



*2024  
Galleries and Museums Listing  
Rate Card*

**The New York Review of Books**

## Galleries and Museums Schedule

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 18, 2024	Jan 4, 2024	<b>MLA ISSUE</b> <i>On sale 3 weeks</i>	Dec 8, 2023
Feb 8	Jan 25		Jan 2
Mar 7	Feb 22		Jan 26
Mar 21	Mar 7	<b>LONDON BOOK FAIR ISSUE</b>	Feb 9
Apr 18	Apr 4	<b>SPRING BOOKS ISSUE</b> <i>On sale 3 weeks</i>	Mar 8
May 9	Apr 25	<b>ART ISSUE</b>	Mar 29
June 6	May 23		Apr 26
Sept 19	Sept 5	<b>FALL BOOKS ISSUE</b>	Aug 9
Oct 3	Sept 19		Aug 23
Oct 17	Oct 3	<b>FRANKFURT BOOK FAIR ISSUE</b> <i>On sale 3 weeks</i>	Sept 6
Nov 7	Oct 24	<b>ELECTION SPECIAL</b>	Sept 27
Dec 5	Nov 21		Oct 25
Jan 16, 2025	Jan 2, 2025	<b>MLA ISSUE</b> <i>On sale 4 weeks</i>	Dec 6, 2024

## 2024 Advertising Rates

\$260 for 100 words of text (including museum/gallery hours, address, phone number, and website) and a color image and caption to accompany the listing (please send in JPEG, PDF, or TIFF)

For contract advertisers interested in prepaying in full for all 12 listings available during the year, the discounted rate would be \$1,920 (\$160 per listing).

### GALLERIES AND MUSEUMS

A CURRENT LISTING

This image shows a sample of the 'GALLERIES AND MUSEUMS' listing page. The page is titled 'GALLERIES AND MUSEUMS' in large red letters, with the subtitle 'A CURRENT LISTING' below it. The page is organized into a grid of listing cards. Each card features a small image of an artwork or museum interior, followed by text providing details about the gallery or museum, including its name, address, phone number, and website. The listings are arranged in three columns and several rows, with varying image sizes and text layouts.

This is a sample of the Galleries and Museums Listing.

## Subscriber Profile

### DEMOGRAPHICS

Average Age 68

Male 70%

Female 30%

Average household income \$197,690

Average household net worth \$1,841,954

Source: New York Review—administered survey through SurveyMonkey.com (March 2023)

## Contact Information:

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*Art by Leanne Shapton*