Independent Press Listing Rate Card

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The New York Review of Books

Von'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 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.

Books advertised in the Independent Press Listing reach the *Review*'s total paid circulation of 129,856, an audience of discerning book lovers and avid book buyers. Readers of *The New York Review of Books* purchase an average of 37 books per year.

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.

Book-buying Profile

The New York Review's readers purchased an average of 37 books per year.

Types of books purchased:

History	80%
Literary Fiction	80%
Biography	58%
Politics / Current Events	52%
Mystery	41%
Philosophy	41%
Poetry	31%
Literary Criticism	33%
Fine Arts	31%
Economics	23%
Children's Books	13%

Independent Press Listing Schedule

COVER DATE	SALE DATE		COPY & Payment due
Jan 18, 2024	Jan 4, 2024	MLA ISSUE	Dec 8, 2023
		On sale 3 weeks	
Feb 22	Feb 8	Distributed at AWP	Jan 12
Mar 21	Mar 7	london book fair iss	UE Feb 9
Apr 4	Mar 21		Feb 23
Apr 18	Apr 4	SPRING BOOKS ISSUE On sale 3 weeks	Mar 8
May 23	May 9		Apr 12
June 6	May 23		Apr 26
July 18	July 4	FICTION ISSUE	June 7
		On sale 4 weeks	
Aug 15	Aug 1	SUMMER ISSUE	July 8
		On sale 5 weeks	
Sept 19	Sept 5	FALL BOOKS ISSUE	Aug 9
Oct 17	Oct 3	FRANKFURT BOOK	Sept 6
		FAIR ISSUE	
		On sale 3 weeks	
Nov 21	Nov 7		Oct 11
Dec 19	Dec 5	HOLIDAY ISSUE	Nov 8
		On sale 4 weeks	
Jan 16, 2025	Jan 2, 2025	MLA ISSUE	Dec 6, 2024
		On sale 3 weeks	

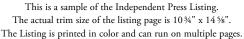
2024 Listing Kates

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

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





"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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