2025 Galleries and Museums Listing Rate Card



The New York Review of Books

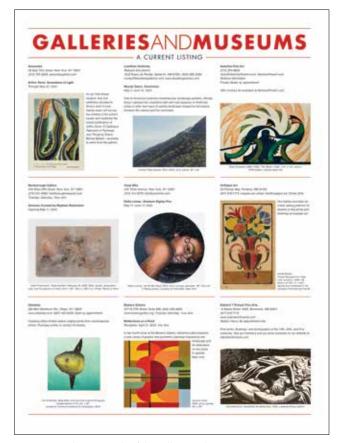
Galleries and Museums Listing Schedule

0		0	-	
COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & Payment due	
Jan 16, 2025	Jan 2, 2025	MLA ISSUE On sale 4 weeks	Dec 6, 2024	
Feb 13	Jan 30		Jan 3	
Mar 13	Feb 27		Jan 31	
Mar 27	Mar 13	LONDON BOOK FAIR ISSUE	Feb 14	
Apr 24	Apr 10	SPRING BOOKS ISSU On sale 3 weeks	E Mar 14	
May 15	May 1	ART ISSUE	Apr 4	
June 12	May 29		May 2	
Sept 25	Sept 11	FALL BOOKS ISSUE	Aug 15	
Oct 9	Sept 25		Aug 29	
Oct 23	Oct 9		Sept 12	
Nov 6	Oct 23	FRANKFURT BOOK FAIR ISSUE	Sept 26	
Dec 4	Nov 20		Oct 24	
Jan 15, 2026	Jan 1, 2026	MLA ISSUE On sale 4 weeks	Dec 5, 2025	

2025 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).



This is a sample of the Galleries and Museums Listing.

Subscriber Profile

DEMOGRAPHICS

Average Age 68

Male 70%

Female 30%

Average household income \$197,690

Average household net worth \$1,841,954

Source: New York Review-administered survey through SurveyMonkey.com (March 2023)

Contact Information:

Sharmaine Ong, Advertising Manager

The New York Review of Books

207 East 32nd Street, New York, NY 10016 Phone: (212) 293-1630 • Fax: (212) 333-5374 E-mail: gallery@nybooks.com • www.nybooks.com

