



*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. Typesetting is included in the listed rates. 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%

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

Independent Press Listing Schedule

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 18, 2024	Jan 4, 2024	MLA ISSUE <i>On sale 3 weeks</i>	Dec 8, 2023
Feb 22	Feb 8	<i>Distributed at AWP</i>	Jan 12
Mar 21	Mar 7	LONDON BOOK FAIR ISSUE	Feb 9
Apr 4	Mar 21		Feb 23
Apr 18	Apr 4	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 8
May 23	May 9		Apr 12
June 6	May 23		Apr 26
July 18	July 4	FICTION ISSUE <i>On sale 4 weeks</i>	June 7
Aug 15	Aug 1	SUMMER ISSUE <i>On sale 5 weeks</i>	July 8
Sept 19	Sept 5	FALL BOOKS ISSUE	Aug 9
Oct 17	Oct 3	FRANKFURT BOOK FAIR ISSUE <i>On sale 3 weeks</i>	Sept 6
Nov 21	Nov 7		Oct 11
Dec 19	Dec 5	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 8
Jan 16, 2025	Jan 2, 2025	MLA ISSUE <i>On sale 3 weeks</i>	Dec 6, 2024

2024 Listing Rates

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

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



This is a sample of the Independent Press Listing.

The actual trim size of the listing page is 10 3/4" x 14 5/8".

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*

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