

## 2012 Independent Press Listing Rate Card

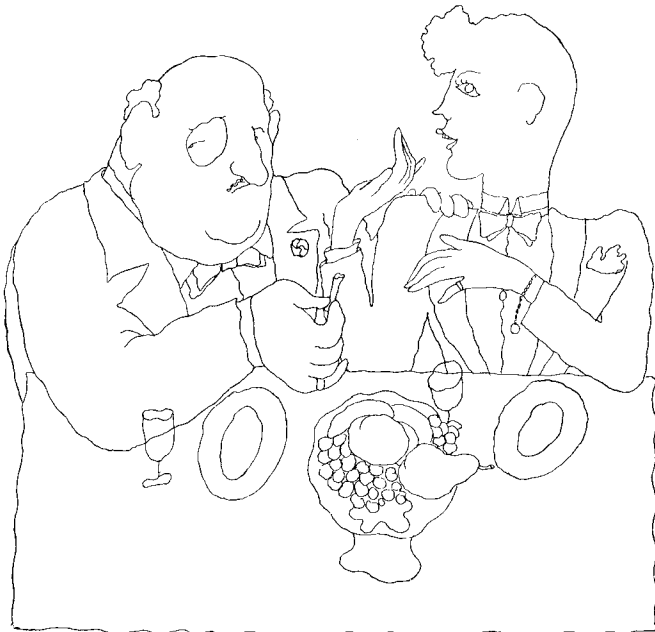


Illustration by Jean Cocteau

## The New York Review of Books

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## Don't Let Your Books Pile Up

The Independent Press Listing, which appears in thirteen of the twenty annual issues of *The New York Review of Books*, offer small presses the opportunity to advertise their titles at a heavily discounted rate.

Each listing includes the following: title, subtitle, author, ISBN (paper and/or cloth), price, number of pages, genre, address, telephone ordering number, fax number, e-mail and/or website address; and 25 words of description (extra words are an additional \$3.00 each). For an additional \$75 per insertion, one may also include book jacket art or an illustration. Rates include typesetting and scanning, as well as a copy of the issue in which your listing appears. Pre-payment is required for all listings.

The entire Independent Press Listing is posted on *The New York Review of Books's* website ([www.nybooks.com](http://www.nybooks.com)) for no additional charge.

With *The New York Review's* total paid circulation of over 134,000, your titles will reach readers who not only read reviews of books but also buy them—an average of 28 books per year.

## Bookbuying Profile

**Types of books purchased in the past twelve months:†**

History	66%
Literary Fiction	64%
Biography	53%
Politics / Current Events	47%
Philosophy / Religion	41%
Literary Criticism	34%
Mystery	33%
Travel Guides	28%
Children's Books	28%
Poetry	26%
Economics	22%

### Purchased books as gifts:

Purchased books in the last twelve months	98%
Purchased books as gifts in the last three months	70%

## Independent Press Listing Schedule

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY AND PAYMENT DUE
Jan 12, 2012	Dec 29, 2011	<b>MLA ISSUE</b> <i>On sale 4 weeks</i>	Dec 5, 2011
Feb 9	Jan 26		Jan 2
Mar 8	Feb 23		Jan 30
Apr 5	Mar 22	<b>SPRING BOOKS ISSUE</b> <i>On sale 3 weeks</i>	Feb 27
May 10	Apr 26		Apr 2
June 7	May 24	<b>BOOKEXPO ISSUE</b>	Apr 30
June 21	June 7	<b>UNIVERSITY PRESS ISSUE</b> <i>On sale 3 weeks</i>	May 14
July 12	June 28	<b>FICTION ISSUE</b> <i>On sale 5 weeks</i>	June 4
Aug 16	Aug 2	<b>SUMMER ISSUE</b> <i>On sale 6 weeks</i>	July 9
Sept 27	Sept 13	<b>FALL BOOKS ISSUE</b>	Aug 20
Oct 25	Oct 11	<b>FRANKFURT BOOK FAIR ISSUE</b>	Sept 17
Nov 22	Nov 8		Oct 15
Dec 20	Dec 6	<b>HOLIDAY ISSUE</b> <i>On sale 3 weeks</i>	Nov 12
Jan 10, 2013	Dec 27, 2012	<b>MLA ISSUE</b> <i>On sale 4 weeks</i>	Dec 3, 2012

## 2012 Advertising Rates

Frequency**	Cost
1 title	\$210 per title
2-4 titles	\$200 per title
5-9 titles	\$180 per title
10-19 titles	\$160 per title
20+ titles	\$140 per title
Cover art	\$75 per insertion
Extra words	\$3.00 per word

See above for full description of standard listing.

† 2011 New York Review of Books Profile Study, Readex Research

\*\*Refers to amount of titles within a twenty-issue period