

An abstract painting featuring a central, somewhat circular shape in shades of pink and white, which appears to be a dog's head. The background is composed of numerous horizontal, wavy brushstrokes in various shades of green and teal, creating a textured, layered effect. The overall composition is dynamic and expressive.

2026 INDEPENDENT PRESS LISTING  
RATE CARD

**The New York Review of Books**

*Art by Leanne Shapton*

**DON'T LET YOUR BOOKS PILE UP**

The Independent Press Listing, which appears in 13 of the 20 annual issues of *The New York Review of Books*, offers small presses the opportunity to advertise their titles at a heavily discounted rate.

Each listing includes the following: title, subtitle, author, ISBN (cloth, paper or eBook), price, number of pages, genre, telephone ordering number, e-mail and/or website address; 25 words of description (extra words are an additional \$5 each); and book jacket art or an illustration. Typesetting is included in the listed rates.

Prepayment is required for all listings.

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

Books advertised in the Independent Press Listing reach the *Review's* total paid circulation of 127,648, an audience of discerning book lovers and avid book buyers. Readers of *The New York Review of Books* purchase an average of 37 books per year.

*Please note the Independent Press Listing is reserved for small, independent presses and independent authors. Self-publishing or marketing service companies should contact Sharmaine Ong at [ipress@nybooks.com](mailto:ipress@nybooks.com) to discuss alternate display advertising arrangements.*

**INDEPENDENT PRESS LISTING SCHEDULE**

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 15, 2026	Jan 1, 2026	<b>MLA ISSUE</b> <i>On sale 4 weeks</i>	Dec 5, 2025
Feb 26	Feb 12		Jan 16
Mar 26	Mar 12	<b>LONDON BOOK FAIR ISSUE</b>	Feb 13
Apr 9	Mar 26		Feb 27
Apr 23	Apr 9	<b>SPRING BOOKS ISSUE</b> <i>On sale 3 weeks</i>	Mar 13
May 28	May 14		Apr 17
June 11	May 28		May 1
July 23	July 9	<i>On sale 4 weeks</i>	June 12
Aug 20	Aug 6	<b>SUMMER ISSUE</b> <i>On sale 5 weeks</i>	July 10
Sept 24	Sept 10	<b>FALL BOOKS ISSUE</b>	Aug 14
Oct 22	Oct 8	<b>FRANKFURT BOOK FAIR ISSUE</b>	Sept 11
Nov 19	Nov 5		Oct 9
Dec 17	Dec 3	<b>HOLIDAY ISSUE</b> <i>On sale 4 weeks</i>	Nov 6
Jan 14, 2027	Dec 31, 2026	<b>MLA ISSUE</b> <i>On sale 4 weeks</i>	Dec 4, 2026



This is a sample of the Independent Press Listing.  
The actual trim size of the listing page is 10 3/4" x 14 5/8".  
The Listing is printed in color and can run on multiple pages.

“The Independent Press Listing provided us with an exceptional and economical opportunity to reach our select audience of educated readers. The response to our ad was overwhelming—even greater than our large display ad in *The New York Times Book Review*.”  
—Marion E. Gold, *Brittany Publications, Ltd.*

“Until I learned of *The New York Review of Books*’ indie-book ad opportunity, I never even dreamed I might be able to afford advertising in a major publication! As an inexperienced advertiser of my self-published fiction, I found their contact person to be amiable and easy to work with.”  
—Lizzi Wolf, Ph.D., *Medusa Books*

“*The New York Review of Books*, with its Independent Press Listing, makes it possible for new authors and small presses to effectively reach the magazine’s exceptional and educated readership. The IPL staff are skilled and responsive, and committed to producing an ad that best reflects your work.”  
—Brian T. Watson, author of *Headed Into the Abyss*

## BOOKBUYING PROFILE

*The New York Review*’s readers purchase an average of 37 books per year.

### Types of books purchased:

Literary Novel	81%
History	80%
Biography	60%
Politics / Current Affairs	53%
Mystery / Crime	41%
Philosophy	37%
Fine Arts / Photography	35%
Literary Criticism	29%
Poetry	29%
Environmental Issues	21%
Economics	20%
Sci-fi / Fantasy	17%
Psychology	14%
Children’s Books	13%

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

## 2026 LISTING RATES

Frequency	Cost (includes cover art)
1 title	\$425 per listing
2–4 titles	\$380 per listing
5–9 titles	\$360 per listing
10–19 titles	\$340 per listing
20+ titles	\$320 per listing
Extra words	\$5 per word

Refers to amount of titles and/or number of issues within a 20-issue period

## CONTACT INFORMATION:

### **The New York Review of Books**

207 East 32nd Street, New York, NY 10016  
www.nybooks.com

**Sharmaine Ong**

Advertising Manager

song@nybooks.com • (212) 293-1630

**Michael Knapp**

Advertising Associate

mknapp@nybooks.com • (212) 293-1647