

2012 Galleries Rate Card



Illustration by Jean Cocteau

The New York Review of Books



This is a sample of the Galleries and Museums Listing.

Galleries and Museums Schedule

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY AND PAYMENT DUE
Jan 12, 2012	Dec 29, 2011	MLA ISSUE <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	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Feb 27
Apr 26	Apr 12	LONDON BOOK FAIR ISSUE	Mar 19
May 10	Apr 26		Apr 2
May 24	May 10		Apr 16
June 7	May 24	BOOKEXPO ISSUE	Apr 30
Sept 27	Sept 13	FALL BOOKS ISSUE	Aug 20
Oct 11	Sept 27		Sept 3
Nov 8	Oct 25		Oct 2
Dec 6	Nov 22		Oct 29
Jan 10, 2013	Dec 27, 2012	MLA ISSUE <i>On sale 4 weeks</i>	Dec 3, 2012

2012 Advertising Rates

\$100 for 100 words of text (including museum/gallery hours, address, phone number and website)

\$75 for a 4-color image and caption to accompany the listing (please send in JPEG, PDF or TIFF)

Contract Advertisers may pay \$100 per listing (with 100 words of text and image included) if pre-payment is received in full for 12 listings (\$1,200 for 12 listings within a 20 issue period).

Online Opportunities are not included in the listing price, but can be purchased as an add-on. Please call 212-293-1630 for further information.

Subscriber Profile[†]

DEMOGRAPHICS

Age	64
Male	70%
Female	30%
Average household income	\$185,000
Average household net worth	\$1,420,000
Total value of investment portfolio	43%

[†]Source: 2011 New York Review of Books Profile Study, Readex Research.

Reader Involvement

ART & CULTURE

In the past twelve months...

visited a museum	86%
attended the theater	60%
attended a literature or poetry reading	30%
have been a member of one to five museums or cultural institutional	30%
have one to five+ subscription for performing art venues	45%

ADDITIONAL FEATURES

Have at least one museum membership have an investment portfolio worth \$1 million+	19%
Include the visual arts in their itineraries when traveling	81%

Send material & correspondence to:

Bronwen Durocher, Galleries & Museums Listing

The New York Review of Books

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