

# 2020

Advertising Rates  
Effective January 1, 2020

# Books



The New York Times

# Books Advertising Rates & Units

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
<b>6 X 21 (full page)</b>	<b>8%</b>	<b>6</b>	<b>11.55"</b>	<b>21"</b>	<b>126.0</b>	<b>100.0%</b>
6 X 18		6	11.55"	18"	108.0	85.7
6 X 14		6	11.55"	14"	84.0	66.7
<b>6 X 10.5 (half-page horizontal)</b>		<b>6</b>	<b>11.55"</b>	<b>10.5"</b>	<b>63.0</b>	<b>50.0</b>
6 X 7		6	11.55"	7"	42.0	33.3
6 X 5.25		6	11.55"	5.25"	31.5	25.0
5 X 21		5	9.6"	21"	105.0	83.3
5 X 15.75		5	9.6"	15.75"	78.75	62.5
5 X 14		5	9.6"	14"	70.0	55.6
5 X 10.5		5	9.6"	10.5"	52.5	41.7
5 X 7		5	9.6"	7"	35.0	27.8
4 X 21		4	7.65"	21"	84.0	66.7
4 X 18		4	7.65"	18"	72.0	57.1
4 X 15.75		4	7.65"	15.75"	63.0	50.0
4 X 14		4	7.65"	14"	56.0	44.4
4 X 10.5		4	7.65"	10.5"	42.0	33.3
4 X 7		4	7.65"	7"	28.0	22.2
4 X 5.25		4	7.65"	5.25"	21.0	16.7
<b>3 X 21 (half-page vertical)</b>		<b>3</b>	<b>5.7"</b>	<b>21"</b>	<b>63.0</b>	<b>50.0</b>
3 X 18		3	5.7"	18"	54.0	42.9
3 X 15.75		3	5.7"	15.75"	47.25	37.5
3 X 14		3	5.7"	14"	42.0	33.3
<b>3 X 10.5 (quarter page)</b>		<b>3</b>	<b>5.7"</b>	<b>10.5"</b>	<b>31.5</b>	<b>25.0</b>
3 X 7		3	5.7"	7"	21.0	16.7
3 X 5.25		3	5.7"	5.25"	15.75	12.5
2 X 21		2	3.75"	21"	42.0	33.3
2 X 18		2	3.75"	18"	36.0	28.6
2 X 15.75		2	3.75"	15.75"	31.5	25.0
2 X 14		2	3.75"	14"	28.0	22.2
2 X 10.5		2	3.75"	10.5"	21.0	16.7
2 X 7		2	3.75"	7"	14.0	11.1
2 X 5.25		2	3.75"	5.25"	10.5	8.3
2 X 3.5		2	3.75"	3.5"	7.0	5.6
2 X 3		2	3.75"	3"	6.0	4.8

## New York Times Advertising Units | CONTINUED

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
2 X 2		2	3.75"	2"	4.0	3.2
1 X 21		1	1.8"	21"	21.0	16.7
1 X 18		1	1.8"	18"	18.0	14.3
1 X 15.75		1	1.8"	15.75"	15.75	12.5
1 X 14		1	1.8"	14"	14.0	11.1
1 X 10.5		1	1.8"	10.5"	10.5	8.3
1 X 7		1	1.8"	7"	7.0	5.6
1 X 5.25		1	1.8"	5.25"	5.25	4.2
1 X 3.5		1	1.8"	3.5"	3.5	2.8
1 X 3		1	1.8"	3"	3.0	2.4
1 X 2		1	1.8"	2"	2.0	2.0
1 X 1.5		1	1.8"	1.5"	1.5	1.5
1 X 1		1	1.8"	1"	1.0	1.0
13 X 21		13	23.75"	21"	273.0	—
13 X 18		13	23.75"	18"	234.0	—
13 X 14		13	23.75"	14"	182.0	—
13 X 10.5		13	23.75"	10.5"	136.5	—
11 X 21		11	19.85"	21"	231.0	—

Column inch rates apply to New York Times advertising units contained on this page. All other size units will be charged 10% above the column inch rate.

### Minimum ROP Depth Requirement

Columns	Depth	NYT Unit Number
6	5.25"	6 x 5.25
5	7"	5 x 7
4	5.25"	4 x 5.25
3	5.25"	3 x 5.25
2	2"	2 x 2
1	1"	1 x 1

## Sunday Book Review Advertising Rates

	Open	1 Page/ 126 Column Inches	5 Pages/ 630 Column Inches	10 Pages/ 1,260 Column Inches	20 Pages/ 2,520 Column Inches	40 Pages/ 5,040 Column Inches
Full centerspread*	\$88,270	\$81,100	\$79,475	\$78,225	\$76,575	\$74,120
Mini centerspread*	63,175	58,060	56,895	56,005	54,825	53,065
Book Review strip (two sides)	25,415	23,315	22,860	22,515	21,325	19,710
Full page	41,955	38,520	37,740	37,145	36,360	35,180
3/5 page	28,445	26,115	25,590	25,180	24,650	23,845
1/2 page	24,200	22,220	21,765	21,435	20,970	20,295
2/5 page	19,605	18,005	17,635	17,345	16,980	16,435
3/10 page	15,015	13,795	13,520	13,295	13,020	12,595
1/5 page	10,360	9,515	9,335	9,175	8,980	8,695
3/20 page	7,755	7,125	6,975	6,875	6,725	6,505
1/10 page	5,285	4,860	4,760	4,670	4,580	4,435
1/20 page	2,800	2,575	2,535	2,490	2,435	2,355

\*Full and mini centerspread costs include applicable volume discounts and bleed charges.

Combination rate for Book Review and ROP\*

Combination ads must be submitted on one insertion order.

\$650 (nationwide distribution)

\*Applies to a Sunday Book Review ad which is also repeated in the weekday section. Contact your client lead for further details.

Discount for multiple pages in one issue of Book Review: 5% off earned rates for 2–5 pages in the same issue. Discount is on space only.

## Book Review Standard Advertising Units | PREPARE REPRODUCTION MATERIAL TO THESE SIZES

Size	No. of Cols.		Depth	Width		Depth
Full centerspread*	11	x	10.875"	20.6"	x	10.875"
Mini centerspread*	7	x	10.875"	12.8"	x	10.875"
Book Review strip** (per side)	5	x	2.625"	9.6"	x	2.625"
Full page	5	x	10.875"	9.6"	x	10.875"
3/5 page (vert.)	3	x	10.875"	5.7"	x	10.875"
1/2 page	5	x	5.375"	9.6"	x	5.375"
2/5 page (vert.)	2	x	10.875"	3.75"	x	10.875"
3/10 page (vert.) 2	x	8.125"	3.75"	x	8.125"	
1/5 page (vert.)	1	x	10.875"	1.8"	x	10.875"
3/20 page	1	x	8.125"	1.8"	x	8.125"
1/10 page (vert.) 1	x	5.375"	1.8"	x	5.375"	
1/20 page	1	x	2.625"	1.8"	x	2.625"

\*Submit one velox for full and mini centerspreads.

\*\*Sold as a double unit only. No bleed. Two separate reservations and two sets of materials required.

## Book Review Position Charges

Page 2, 5 or 6	\$1,000
Table of Contents, 2/5 vertical	475
Letters page, 2/5 vertical	475
Contributors page, 3/5 vertical	695
Edit Well, 1/5 vertical (2 positions available)	330
Page facing Best Sellers, Paperback Best Sellers or "Bookend":	
1) Full page	1,000
2) 3/5 vertical	700
3) Half page	575
4) 2/5 vertical	480
5) 1/5 vertical or horizontal	330
Back cover	2,215

Black & white A/B split available: \$750 gross. Minimum size 3/5 page.

## Book Review Color Charges

Open	\$9,420
1 page	8,760
5 pages	7,885
10 pages	7,235
20 pages	6,580
40 pages	6,135

To calculate cost of space, add color premium to regular contract rate.

Available sizes: 2/5 page or larger.

Four color A/B split available: \$1,500 gross.

Special prepress and on-press production work will receive an additional charge. Contact your client lead for details.

Supplied digital: call (212) 556-7729 for more information.

A color specification kit is available. Please contact the Color Prepress Department before submitting materials.

## Small Press Rates\*

ROP column inch rates:

Weekday	\$605
Sunday	719

Book Review rates:

Full page	35,735
3/5 page	24,230
1/2 page	20,625
2/5 page	16,690
3/10 page	12,790
1/5 page	8,830
3/20 page	6,615
1/10 page	4,510
1/20 page	2,385

\*Small Presses are defined as those Independent Publishers whose press runs do not exceed 8,000 copies per title.

For more information, call Mark Hiler at (212) 556-8452.

## Classified Advertising Book Exchange

### Book Exchange Subheadings

Art and Applied Art	Bookbinding	Languages	Printing – Related Services
Auctions	Book Offers	Literature of Other Nations	Prints
Autograph Letters	Books Wanted	Miscellaneous	Rare, First, Deluxe Editions
Back Numbers	Education – Scientific	Out of Print	Specialists' Services

	<b>Line Rate Sunday</b>
Open	\$52.00
13 Sundays in one year	45.75
26 Sundays in one year	43.75
39 Sundays in one year	42.75
52 Sundays in one year	41.75

Minimum space 4 lines. Word count: 6 to a line.

Closing: Friday, 16 days before Sunday publication date.

To advertise, call (212) 556-3900. Out of NYC call toll free 1-800-AD-TIMES. For more details, call your client lead.

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## Book Page & Run of Paper

### Nationwide Distribution

	— Column Inch Rate —	
	Sunday	Weekday
Open	\$1,210	\$1,015
1 page / 126 column inches	1,100	935
5 pages / 630 column inches	1,080	915
10 pages / 1,260 column inches	1,055	900
20 pages / 2,520 column inches	1,030	875
40 pages / 5,040 column inches	1,005	850

### Weekday Book Page Multiple Insertion Discount Program

- Buy 2 ads at regular contract rate, receive 50% off the 3rd ad.
- Buy 3 ads at regular contract rate, receive the 4th ad free.

All ads must feature the same title (copy changes allowed), be of the same size and appear on or facing the weekday book page during a 14-day period. Minimum size ad to qualify for discount program is 7 column inches. Please call your client lead for more details.

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## ROP Position Charges

Section back pages (reserved)

Add \$8,900 to unit price.

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## ROP Color Premiums

	Sunday Nationwide	Weekday Nationwide
1/2 page to full page*	\$41,200	\$36,100
Less than 1/2 page	28,900	25,300

\*Full page only in some sections. Contact your client lead for further information.

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## Special Advertising Programs

For details on special rates and programs, contact your client lead.

## The New York Times Magazine 2020 Advertising Rates – General

Four Color	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$107,075	\$101,720	\$98,510	\$95,300	\$92,085	\$88,880	\$85,655
2/3 page	78,145	74,235	71,890	69,535	67,200	64,855	62,510
1/2 page	71,520	67,950	65,785	63,650	61,505	59,350	57,215
Facing 1/2 page*	137,370	130,490	126,375	122,240	118,135	114,015	109,885
Fireplace Unit	117,785	111,890	108,360	104,830	101,295	97,770	94,220
1/3 page (horiz.)/Strip Ad	58,905	55,955	54,215	52,430	50,650	48,890	47,120
1/3 page (vert.)	58,905	55,955	54,215	52,430	50,650	48,890	47,120
Square Third	47,395	45,020	43,600	42,185	40,760	39,330	37,915

### Black & White

Page	\$73,420	\$69,755	\$67,560	\$65,345	\$63,150	\$60,945	\$58,745
2/3 page	46,280	43,950	42,570	41,170	39,795	38,415	37,010
1/2 page	43,640	41,445	40,145	38,835	37,535	36,230	34,900
Facing 1/2 page*	83,555	79,375	76,880	74,365	71,865	69,345	66,850
Fireplace Unit	80,760	76,730	74,315	71,880	69,465	67,040	64,620
1/3 page (horiz.)/Strip Ad	31,865	30,270	29,315	28,370	27,405	26,450	25,495
1/3 page (vert.)	31,865	30,270	29,315	28,370	27,405	26,450	25,495
Square Third	25,640	24,360	23,585	22,815	22,050	21,280	20,530

\*For two facing 1/2 page horizontal ads.

### Note

- Magazine and ROP full-run general space run within a 12-month contract period may be applied to the same full-run general contract.
- Advertisers with a full-run general ROP contract are eligible for an equivalent contract level (up to 60-page level only) for their general Magazine advertising.
- Covers: 2nd cover is charged a 15% premium; 3rd cover is charged a 10% premium; 4th cover (four-color only) is charged a 17% premium.
- Gutter-bleed, partial-bleed or full-bleed advertising in color or black and white is charged a 10% premium.
- Two-color rates are plus 5.5% of black and white rates.

## The New York Times T Magazine 2020 Advertising Rates – General

Four Color	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$109,215	\$103,755	\$100,480	\$97,205	\$93,925	\$90,660	\$87,370
2-page Spread	209,695	199,205	192,925	186,635	180,340	174,065	167,750

Black and White	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$74,890	\$71,150	\$68,910	\$66,650	\$64,415	\$62,165	\$59,920
2-page Spread	143,510	136,610	132,310	127,970	123,675	119,355	115,045

### Note

- Magazine & ROP full-run general space run within a 12-month contract period may be applied to the same full-run general contract.
- Advertisers with a full-run general ROP contract are eligible for an equivalent contract level (up to 60-page level only) for their general Magazine advertising.
- Covers: 2nd cover is charged a 15% premium; 3rd cover charged a 10% premium; 4th cover (four-color only) is charged a 17% premium.
- Gutter-bleed, partial-bleed or full-bleed advertising in color or black and white is charged a 10% premium.
- Two-color rates are plus 5.5% of black and white rates.

See the 2020 T Magazine Rate Card for additional rates, discounts and other information.

# Book Review 2020 Calendar



## Plan on being in the right place at the right time

The only national, stand-alone book review, The New York Times Book Review is where readers turn to discover groundbreaking books, industry-shaking book news as well as the highly acclaimed New York Times Best Sellers List.

**For more information please reach out to your Client Lead or:**

**Cody Swick**

[Cody.Swick@nytimes.com](mailto:Cody.Swick@nytimes.com)  
212-556-1102

**Mark Hiler**

[Mark.Hiler@nytimes.com](mailto:Mark.Hiler@nytimes.com)  
212-556-8452

[nytmediakit.com](http://nytmediakit.com)

Publication Date	Editorial Column	Reservation Close	Color Materials Due	B/W Materials Due
Jan. 5	Crime	12/17/19	12/18/19	12/19/19
Jan. 12		12/24/19	12/25/19	1/26/20
Jan. 19	Crime	12/31/20	1/1/20	1/2/20
Jan. 26		1/7/20	1/8/20	1/9/20
Feb. 2	Crime	1/14/20	1/15/20	1/16/20
Feb. 9		1/21/20	1/22/20	1/23/20
Feb. 16	Crime	1/28/20	1/29/20	1/30/20
Feb. 23		2/4/20	2/5/20	2/6/20
Mar. 1	Crime	2/11/20	2/12/20	2/13/20
Mar. 8		2/18/20	2/19/20	2/20/20
Mar. 15	Crime	2/25/20	2/26/20	2/27/20
Mar. 22		3/3/20	3/4/20	3/5/20
Mar. 29		3/10/20	3/11/20	3/12/20
Apr. 5	Crime	3/17/20	3/18/20	3/19/20
Apr. 12		3/24/20	3/25/20	3/26/20
Apr. 19	Crime	3/31/20	4/1/20	4/2/20
Apr. 26		4/7/20	4/8/20	4/9/20
May 3	Crime	4/14/20	4/15/20	4/16/20
May 10		4/21/20	4/22/20	4/23/20
May 17	<b>Audiobooks Feature/Crime</b>	4/28/20	4/29/20	4/30/20
May 24		5/5/20	5/6/20	5/7/20
May 31	<b>Summer Reading Issue</b>	5/12/20	5/13/20	5/14/20
Jun. 7	Crime	5/19/20	5/20/20	5/21/20
Jun. 14		5/26/20	5/27/20	5/28/20
Jun. 21	Crime	6/2/20	6/3/20	6/4/20
Jun. 28		6/9/20	6/10/20	6/11/20

**Every issue will include children's content.**

Please note: Due to color capacity, premium positions are subject to change in these issues.

# Book Review 2020 Calendar



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The only national, stand-alone book review, The New York Times Book Review is where readers turn to discover groundbreaking books, industry-shaking book news as well as the highly acclaimed New York Times Best Sellers List.

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212-556-8452

[nytmediakit.com](http://nytmediakit.com)

Publication Date	Editorial Column	Reservation Close	Color Materials Due	B/W Materials Due
July 5	Crime	6/16/20	6/17/20	6/18/201
July 12		6/23/20	6/24/20	6/25/20
July 19	Crime	6/30/20	7/1/20	7/2/20
July 26		7/7/20	7/8/20	7/9/20
Aug. 2	Crime	7/14/20	7/15/20	7/16/20
Aug. 9		7/21/20	7/22/20	7/23/20
Aug. 16	Crime	7/28/20	7/29/20	7/30/20
Aug. 23		8/4/20	8/5/20	8/6/20
Aug. 30		8/11/20	8/12/20	8/13/20
Sept. 6	Crime	8/18/20	8/19/20	8/20/20
Sept. 13		8/25/20	8/26/20	8/27/20
Sept. 20	Crime	9/1/20	9/2/20	9/3/20
Sept. 27		9/8/20	9/9/20	9/10/20
Oct. 4	Crime	9/15/20	9/16/20	9/17/20
Oct. 11		9/22/20	9/23/20	9/24/20
Oct. 18	Crime	9/29/20	9/30/20	10/1/20
Oct. 25	<b>Halloween Issue</b>	10/6/20	10/7/20	10/8/20
Nov. 1	Crime	10/13/20	10/14/20	10/15/20
Nov. 8	<b>Children's Books Feature</b>	10/20/20	10/21/20	10/22/20
Nov. 15	Crime	10/27/20	10/28/20	10/29/20
Nov. 22	<b>Audiobooks Feature</b>	11/3/20	11/4/20	11/5/20
Nov. 29		11/10/20	11/11/20	11/12/20
Dec. 6	<b>Holiday Books Issue /Crime</b>	11/17/20	11/18/20	11/19/20
Dec. 13	<b>Best Books Feature</b>	11/24/20	11/25/20	11/26/20
Dec. 20	Crime	12/1/20	12/2/20	12/3/20
Dec. 27		12/8/20	12/9/20	12/10/20

**Every issue will include children's content.**

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