

# *2012 Rate Card & Publication Schedule*



Illustration by Jean Cocteau

**The New York Review of Books®**

# 2012 Publication Schedule

VOLUME NO.	COVER DATE	SALE DATE	SPECIAL ISSUE	RESERVATIONS DUE	CLOSING DATE
LIX 1	Jan 12, 2012 <i>four week interval</i>	Dec 29, 2011	MLA ISSUE <i>On sale 4 weeks</i>	Dec 2, 2011	Dec 6, 2011
2	Feb 9	Jan 26		Dec 30	Jan 4
3	Feb 23	Feb 9		Jan 13	Jan 17
4	Mar 8	Feb 23		Jan 27	Jan 31
5	Mar 22	Mar 8		Feb 10	Feb 14
6	Apr 5 <i>three week interval</i>	Mar 22	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Feb 24	Feb 28
7	Apr 26	Apr 12	LONDON BOOK FAIR ISSUE	Mar 16	Mar 20
8	May 10	Apr 26		Mar 30	Apr 3
9	May 24	May 10		Apr 13	Apr 17
	***	***	2012 BEA SUPPLEMENT*	Apr 20	Apr 24
10	June 7	May 24	BOOKEXPO ISSUE	Apr 27	May 1
11	June 21 <sup>†</sup> <i>three week interval</i>	June 7	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 11	May 15
12	July 12 <i>five week interval</i>	June 28	FICTION ISSUE <i>On sale 5 weeks</i>	June 1	June 5
13	Aug 16 <i>six week interval</i>	Aug 2	SUMMER ISSUE <i>On sale 6 weeks</i>	June 26 <sup>‡</sup>	June 29 <sup>‡</sup>
14	Sept 27	Sept 13	FALL BOOKS ISSUE	Aug 17	Aug 21
15	Oct 11	Sept 27		Aug 31	Sept 4
16	Oct 25	Oct 11	FRANKFURT BOOK FAIR ISSUE	Sept 14	Sept 18
17	Nov 8	Oct 25	ELECTION SPECIAL	Sept 28	Oct 2
18	Nov 22	Nov 8		Oct 12	Oct 16
19	Dec 6	Nov 22		Oct 26	Oct 30
20	Dec 20 <i>three week interval</i>	Dec 6	HOLIDAY ISSUE <i>On sale 3 weeks</i>	Nov 9	Nov 13
LX 1	Jan 10, 2013 <i>four week interval</i>	Dec 27, 2012	MLA ISSUE <i>On sale 4 weeks</i>	Nov 30, 2012	Dec 4, 2012

\*This is an advertising supplement only; please note that a different rate card applies. *The Supplement* will run in the center of the June 7, 2012 BookExpo issue for those copies distributed to the trade. All *Supplement* ads are also guaranteed a free re-run in any issue in 2012, except these special issues: 4/5, 4/26, 6/7, 6/21, 9/27, 10/25, and 12/20.

<sup>†</sup>Copies of the June 21, 2012 issue will be distributed at the American Library Association's Annual Conference.

<sup>‡</sup>The August 16, 2012 issue deadlines will fall on Tuesday and Friday owing to the printing schedule.

# 2012 Advertising Rates & Sizes

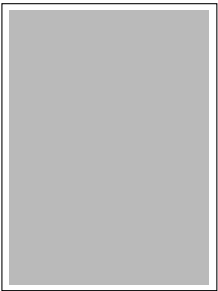
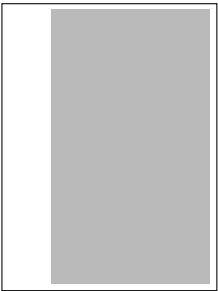
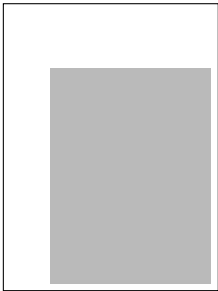
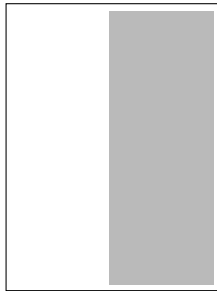
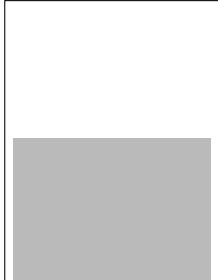
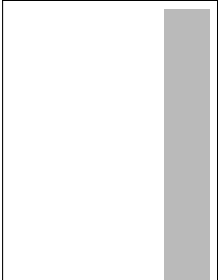
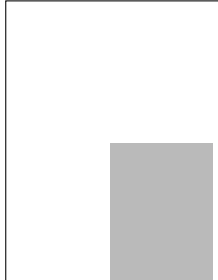
DESCRIPTION	PUBLISHERS' RATES	GENERAL RATES	WIDTH X DEPTH	LINE DEPTH	TOTAL LINAGE
	<i>Black &amp; White</i>	<i>Black &amp; White</i>			
<b>STANDARD SIZES</b>					
Full page	\$12,650	\$14,500	9 3/4" x 13 3/8"	188	752
Three columns	\$10,250	\$11,780	7 1/4" x 13 3/8"	188	564
Junior page	\$9,600	\$11,050	7 1/4" x 10"	140	420
Two columns	\$7,500	\$8,625	4 3/4" x 13 3/8"	188	376
Half-page horizontal	\$7,500	\$8,625	9 3/4" x 6 5/8"	93	376
One column	\$4,130	\$4,750	2 1/4" x 13 3/8"	188	188
Quarter-page square	\$4,130	\$4,750	4 3/4" x 6 5/8"	93	188
One column inch	\$392	\$448	2 1/4" x 1"	14	14
Agate line	\$28	\$32			

## PREMIUM CHARGES

Center spread	\$725	\$725	20 1/4" x 13 3/8"	188	1504
Cover 2	\$1,850	\$1,850	Full page	188	752
Cover 4	\$975	\$975	Full page	188	752
Cover 3	\$575	\$575	Full page	188	752
First full right-hand page	\$575	\$575	Full page	188	752
Second full right-hand page	\$475	\$475	Full page	188	752
Third full right-hand page	\$375	\$375	Full page	188	752

## COLOR CHARGES 15% of open rate for standard sizes

Contract and agency discounts apply to color charges; minimum open color charge is \$400

<p>W 9 3/4" x D 13 3/8" Line depth: 188 Total linage: 752</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">FULL PAGE</p> 	<p>W 7 1/4" x D 13 3/8" Line depth: 188 Total linage: 564</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">THREE COLUMNS</p> 	<p>W 7 1/4" x D 10" Line depth: 140 Total linage: 420</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">JUNIOR PAGE</p> 	<p>W 4 3/4" x D 13 3/8" Line depth: 188 Total linage: 376</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">TWO COLUMNS</p> 
<p>W 9 3/4" x D 6 5/8" Line depth: 93 Total linage: 376</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">HALF-PAGE HORIZONTAL</p> 	<p>W 2 1/4" x D 13 3/8" Line depth: 188 Total linage: 188</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ONE COLUMN</p> 	<p>W 4 3/4" x D 6 5/8" Line depth: 93 Total linage: 188</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">QUARTER-PAGE SQUARE</p> 	

## Material Requirements

FORMAT: Four-column page.

MAKE-UP DEPTH: 188 agate lines.

MINIMUM DEPTH: One inch on one column (14 agate lines). Advertisements 170 or more lines deep will be billed as one full column.

PRINTING PROCESS: Heat-set web offset on 35# and 50# stock.

BINDING METHOD: Saddle-stitched.

TWO-PAGE SPREADS: All spread advertisements should have an image size of 20 1/4" x 13 3/8". Safety: Type smaller than 24 points should be kept 1/8" from the gutter. Spreads not running in the center of the magazine will have a 6-point wide, white knock-out line placed down the center by our production department to compensate for creep.

TRIM: 10 3/4" x 14 5/8".

DIGITAL ADS: *The New York Review* accepts black-and-white and four-color advertisements in a number of digital formats. Digitally-prepared ads may be transmitted via e-mail; file attachments must be self-extracting archives created in a Macintosh compression program such as Archive or Stuffit. E-mail attachments larger than 10MB cannot be accepted. Files may be submitted on CD/DVD and sent to the address listed under "Shipping Information" on this card.

All black-and-white digital ads must be accompanied by a laser proof. All four-color digital ads must be accompanied by a color proof. Color matching is attempted but not guaranteed. The Publisher does not accept responsibility for the reproduction quality of computer-generated halftones.

Please submit digital ads to the attention of Michael King at [mking@nybooks.com](mailto:mking@nybooks.com).

ACCEPTABLE FORMATS:

- PDFs created with Adobe PDF/X-1a (2001) settings are most preferred. All fonts must be embedded and a proof generated from the PDF must accompany the file.
- Contact the Advertising Department for instructions on submitting ad materials in any other format.

BLACK-AND-WHITE & FOUR-COLOR SPECIFICATIONS:

- *Black-and-white screen*: 110.
- *Rotation of colors*: Black, cyan, magenta, yellow.
- *Shadow*: 85%.
- *SWOP web dot gain* is 25%.
- *Highlights*: 2%.
- *Four-color screen*: 110.
- *Four-color density*: Maximum 260%.

## Copy Regulations / Publisher's Policies

- Payment is due 30 days from invoice date.
- 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 closing date for material 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 contents 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 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.
- The Publisher assumes no liability for errors in client-supplied media.

## Rate Information

Advertisements not conforming to the standard sizes will be billed for the nearest unit of one column or more plus extra linage at the applicable line rate.

Publishers' rates include educational, mail order, and non-profit advertising.

A version of this publication schedule and rate card may be downloaded from [www.nybooks.com/advertising](http://www.nybooks.com/advertising).

ONLINE ADVERTISING: Please e-mail inquiries about advertising on *The New York Review's* website to: [onlineadvertising@nybooks.com](mailto:onlineadvertising@nybooks.com), or visit [www.nybooks.com/advertising](http://www.nybooks.com/advertising) to download our online rate card.

INSERTS: Rates for preprinted inserts are available on request.

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 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, 10%      12 pages, 25%  
6 pages, 15%      15 pages, 30%  
8 pages, 20%

N.B.: Insertions in the 2012 BEA Supplement are eligible for contract discounts but do not count toward fulfillment of an advertising contract owing to *The Supplement's* discounted rate structure.

Circulation: 134,488\*

- *Domestic/International breakdown*:  
81% U.S. and possessions      19% International
- *Subscriber/Single Copy sales breakdown*:  
94% Subscriptions      6% Single Copy Sales

\*Source: Audit Bureau of Circulations for period ending June 30, 2011.

Subscription Rate: \$74.95 per year.

Cover Price: \$6.95 per copy.

## Shipping Information

All materials & correspondence to:

**The New York Review of Books**<sup>®</sup>

Advertising Department

435 Hudson Street, Suite 300, New York, NY 10014

Please identify contents on the outside of the package. Please inquire for information regarding shipment of advertising inserts.

Phone: (212) 757-8070 • Fax: (212) 333-5374 • [www.nybooks.com](http://www.nybooks.com)

---

Rea S. Hederman, Publisher

Catherine Tice, Associate Publisher  
[ctice@nybooks.com](mailto:ctice@nybooks.com) • (212) 293-1647

Lara Frohlich Andersen, Advertising Director  
[lfandersen@nybooks.com](mailto:lfandersen@nybooks.com) • (212) 293-1646

Michael King, Technical Director  
[mking@nybooks.com](mailto:mking@nybooks.com) • (212) 293-1631

Bronwen Durocher, Classified Advertising  
[classified@nybooks.com](mailto:classified@nybooks.com) • (212) 293-1630

Patrick Hederman, Institutional Advertising  
[phederman@nybooks.com](mailto:phederman@nybooks.com) • (646) 215-2522