

The background of the page is a collage of watercolor washes. At the top, there is a large, vibrant red wash. Below it, there are several smaller, irregular shapes in shades of purple, pink, and green. The overall aesthetic is artistic and textured.

2024
Classified Advertising
Rate Card

The New York Review of Books

Circulation & Readership

Paid circulation	129,856
Subscription rate	\$129.95 per year

Subscriber Profile

DEMOGRAPHICS

Average age	68
Male	70%
Female	30%
Education	97% graduated college or more 78% postgraduate study with degree
Average household income	\$197,690
Average household net worth	\$1,841,954
Net worth of \$1,000,000+	50%

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 in the next two years	70%

Reader Involvement

Average length of subscription to <i>The New York Review</i>	10+ yrs
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2024 Publication 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 8	Jan 25		Jan 2
Feb 22	Feb 8	<i>Distributed at AWP</i>	Jan 12
Mar 7	Feb 22		Jan 26
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 9	Apr 25	ART ISSUE	Mar 29
May 23	May 9		Apr 12
June 6	May 23		Apr 26
June 20	June 6	UNIVERSITY PRESS ISSUE <i>On sale 4 weeks</i>	May 10
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 3	Sept 19		Aug 23
Oct 17	Oct 3	FRANKFURT BOOK FAIR ISSUE <i>On sale 3 weeks</i>	Sept 6
Nov 7	Oct 24	ELECTION SPECIAL	Sept 27
Nov 21	Nov 7		Oct 11
Dec 5	Nov 21		Oct 25
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 4 weeks</i>	Dec 6, 2024

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 & 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 & 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 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 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) at no additional charge.

Please contact Sharmaine Ong at 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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Art by Leanne Shapton