



2025  
*Classified Advertising  
Rate Card*

**The New York Review of Books**

## *Circulation and Readership*

Paid circulation	128,952
Subscription rate	\$129.95 per year

## *Subscriber Profile*

### **DEMOGRAPHICS**

Average age	70
Male	69%
Female	31%
Education	96% graduated college or more 78% hold postgraduate study with degree
Average individual income	\$156,000
Average household income	\$218,000
Average household net worth	\$2,366,000
Net worth of \$1,000,000+	58%

### **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 70%  
in the next two years

## *Reader Involvement*

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

# 2025 Publication Schedule

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 16, 2025	Jan 2, 2025	MLA ISSUE <i>On sale 4 weeks</i>	Dec 6, 2024
Feb 13	Jan 30		Jan 3
Feb 27	Feb 13		Jan 17
Mar 13	Feb 27		Jan 31
Mar 27	Mar 13	LONDON BOOK FAIR ISSUE	Feb 14
Apr 10	Mar 27	<i>Distributed at AWP</i>	Feb 28
Apr 24	Apr 10	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 14
May 15	May 1	ART ISSUE	Apr 4
May 29	May 15		Apr 18
June 12	May 29		May 2
June 26	June 12	UNIVERSITY PRESS ISSUE <i>On sale 4 weeks</i>	May 16
July 24	July 10	<i>On sale 4 weeks</i>	June 13
Aug 21	Aug 7	SUMMER ISSUE <i>On sale 5 weeks</i>	July 11
Sept 25	Sept 11	FALL BOOKS ISSUE	Aug 15
Oct 9	Sept 25		Aug 29
Oct 23	Oct 9		Sept 12
Nov 6	Oct 23	FRANKFURT BOOK FAIR ISSUE	Sept 26
Nov 20	Nov 6		Oct 10
Dec 4	Nov 20		Oct 24
Dec 18	Dec 4	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 7
Jan 15, 2026	Jan 1, 2026	MLA ISSUE <i>On sale 4 weeks</i>	Dec 5, 2025

## *Classified Display*

1 time	\$305 per column inch
2–4 times	\$275 per column inch
5–9 times	\$255 per column inch
10–19 times	\$230 per column inch
20 times	\$200 per column inch
Four color	15%
Typesetting	\$75

Dimensions: Column width is 2.25 inches.

Minimum depth is 1 inch.

## *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 and 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 and 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](mailto: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](mailto: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](http://www.nybooks.com)) at no additional charge.

Please contact Sharmaine Ong at [classified@nybooks.com](mailto: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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