



PUBLICATION SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY AND PAYMENT DUE
Jan 13, 2011	Dec 30, 2010	MLA ISSUE <i>On sale 4 weeks</i>	Dec 6, 2010
Feb 10	Jan 27		Jan 4
Feb 24	Feb 10		Jan 18
Mar 10	Feb 24		Jan 31
Mar 24	Mar 10		Feb 14
Apr 7	Mar 24	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Feb 28
Apr 28	Apr 14	LONDON BOOK FAIR ISSUE	Mar 21
May 12	Apr 28		Apr 4
May 26	May 12		Apr 18
June 9	May 26	BOOKEXPO ISSUE	May 2
June 23	June 9	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 16
July 14	June 30	FICTION ISSUE <i>On sale 5 weeks</i>	June 6
Aug 18	Aug 4	SUMMER ISSUE <i>On sale 6 weeks</i>	July 11
Sept 29	Sept 15	FALL BOOKS ISSUE	Aug 22
Oct 13	Sept 29		Sept 6
Oct 27	Oct 13	FRANKFURT BOOK FAIR ISSUE	Sept 19
Nov 10	Oct 27		Oct 3
Nov 24	Nov 10		Oct 17
Dec 8	Nov 24		Oct 31
Dec 22	Dec 8	HOLIDAY ISSUE <i>On sale 3 weeks</i>	Nov 14
Jan 12, 2012	Dec 29, 2011	MLA ISSUE <i>On sale 4 weeks</i>	Dec 5, 2011

CLASSIFIED DISPLAY

1 time	\$285 per column inch
2-4 times	\$270 per column inch
5-9 times	\$255 per column inch
10-19 times	\$240 per column inch
20 times	\$220 per column inch
Typesetting	\$75
Four color	\$75 per insertion
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	\$6.15 per word
2-4 times	\$5.80 per word
5-9 times	\$5.50 per word
10-19 times	\$5.20 per word
20 times	\$4.90 per word
Box fee	\$32.50 per insertion
Color rental photo	\$75

PERSONALS & PERSONAL SERVICES

1 time	\$5.85 per word
2-4 times	\$5.35 per word
5-9 times	\$4.90 per word
10-19 times	\$4.75 per word
20 times	\$4.60 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.

2011 CLASSIFIED ADVERTISING RATE CARD The New York Review of Books



CIRCULATION & READERSHIP

Paid circulation	132,062*
Readers per copy	2†
Subscription rate	\$69.00 per year
Cover price	\$5.95 per copy

DISTRIBUTION*

Domestic / International breakdown:

U.S. and possessions	81%
International	19%

Subscriber / Single Copy sales breakdown:

Subscriptions	93%
Single Copy Sales	7%

* Source: Audit Bureau of Circulations for period ending June 30, 2010.

READER INVOLVEMENT

Time spent reading the last issue of <i>The New York Review</i>	2 hrs
Average length of subscription <i>The New York Review</i>	9 yrs

INFLUENCE

In the past twelve months...

addressed a public meeting	38%
wrote something that has been published	37%
wrote to an elected official	42%
engaged in nonpolitical volunteer work	32%
wrote to an editor of a magazine or newspaper	29%
took an active role in a civic issue	30%

CULTURE

In the past twelve months...

visited a museum	74%
attended the theater	58%
attended a classical concert	56%
attended the opera	26%
enrolled in adult education courses	20%

TRAVEL

Plan to take a vacation trip in the next 12 months	80%
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Types of trips planned

Leisure	65%
Educational	51%
Cultural	46%
Active/Adventure	25%

TERMS & FREQUENCY

- ❖ All rates are per issue.
- ❖ A contract year is twenty consecutive issues. Time discounts apply only to advertisements inserted during one contract year.
- ❖ Ads must arrive by mail, fax, or e-mail along with name, billing address, and daytime telephone number. 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. We accept payment by U.S. check, money order, or credit card: American Express, MasterCard, or Visa.
- ❖ 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) at no additional charge.

Rentals & Real Estate: An image of your property can be posted on our website for 10% of the total cost of your ad. We will post an image of your property *gratis* for any listing booked five or more times per year.

SEND MATERIALS & CORRESPONDENCE TO:

Kathleen McNamara, Classified Advertising Department

The New York Review of Books

435 Hudson Street, Suite 300, New York, NY 10014

Phone: 212-293-1630 • Fax: 212-333-5374

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† 2006, Mediamark Research, Inc.

