

2025 Rate Card and Publication Schedule



The New York Review of Books

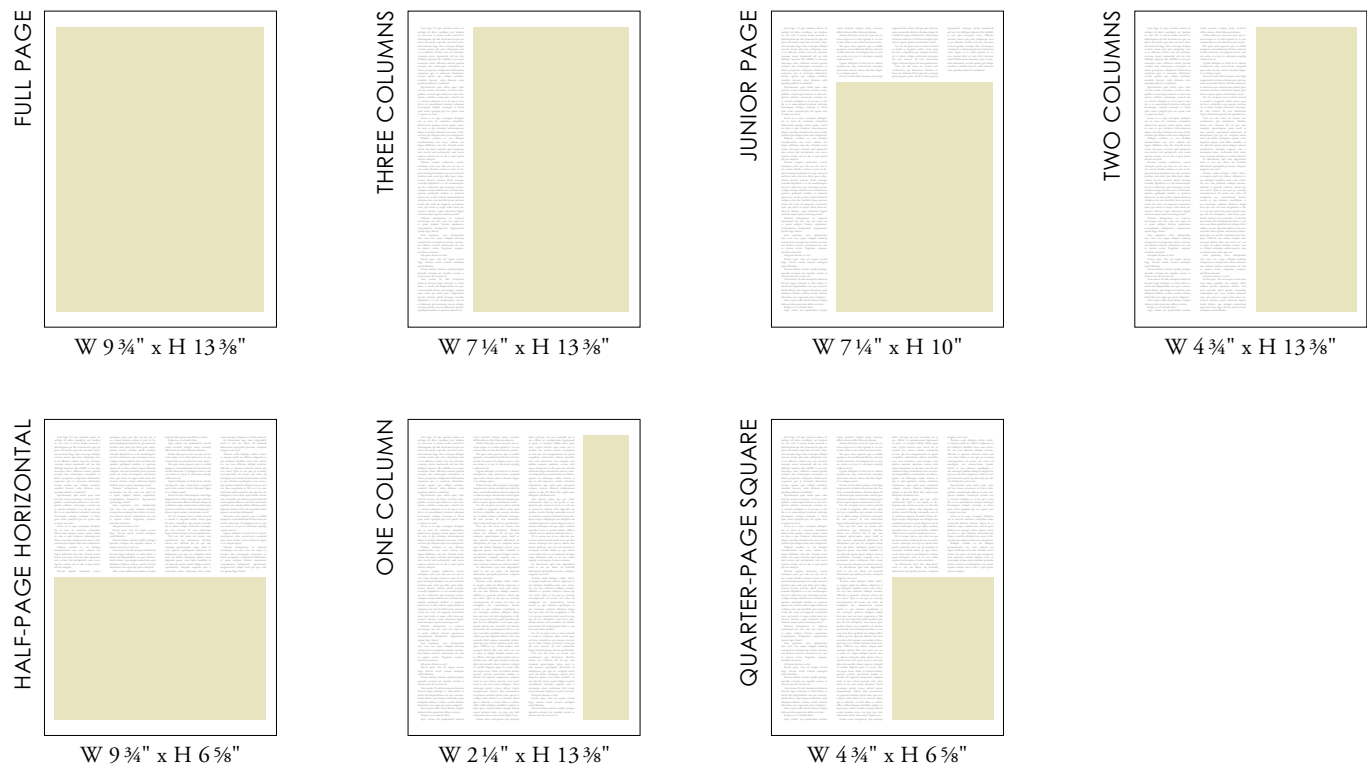
2025 Publication Schedule

VOLUME NO.	COVER DATE	SALE DATE	SPECIAL ISSUE	RESERVATIONS DUE	CLOSING DATE
LXXII 1	Jan 16, 2025 <i>four week interval</i>	Jan 2, 2025	MLA ISSUE <i>On sale 4 weeks</i>	Dec 6, 2024	Dec 10, 2024
2	Feb 13	Jan 30		Jan 3	Jan 7
3	Feb 27	Feb 13		Jan 17	Jan 21
4	Mar 13	Feb 27		Jan 31	Feb 4
5	Mar 27	Mar 13	LONDON BOOK FAIR ISSUE	Feb 14	Feb 18
6	Apr 10	Mar 27	<i>Distributed at AWP</i>	Feb 28	Mar 4
7	Apr 24 <i>three week interval</i>	Apr 10	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 14	Mar 18
8	May 15	May 1	ART ISSUE	Apr 4	Apr 8
9	May 29	May 15		Apr 18	Apr 22
10	June 12	May 29		May 2	May 6
11	June 26 <i>four week interval</i>	June 12	UNIVERSITY PRESS ISSUE <i>On sale 4 weeks</i>	May 16	May 20
12	July 24 <i>four week interval</i>	July 10		June 13	June 17
13	Aug 21 <i>five week interval</i>	Aug 7	SUMMER ISSUE <i>On sale 5 weeks</i>	July 11	July 15
14	Sept 25	Sept 11	FALL BOOKS ISSUE	Aug 15	Aug 19
15	Oct 9	Sept 25		Aug 29	Sept 2
16	Oct 23	Oct 9		Sept 12	Sept 16
17	Nov 6	Oct 23	FRANKFURT BOOK FAIR ISSUE	Sept 26	Sept 30
18	Nov 20	Nov 6		Oct 10	Oct 14
19	Dec 4	Nov 20		Oct 24	Oct 28
20	Dec 18 <i>four week interval</i>	Dec 4	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 7	Nov 11
LXXIII 1	Jan 15, 2026 <i>four week interval</i>	Jan 1, 2026	MLA ISSUE <i>On sale 4 weeks</i>	Dec 5, 2025	Dec 9, 2025

2025 Advertising Rates and Sizes

DESCRIPTION	PUBLISHERS' RATES <i>Black & White</i>	GENERAL RATES <i>Black & White</i>	WIDTH X HEIGHT
STANDARD SIZES			
Full page	\$15,500	\$17,825	9 ¾" x 13 ⅜"
Three columns	\$12,500	\$14,375	7 ¼" x 13 ⅜"
Junior page	\$11,250	\$12,925	7 ¼" x 10"
Two columns	\$9,150	\$10,525	4 ¾" x 13 ⅜"
Half-page horizontal	\$9,150	\$10,525	9 ¾" x 6 ⅝"
One column	\$5,075	\$5,835	2 ¼" x 13 ⅜"
Quarter-page square	\$5,075	\$5,835	4 ¾" x 6 ⅝"
One column inch	\$462	\$532	2 ¼" x 1"
PREMIUM CHARGES			
Center spread	\$950	\$950	20 ⅝" x 13 ⅜"
Cover 2	\$2,300	\$2,300	Full page
Cover 4	\$1,225	\$1,225	Full page
Left-hand page opposite contributors' page	\$800	\$800	Full page
First full right-hand page	\$800	\$800	Full page
Second full right-hand page	\$700	\$700	Full page
Third full right-hand page	\$600	\$600	Full page

COLOR CHARGES 15% of open rate.



MATERIAL REQUIREMENTS

DIGITAL ADS: *The New York Review* accepts digitally-formatted black-and-white and four-color advertisements. Ads may be transmitted via e-mail. E-mail attachments larger than 20MB cannot be accepted.

The Publisher does not accept responsibility for the reproduction quality of computer-generated halftones. Ads may be accompanied by a proof generated from a PDF of the file. Color matching is attempted but not guaranteed.

ACCEPTABLE FORMATS:

- PDFs created with Adobe PDF/X-1a (2001) settings are required. All fonts must be embedded. Please refer to page 3 of this rate card for exact ad dimensions. Crop, bleed, and other printers' marks do not need to be included in the ad file.
- Submit digital ads to adproduction@nybooks.com by the respective material deadline(s).

TWO-PAGE SPREADS: All spread advertisements should have an image size of 20 $\frac{3}{8}$ " x 13 $\frac{3}{8}$ ". Safety: Type smaller than 24 points should be kept $\frac{1}{8}$ " from the gutter. Spreads not running in the center of the magazine will have a 6-point wide, white knockout line placed down the center by our production department to adjust for creep.

PRESS SPECIFICATIONS

FORMAT: Four-column page

IMAGE AREA: Full page (non-bleed only; 9 $\frac{3}{4}$ " x 13 $\frac{3}{8}$ ")

PRINTING PROCESS: Heat-set web offset on 35# stock

BINDING METHOD: Saddle-stitched

BLACK-AND-WHITE & FOUR-COLOR SPECIFICATIONS:

- *Line screen:* 120
- *Four-color density:* Maximum 260%
- *Shadow:* 85%
- *Rotation of colors:* Black, cyan, magenta, yellow
- *Highlights:* 2%
- *SWOP web dot gain:* is 25%

COPY REGULATIONS/PUBLISHER'S POLICIES

- Payment is due 30 days from invoice date. Please note our prepayment policy below for new and infrequent advertisers. If paying by wire transfer or ACH payment, please submit remittance advice to payments@nybooks.com including the date of payment and invoice number, if available. If you would prefer to pay by credit card, please include the request when supplying your reservation and an invoice will be issued by a secure payment portal.
- Publisher reserves the right to request prepayment from all international advertisers and from any advertiser who exceeds a 60-day credit limit.
- A new advertiser or agency, or an advertiser or agency who has not placed an ad in *The New York Review* within the last 12 months, must prepay for each of four new insertions by the corresponding reservation deadline.
- Advertisements cancelled after the material close date will be billed at full rate.
- Premium positions cancelled less than 60 days before the reservation deadline will be invoiced for the premium-position charge.
- All content subject to the Publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.
- Copy to be set by the Publisher is due by the reservation deadline. Publisher-set display advertisements for which complete materials are not received by closing dates are not entitled to privileges of proofs for OK or revision. Advertisements ordered typeset but not used may be charged for composition.
- The Publisher assumes no liability for errors in client-supplied media.
- The advertiser and/or advertising agency, if any, agree to indemnify the Publisher against any liability or expense resulting from claims or suits based on the contents or subject matter of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement, or unauthorized use of the name, likeness, statement, or work of any person.

RATE INFORMATION

Publishers' rates include educational, direct response, and non-profit advertising.

Contract and agency discounts apply to the b&w display rates, premium charges, and color charges.

The listed premium charges are for guaranteed positions for full-page and two-page spreads only. Premium charges are in addition to the full-page and two-page spread rates. Please let us know if you are interested in learning about the rate and availability for the single-column position on the contributors' page.

A PDF of this publication schedule and rate card may be downloaded from www.nybooks.com/advertising.

ONLINE ADVERTISING: Please e-mail inquiries about advertising on *The New York Review's* website or on the *Review's* e-newsletters to: onlineadvertising@nybooks.com, or visit www.nybooks.com/advertising to download the *Review's* online rate card.

TYPESETTING & DESIGN CHARGE: \$150

COMMISSIONS: 15% of gross space cost to advertising agencies. An in-house agency must demonstrate that it acts as a verifiable subsidiary of a parent company.

DISPLAY CONTRACT DISCOUNTS: A contract year is twenty consecutive issues. Time and bulk discounts apply only to advertisements inserted during one contract year.

- *Time Discounts:*

4 ads within 11 issues, 5%	12 ads within 20 issues, 13%
6 ads within 20 issues, 7%	20 ads within 20 issues, 18%
8 ads within 20 issues, 9%	
- *Bulk Discounts:*

4 pages within 20 issues, 10%	12 pages within 20 issues, 25%
6 pages within 20 issues, 15%	15 pages within 20 issues, 30%
8 pages within 20 issues, 20%	

Circulation: 127,341*

- *Domestic/International breakdown:*

85% U.S. and possessions	15% International
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- *Subscriber/Single Copy Sales breakdown:*

98% Subscriptions	2% Single Copy Sales
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*Source: Alliance for Audited Media for period ending June 30, 2024

Subscription Rate: \$129.95 per year

Cover Price: \$9.95 per copy

CONTACT INFORMATION

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