



2024 Online Advertising

The New York Review of Books

WATERS

LAVAN DERIA

2024 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

RATES

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

SITE TRAFFIC INFORMATION

1,181,987 page views (monthly average)
437,368 unique visitors (monthly average)

GEOGRAPHIC DISTRIBUTION

78% Americas
13% Europe
5% Asia
3% Oceania
1% Africa

Sources: Twelve-month average from Google Analytics (September 2023);
New York Review-administered survey through SurveyMonkey.com (October 2021)

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
45 average age

INCOME/INVESTMENTS

\$164,386 average HHI
\$1,590,878 average HNW
74% interested in socially responsible investments

EDUCATION

92% bachelor's degree
69% post-graduate degree
29% attended an advanced education program/class in the past 12 months

BOOKS

In the past 12 months:

93% purchased books
30 average number of books purchased

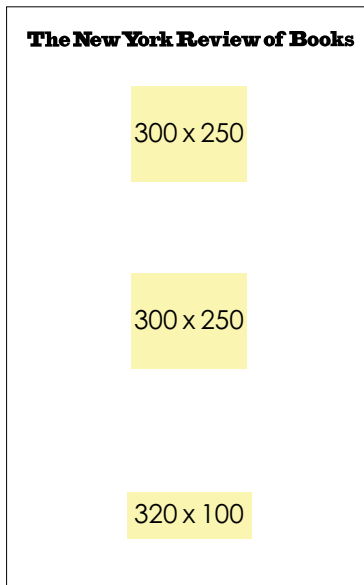
Types of books purchased:

76% literary fiction
71% history
59% biography
49% politics/current affairs
53% classics
39% mystery/crime

Sources: Twelve-month average from Google Analytics (September 2023);
New York Review-administered survey through SurveyMonkey.com (October 2021)

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NEWSLETTER INFORMATION



SINGLE SPONSOR

RATES

All Three Ads + Sponsor Link \$2,575

Two Medium Rectangles and one Large Mobile Banner

NEWSLETTER CIRCULATION

282,741 as of October 2023

45% average open rate

GEOGRAPHIC DISTRIBUTION

78% Americas

16% Europe

3% Asia

2% Oceania

1% Africa

Sources: Campaign Monitor (October 2023);

New York Review-administered survey through SurveyMonkey.com (October 2021)

In addition to the regular newsletter schedule, monthly **Art Newsletters** are mailed on the third Wednesday of each month. The Art Newsletters include the same ad sizes and rate. Please inquire for availability and material deadlines.

The New York Review's latest articles, blog posts, and events are sent to Newsletter subscribers 4 times per week. Newsletters can be booked well in advance, so please contact the Ad Department for the full schedule and availability.

NEWSLETTER READERSHIP

DEMOGRAPHICS

67% male

33% female

69 average age

INCOME/INVESTMENTS

\$175,433 average HHI

\$2,115,227 average HNW

76% interested in socially responsible investments

EDUCATION

97% bachelor's degree

79% post-graduate degree

33% attended a advanced education program/class

BOOKS

In the past 12 months:

93% purchased books

73% bought books as gift

33 average number of books purchased

Types of books purchased:

80% literary fiction

75% history

64% biography

51% classics

51% politics/current affairs

Source: New York Review-administered survey through SurveyMonkey.com (October 2021)

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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 2024 newsletter schedule is available at 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. 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 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 & 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 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 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

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All ad materials and corresponding URL links should be sent electronically to adproduction@nybooks.com.