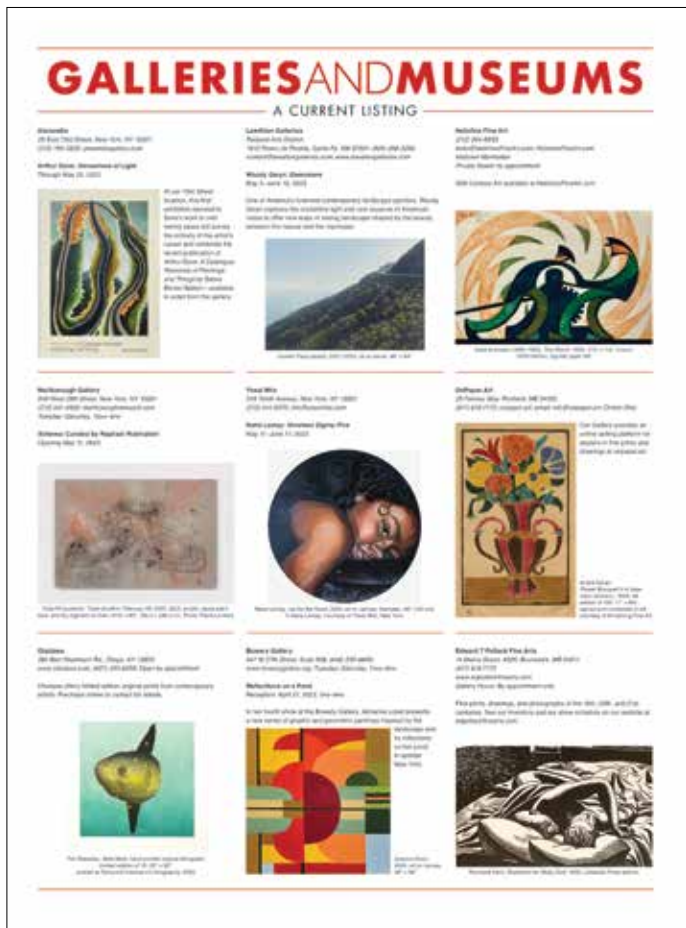


# 2026 GALLERIES & MUSEUMS LISTING RATE CARD



**The New York Review of Books**

*Art by Leanne Shapton*



This is a sample of the Galleries & Museums Listing.

## SUBSCRIBER PROFILE

### DEMOGRAPHICS

|   |            |
|---|------------|
| Paid circulation  | 127,648    |
| Average age   | 70         |
| Male  | 69%        |
| Female  | 31%        |
| Average household income                                    | \$218,000  |
| Average household net worth                                 | \$2,366,00 |
| Net worth of \$1,000,000+                                   | 58%        |
| Purchased a piece of original art in the past twelve months | 41%        |

Sources: Alliance for Audited Media for period ending June 30, 2025; New York Review—administered survey through SurveyMonkey.com (December 2024)

## GALLERIES & MUSEUMS LISTING SCHEDULE

| COVER DATE   | SALE DATE    | SPECIAL ISSUE                                       | COPY & PAYMENT DUE |
|--------------|--------------|---|--------------------|
| Jan 15, 2026 | Jan 1, 2026  | <b>MLA ISSUE</b><br><i>On sale 4 weeks</i>          | Dec 5, 2025        |
| Feb 12       | Jan 29       |   | Jan 2              |
| Mar 12       | Feb 26       | <i>Distributed at AWP</i>                           | Jan 30             |
| Mar 26       | Mar 12       | <b>LONDON BOOK FAIR ISSUE</b>                       | Feb 13             |
| Apr 23       | Apr 9        | <b>SPRING BOOKS ISSUE</b><br><i>On sale 3 weeks</i> | Mar 13             |
| May 14       | Apr 30       | <b>ART ISSUE</b>                                    | Apr 3              |
| June 11      | May 28       |   | May 1              |
| Sept 24      | Sept 10      | <b>FALL BOOKS ISSUE</b>                             | Aug 14             |
| Oct 8        | Sept 24      |   | Aug 28             |
| Oct 22       | Oct 8        | <b>FRANKFURT BOOK FAIR ISSUE</b>                    | Sept 11            |
| Nov 5        | Oct 22       |   | Sept 25            |
| Dec 3        | Nov 19       |   | Oct 23             |
| Jan 14, 2027 | Dec 31, 2026 | <b>MLA ISSUE</b><br><i>On sale 4 weeks</i>          | Dec 4, 2026        |

## 2026 ADVERTISING RATES

**\$260 for 100 words of text** (including museum/gallery hours, address, phone number, and website) and a color image and caption to accompany the listing (please send in JPEG, PDF, or TIFF)

For contract advertisers interested in prepaying in full for all 12 listings available during the year, the discounted rate would be \$1,920 (\$160 per listing).

## CONTACT INFORMATION:

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