Circulation & Readership

Paid circulation 129,856
Subscription rate $129.95 per year

Subscriber Profile

DEMOGRAPHICS
Average age 68
Male 70%
Female 30%
Education 97% graduated college or more
78% postgraduate study with degree
Average household income $197,690
Average household net worth $1,841,954
Net worth of $1,000,000+ 50%

TRAVEL
Types of trips interested in
Cultural 73%
Leisure 60%
Educational led by experts 30%
Active/Adventure 22%
Culinary/Wine tours 13%
Spa/Resort 13%
River cruises 13%
Plan to take a trip abroad in the next two years 70%

Reader Involvement
Average length of subscription 10+ yrs
to The New York Review

2024 Publication Schedule

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Sources: Alliance for Audited Media for period ending June 30, 2023;
New York Review—administered survey through SurveyMonkey.com (March 2023)
**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 & 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 & 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.

**Contact Information:**

Sharmaine Ong, Classified Advertising Department

**The New York Review of Books**

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