

2025

*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 13 of the 20 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 128,952, 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 purchase an average of 37 books per year.

Types of books purchased:

Literary Novel	81%
History	80%
Biography	60%
Politics / Current Affairs	53%
Mystery / Crime	41%
Philosophy	37%
Fine Arts / Photography	35%
Literary Criticism	29%
Poetry	29%
Environmental	21%
Economics	20%
Sci-fi / Fantasy	17%
Psychology	14%
Children's Books	13%

Independent Press Listing 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 27	Feb 13		Jan 17
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 29	May 15		Apr 18
June 12	May 29		May 2
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 23	Oct 9		Sept 12
Nov 20	Nov 6		Oct 10
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

2025 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 ¾" x 14 ⅝".

The Listing is printed in color and can run on multiple pages.

“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.*

“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 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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