancel any advertising at any time.
- ▶ An advertiser may cancel an ad or campaign up to 3 business days prior to the start date. Cancellations will not be accepted thereafter.
- ▶ Changes may be made to a campaign with 72 hours advance notice.
- ▶ Any newsletter cancelled after the closing date for material and any newsletter for which ad materials are not supplied at least 24 hours prior to the mailing date will be billed at full rate.
- ▶ Online campaigns typically serve to 100% or more of the original impressions booking request, but will be considered complete when 99.5% of impressions have posted and the dollar amount served is less than \$5 of the total booked campaign cost.

## CONTACT INFORMATION

**The New York Review of Books**

207 East 32nd Street, New York, NY 10016

Phone: (212) 757-8070 Fax: (212) 333-5374

[www.nybooks.com](http://www.nybooks.com)

**Lara Frohlich Andersen**

Advertising Director

[lfandersen@nybooks.com](mailto:lfandersen@nybooks.com) • (212) 293-1646

**Sharmaine Ong**

Advertising Manager

[song@nybooks.com](mailto:song@nybooks.com) • (212) 293-1630

Newsletter and online insertion order forms are available on the *Review's* website at [www.nybooks.com/advertising](http://www.nybooks.com/advertising).

All ad materials and corresponding URL links should be sent electronically to [adproduction@nybooks.com](mailto:adproduction@nybooks.com).