

This is the place where:

ISAIAH BERLIN wrote on Machiavelli

MARY McCARTHY reported on the Vietnam War

EDMUND WILSON attacked Vladimir Nabokov's translations of Pushkin, to which **VLADIMIR NABOKOV** replied

HANNAH ARENDT published her reflections on violence

I. F. STONE first investigated the lies of Watergate

SUSAN SONTAG challenged the claims of modern photography

ELIZABETH HARDWICK addressed the predicament of the great women writers

MURRAY KEMPTON wrote on the Mafia

GORE VIDAL transported readers with a hilarious send-up of *The New York Times* best-seller list

V. S. NAIPAUL reported on his return to the 'New' India

JOAN DIDION contributed her skeptical observations on Hollywood, New York, and Washington

STEPHEN JAY GOULD challenged recent interpretations of Darwinian evolution

NADINE GORDIMER and **BISHOP TUTU** wrote from South Africa on the horrors of apartheid

FREDERICK CREWS cast a cold eye on the psychoanalytical movement

VÁCLAV HAVEL reported from the Czech underground and later, as President of the Czech Republic, sent his reflections on the post-cold war world from Prague Castle

ZADIE SMITH pondered two paths for the modern novel

J. M. COETZEE published excerpts from his novels *Diary of a Bad Year* and *Summertime*

ORHAN PAMUK described his Turkish library

JOSEPH BRODSKY remembered his first encounter with Isaiah Berlin

RONALD DWORKIN argued that the bad decisions of the Supreme Court's right wing threatened American democracy

FRANCES FITZGERALD, **NORMAN MAILER**, **IAN BURUMA**, **MARK DANNER**, **BRIAN URQUHART**, **THOMAS POWERS**, **ANTHONY LEWIS**, **TONY JUDT**, and **ARTHUR SCHLESINGER JR.** questioned the Bush administration's rush to war in Iraq



The New York Review has published articles on music by those who know music best, the musicians themselves, including Alfred Brendel, Charles Rosen, and Robert Craft. John Richardson, John Golding, John Updike, and Julian Bell have been among the *Review's* writers on art. From the great films of Kurosawa to *Mad Men*, movies and TV programs are regularly discussed in the *Review's* pages. It has published poems by Robert Lowell, W. H. Auden, James Merrill, John Ashbery, Derek Walcott, and Wisława Szymborska. Writers such as Ian Buruma, Geoffrey O'Brien, Darryl Pinckney, Luc Sante, Samantha Power, Tim Judah, Daniel Mendelsohn, Helen Epstein, Charles Simic, Sarah Kerr, and Patricia Storage have all made their reputations in the *Review's* pages. Now, in its fifth decade, is it any wonder that *The New York Review* is considered the premier journal of culture, politics, and ideas, not only in the US, but also the world?

Subscriber Profile

> CIRCULATION*

135,009

> DEMOGRAPHICS

64 average age
70% male
30% female

> EDUCATION

95% graduated college or more
73% postgraduate study with degree
28% masters
18% other (MD, LLB, etc.)

> INCOME AND NET WORTH

\$93,000 median IEI
\$149,000 average IEI
\$119,000 median HHI
\$185,000 average HHI
\$860,000 median net worth
\$1,420,000 average net worth
43% net worth of \$1,000,000+

> READER INVOLVEMENT

11+ years average length of subscription
80% read four out of past four issues
2.5 hours average time spent reading the last issue
94% say it is one of their favorite magazines

> ACTION TAKEN AS A RESULT OF READING THE NEW YORK REVIEW

*in the past twelve months**

86% discussed an article or referred someone to it
77% visited a bookstore/ordered a book online that was advertised or reviewed
25% attended an exhibit, cultural event and/or movie discussed in a review
10% gave a subscription to *The Review* as a gift

> INFLUENCE

*in the past twelve months**

91% voted in state or local elections
88% donated to a charitable cause
57% made a political contribution
39% actively worked as a volunteer (non-political)
34% wrote or called a politician at the local, state, or national level
29% wrote something that has been published
29% has been an active member of a group that tried to influence public policy or government
28% took an active role in a fundraising effort
25% wrote to the editor of a magazine or newspaper or called a live radio show to express an opinion
22% participated in environmental groups/causes

> POLITICAL AFFILIATION

65% Liberal / Progressive Democrat
14% Moderate Democrat
9% Independent
4% Moderate Republican

Source: 2011 New York Review of Books Profile Study, Readex Research

*Audit Bureau of Circulation December 31, 2010

*Adds to more than 100% owing to multiple responses



► AVERAGE NUMBERS OF BOOKS PURCHASED in the past twelve months*

- 14 paperbacks
- 11 hardcovers
- 2 e-books
- 1 audio book

► WHERE SUBSCRIBERS BUY THEIR BOOKS*

- 84% internet
- 68% chain bookstore
- 57% independent bookstore
- 7% book club
- 7% mail order

► TYPES OF BOOKS PURCHASED in the past twelve months*

- 66% history
- 64% literary fiction
- 53% biography
- 47% politics / current affairs
- 45% classics
- 41% philosophy / religion
- 34% literary criticism
- 33% mystery
- 28% travel guides
- 28% children's books
- 27% art / photography
- 26% poetry
- 22% economics
- 20% reference
- 14% environmental issues

► PURCHASED BOOKS AS GIFTS*

- 98% purchased books in the last 12 months
- 70% purchased books as gifts in the last 3 months

► CULTURAL in the past twelve months*

- 86% visited a museum or gallery
- 77% attended a musical performance
- 75% viewed a documentary
- 75% viewed a foreign film
- 60% attended live theatre
- 59% member or donor of two to five museums or cultural institutions
- 45% have subscriptions for performing arts venues
- 34% attended the opera

► LEISURE*

- 89% have purchased or consumed wine in the past 6 months
- 37% have purchased wine by the case in the past 12 months

Source: 2011 New York Review of Books Profile Study, Readex Research

*Audit Bureau of Circulation December 31, 2010

*Adds to more than 100% owing to multiple responses



Robert Silvers Editor

Prior to joining *The New York Review of Books*, Mr. Silvers was, from 1959 to 1963, associate editor of *Harper's* magazine, edited the book *Writing in America*, and translated *La Gangrène*. Before that, Mr. Silvers lived in Paris for six years (1952–1958), where he served with the US Army at SHAPE Headquarters and attended the Sorbonne and the École des Sciences Politiques. He joined the editorial board of *The Paris Review* in 1954 and became Paris editor in 1956. He also worked as press secretary to Governor Chester Bowles of Connecticut in 1950. Mr. Silvers, who graduated from the University of Chicago in 1947, was born in Mineola, New York. He was awarded an honorary Doctorate of Letters by Harvard University in 2007.

Mr. Silvers is a trustee of the New York Public Library and a member of the board of the American Academy in Rome. Recent collections of essays he has edited include *Hidden Histories of Science*, *India: A Mosaic*, *The Company They Kept: Writers on Unforgettable Friendships*, and *Striking Terror: America's New War*.

Barbara Epstein Editor (1928–2006)

Barbara Epstein worked in book publishing and at *Partisan Review* before she helped to found *The New York Review of Books* in 1963. She was co-editor of the magazine with Robert Silvers for forty-three years. She began her publishing career at Doubleday & Company where she served as a junior editor, and edited the translation of Anne Frank's *The Diary of A Young Girl*, as well as Theodore Roethke's *The Waking: Poems, 1933–1953*. She graduated with honors in History and Literature from Radcliffe College.

As Andrew O'Hagan wrote in Barbara Epstein's obituary in *The Independent*, "She was complete in her devotion to the art of editing—almost never writing herself, and forever lobbying her writers to do more and do better for the paper—but she found that the task required more energy and more outrage as she got older. She was proud of the magazine's more recent position as the only mainstream American publication to speak out consistently against the war in Iraq. 'I'm not interested in the public eye,' she once said, 'but I'm interested in the public ear, and I want our writers to fill it with brilliant sentences.'"

Rea Hederman Publisher

Rea Hederman has been the publisher of *The New York Review of Books* since 1984. Mr. Hederman came to *The New York Review* after a distinguished career in journalism. From 1973 to 1982, he was executive editor of the Jackson, Mississippi, *Clarion-Ledger*. During that period, the newspaper won every major national award for journalism, including the Robert Kennedy, the Heywood Broun, the George Polk, and, in 1983, the Pulitzer Prize for public service for work published in 1982.

Mr. Hederman is a member of the board of the American Academy in Rome.

"An attention to editing has accounted for a large part of the success of *The New York Review of Books*. . . . But even with less respect for language and logic, the magazine would have been remarkable. . . . The first issue, which included articles by W. H. Auden, Elizabeth Hardwick, Mary McCarthy, Norman Mailer, Gore Vidal and Robert Pen Warren, pointed towards what was to come: a continuous stream of essays, usually discussing a book or books, and usually written by someone recognized as a writer, scholar or thinker of distinction. The list of contributors is formidable: Isaiah Berlin, Joan Didion, Susan Sontag, Edmund Wilson, etc, etc. . . . But *The Review's* influence is wider and more diffuse, and extends far beyond politics. Although it has something in common with the *Edinburgh*, *Westminster* and *Fortnightly Reviews*, its 19th-century forerunners in Britain, it was a new creation for America: an intelligent, intelligible publication that got the best minds to explore the world of ideas, bringing thought and weight to bear on the great issues of the moment."

—**The Economist**

". . . *The Review* was created to fill a need in the country for a journal of ideas, a mission that it has fulfilled since becoming a must read to many loyal readers."

—**The Los Angeles Times**

The New York Review of Books

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