2024
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 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.

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**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%

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**2024 Listing Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost (includes cover art)</th>
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<tbody>
<tr>
<td>1 title</td>
<td>$425 per listing</td>
</tr>
<tr>
<td>2–4 titles</td>
<td>$380 per listing</td>
</tr>
<tr>
<td>5–9 titles</td>
<td>$360 per listing</td>
</tr>
<tr>
<td>10–19 titles</td>
<td>$340 per listing</td>
</tr>
<tr>
<td>20+ titles</td>
<td>$320 per listing</td>
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<tr>
<td>Extra words</td>
<td>$5 per word</td>
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Refers to amount of titles and/or number of issues within a 20-issue period

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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)
This is a sample of the Independent Press Listing. The actual trim size of the listing page is 10 ¾” x 14 ⅝”. The Listing is printed in 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

Contact Information:

The New York Review of Books
207 East 32nd Street, New York, NY 10016 • www.nybooks.com
Sharmaine Ong, Advertising Manager
song@nybooks.com • (212) 293-1630
Michael Knapp, Advertising Intern
mknapp@nybooks.com • (212) 293-1647

Cover Art by Leanne Shapton