

2026 CLASSIFIED ADVERTISING RATE CARD



The New York Review of Books

Art by Leanne Shapton

2026 PUBLICATION SCHEDULE

VOLUME NO.	COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
LXXIII 1	Jan 15, 2026 <i>four week interval</i>	Jan 1, 2026	MLA ISSUE <i>On sale 4 weeks</i>	Dec 5, 2025
2	Feb 12	Jan 29		Jan 2
3	Feb 26	Feb 12		Jan 16
4	Mar 12	Feb 26	<i>Distributed at AWP</i>	Jan 30
5	Mar 26	Mar 12	LONDON BOOK FAIR ISSUE	Feb 13
6	Apr 9	Mar 26		Feb 27
7	Apr 23 <i>three week interval</i>	Apr 9	SPRING BOOKS ISSUE <i>On sale 3 weeks</i>	Mar 13
8	May 14	Apr 30	ART ISSUE	Apr 3
9	May 28	May 14		Apr 17
10	June 11	May 28		May 1
11	June 25 <i>four week interval</i>	June 11	UNIVERSITY PRESS ISSUE <i>On sale 4 weeks</i>	May 15
12	July 23 <i>four week interval</i>	July 9	<i>On sale 4 weeks</i>	June 12
13	Aug 20 <i>five week interval</i>	Aug 6	SUMMER ISSUE <i>On sale 5 weeks</i>	July 10
14	Sept 24	Sept 10	FALL BOOKS ISSUE	Aug 14
15	Oct 8	Sept 24		Aug 28
16	Oct 22	Oct 8	FRANKFURT BOOK FAIR ISSUE	Sept 11
17	Nov 5	Oct 22		Sept 25
18	Nov 19	Nov 5		Oct 9
19	Dec 3	Nov 19		Oct 23
20	Dec 17 <i>four week interval</i>	Dec 3	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 6
LXXIV 1	Jan 14, 2027 <i>four week interval</i>	Dec 31, 2026	MLA ISSUE <i>On sale 4 weeks</i>	Dec 4, 2026

CIRCULATION & READERSHIP

Paid circulation	126,107
Subscription rate	\$129.95 per year

SUBSCRIBER PROFILE

DEMOGRAPHICS

Average age	68
Male	69%
Female	31%
Education	96% completed four-year college
	75% hold postgraduate degrees
Average individual income	\$152,000
Average household income	\$215,000
Average household net worth	\$2,225,000
Net worth of \$1,000,000+	58%

TRAVEL

Types of trips interested in	
Cultural	73%
Leisure	60%
Educational led by experts	30%
Active/Adventure	22%
Culinary/Wine tours	13%
Spa/Resort	13%
River cruises	13%
Plan to take a trip abroad in the next two years	70%

READER INVOLVEMENT

Average length of subscription to <i>The New York Review</i>	10+ years
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Sources: Alliance for Audited Media for period ending December 31, 2025;
New York Review—administered surveys (December 2024 and November 2025)

DIGITAL REQUIREMENTS

Preferred format for Classified display ads:
High-resolution PDFs with fonts embedded or outlined.

CLASSIFIEDS ONLINE

All Classified Listings and Classified Display ads will be included on *The New York Review of Books's* website (www.nybooks.com) at no additional charge.

Please contact Sharmaine Ong at classified@nybooks.com if you would like to place a separate, paid online ad on the *Review's* website.

TERMS & FREQUENCY

- All rates are per issue.
- A contract year is 20 consecutive issues. Time discounts apply only to advertisements inserted during one contract year.
 - All Classified ads must be submitted by e-mail to classified@nybooks.com along with your name, billing address, and daytime number. If you do not have access to e-mail, please reach out to Sharmaine Ong to discuss alternate options for submitting your ad. If address and telephone number are not provided, *The New York Review* will not be responsible for printing errors or omissions.
 - Ads will not be taken over the phone.
- All orders must be prepaid. If you would like to pay by credit card, please include the request when supplying your ad and an invoice will be issued by a secure payment portal for payment by American Express, MasterCard, or Visa. We can also accept payment by wire transfer or ACH payment, in which case we would need remittance advice submitted to classified@nybooks.com including the date of payment and the issue date.
- All contents are subject to the Publisher's approval. Publisher reserves the right to reject or cancel any advertising at any time.