

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](http://www.nybooks.com)) at no additional charge.

Books advertised in the Independent Press Listing reach the *Review's* total paid circulation of 127,341, 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](mailto: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:

History	80%
Literary Fiction	80%
Biography	58%
Politics / Current Events	52%
Mystery	41%
Philosophy	41%
Literary Criticism	33%
Poetry	31%
Fine Arts	31%
Economics	23%
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

