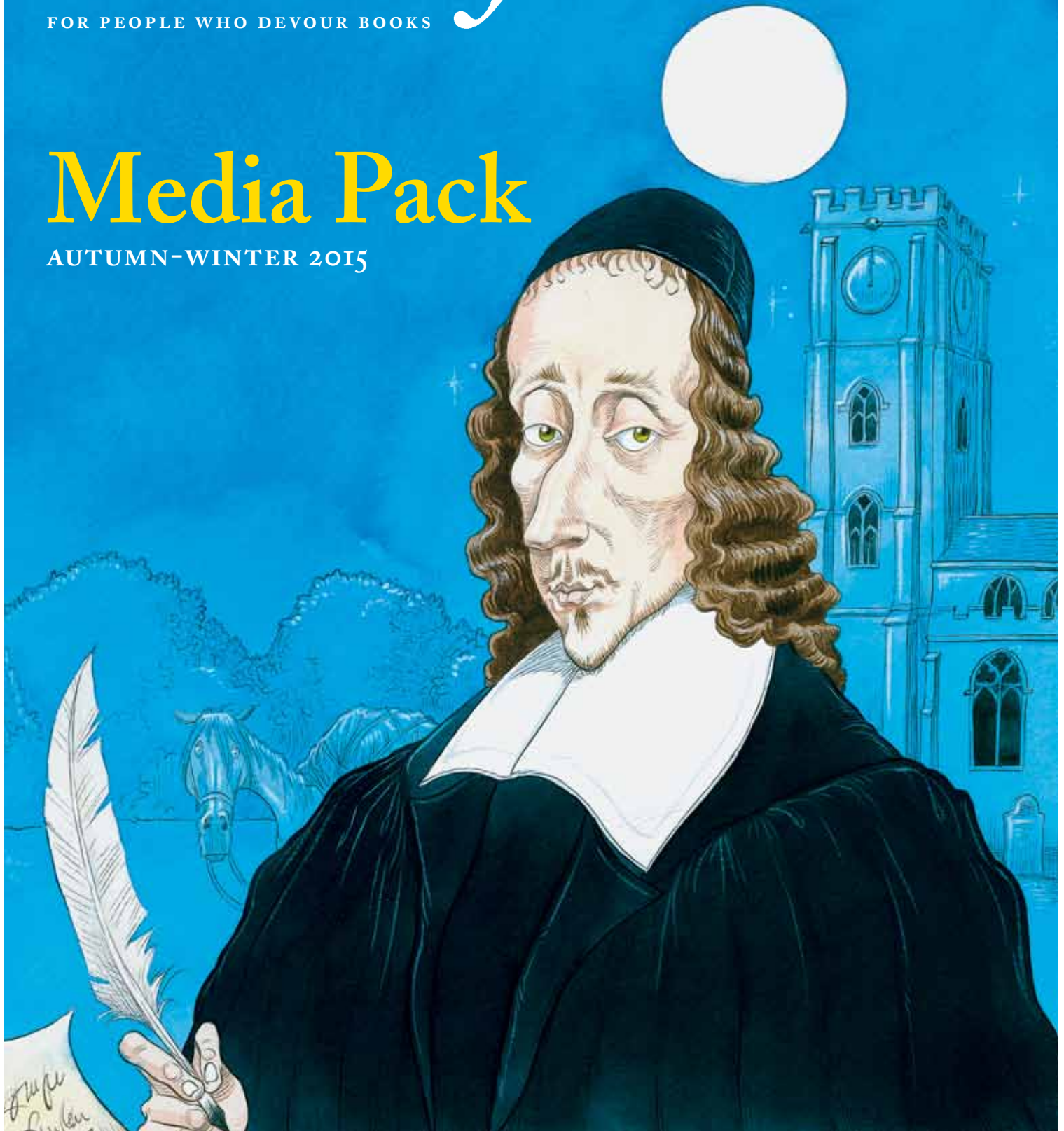


# Literary Review

FOR PEOPLE WHO DEVOUR BOOKS

## Media Pack

AUTUMN-WINTER 2015



WWW.LITERARYREVIEW.CO.UK  
ALSO AVAILABLE AS AN IPAD APP



@LIT\_REVIEW

Far livelier than the *TLS*, and much wider in its coverage than the *LRB*, *Literary Review* is easily the best books magazine currently available.

JOHN CAREY

The magazine is flush with tight, smart writing.

WASHINGTON POST

In *Literary Review* you find something that has almost vanished from the books pages: its contributors are actually interested in literature.

MARTIN AMIS

The point of *Literary Review* is that books are fun. Long may it last.

DEREK MAHON

## About the Magazine

*Literary Review* is Britain's best-loved literary monthly magazine. For over thirty years the finest writers in the country have been providing witty, informative and authoritative coverage of each month's new books in history, literature, politics, travel, biography, crime and fiction. Founder Dr Anne Smith, of the University of Edinburgh, wanted to create a lively, intelligent literary magazine for people who love reading, but hate academic jargon.

From the start, the magazine has attracted writers and journalists of the highest calibre.

With the soon to be relaunched website, readers will have a new way to read, subscribe to and engage with the magazine. The magazine reaches 45,000 readers each month. There are more than 18,000 followers of @Lit\_Review, a figure which grows by several thousands each year in the run up to the Bad Sex in Fiction Award in December.



## Our Readers

When our readers open *Literary Review*, they devour it. They spend time with it. They keep it and collect it. And together they buy over 600,000 books each year. We're a brand our readers trust. This special relationship between *Literary Review* and its readers benefits any advertiser wishing to target this high AB profile market segment.

Over half our readers are subscribers and the majority of newsstand purchasers buy every issue. 57 per cent spend more than two hours reading their issue of *Literary Review*.

### CIRCULATION

The majority of our 45,000 readers are in the UK and Europe. Each copy is shared among three or four people.



# In Numbers

## HIGH AB PROFILE

*Literary Review* readers purchase on average 25 books a year each. They love to travel, read and invest in wine, spirits and luxury items.



58% Male  
42% Female



3% Under 25  
40% 25-44  
50% 45-64  
7% 65+

## SUCCESSFUL AND ENGAGED

14% earn less than £25,000  
20% earn £25,000-£40,000  
23% earn £40,000-£56,000  
22% earn £56,000-£80,000  
21% earn more than £80,000

91% of our readers have a professional qualification.  
65% are at management level.  
82% are homeowners.  
72% donate to charity at least once a year.

## SOCIAL, CULTURAL CONSUMERS

Each month, 80% visit the cinema, 51% attend a classical music performance, 63% go to the theatre, 81% visit museums and art galleries, 40% attend the opera, and 17% go to ballet or dance.

In the last year, 35% of our readers have bought an original work of art, 29% have bought an antique, 46% have bought furniture, 30% have bought jewellery, 80% have bought music, 41% have bought audio-visual equipment and 23% have attended an auction.

72% have bought a car in the last three years, of whom 21% have purchased one in the last year.

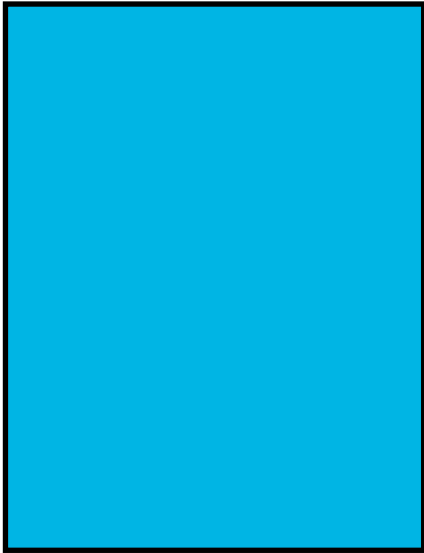
## FOOD AND DRINK

94% are wine drinkers, 57% buy it by the case. 41% drink malt whisky and whisky. 27% drink champagne, 13% buy it by the case. 26% are gin drinkers. 48% eat out at least once a week.

## ANNUAL TRAVEL

63% take at least two holidays. 19% take more than five business trips. Another 20% make up to five business trips. 43% take more than one weekend break.

# Ad Specs



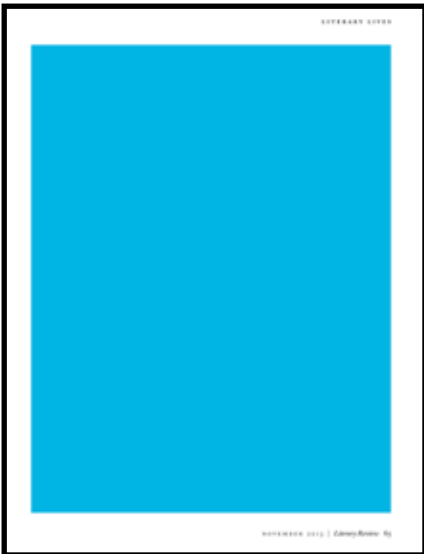
**FULL PAGE,  
BLEED**

285mm (h) x 215mm (w)



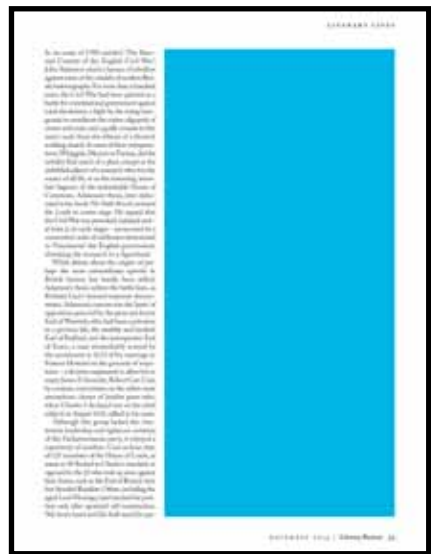
**SINGLE COLUMN,  
FULL HEIGHT**

241mm (h) x 57mm (w)



**FULL PAGE,  
TYPE AREA**

241mm (h) x 181mm (w)



**DOUBLE COLUMN,  
FULL HEIGHT**

241mm (h) x 119mm (w)



**DOUBLE COLUMN,  
HALF HEIGHT**

118mm (h) x 119mm (w)



**HALF PAGE HORIZONTAL**

118mm (h) x 181mm (w)



**SINGLE COLUMN,  
HALF HEIGHT**

118mm (h) x 57mm (w)

## File Specs

All graphics must be supplied as high resolution files (PDF, jpeg or tiff), labelled with advertiser's name and month of issue.

Appropriate allowance must be made for bleeds and trims. Black and white artwork to be set as greyscale.

Our design team can assist in the creation of artwork. A standard fee of £50 will apply.

## Rates

<b>DOUBLE PAGE SPREAD</b>	£3,995
<b>FULL PAGE</b>	£2,125
<b>SINGLE COLUMN, FULL HEIGHT</b>	£995
<b>DOUBLE COLUMN, FULL HEIGHT</b>	£1,700
<b>DOUBLE COLUMN, HALF HEIGHT</b>	£995
<b>SINGLE COLUMN, HALF HEIGHT</b>	£438
<b>HALF PAGE HORIZONTAL</b>	£1,495

### SPECIAL POSITIONS

Inside front cover (colour)	£2,225
Inside back cover (colour)	£1,725
Outside back cover (colour)	£2,425

## Schedule and Deadlines

Deadlines for artwork and inserts are on the 15th of the month prior to the issue in which your ad will be printed. That is, for an advertisement appearing in the November issue, the deadline would be 15th October.

The magazine is published eleven times a year, with a double issue at the end of the year covering December and January. The magazine is mailed out to subscribers on the first of the month and arrives at newsstands by the third.

## Contact

**FOR ALL ADVERTISING ENQUIRIES  
PLEASE CONTACT:**

Terry Finnegan  
Advertisement Manager  
terry@literaryreview.co.uk  
+44 (0) 207 437 9392

**or**

David Sturge  
david.sturge@btopenworld.com  
+44 (0) 208 306 6292



## Inserts

**LOOSE PER '000 UP TO 10 GRAMS**  
£115

**OTHER INSERTS OVER 10 GRAMS**  
poa

Minimum size: 100 x 130mm  
Maximum size: 260 x 200mm  
Minimum paper specification: 80gsm  
(if single leaf)  
Maximum paper specification: 250gsm

Label each box "Literary Review Inserts  
[the issue month of the magazine]"

No concertina folds

Deliver to our printers at:

Henry Ling Limited  
The Dorset Press  
Dorchester  
Dorset, DT1 1HD

Tel: 01305 251066  
Fax: 01305 251908

Contact name: Lee Trott  
Direct Line: 01305 252137  
Email: lee@henryling.co.uk

## Classified Advertising

*Literary Review* carries up to four pages of classified advertising per month. The standard rate is £40 per SCC. For more information, please contact **David Sturge**, the classified advertisement manager.

david.sturge@btopenworld.com  
+44 (0) 208 306 6292



## The Bad Sex in Fiction Award

Every year at the beginning of December, *Literary Review* presents the Bad Sex in Fiction Award to the writer of the most inept or embarrassing description of a sexual act in a literary novel. The Bad Sex Award is a light-hearted alternative to the solemnity of mainstream prizes and the result is eagerly anticipated each year. At the award ceremony, the December/January annual double issue of *Literary Review* is distributed to 500 distinguished guests from the worlds of literature, entertainment and journalism.

The award receives extensive coverage across print media, on radio and on television in the UK and around the world. In recent years, coverage has included major features in *The Guardian*, the *New York Times*, the *Financial Times* and *The Review Show*, and news coverage in all of the UK's broadsheet newspapers. It garners hugely popular support on Twitter.

### PREVIOUS WINNERS

Melvyn Bragg | Sebastian Faulks  
Tom Wolfe | Giles Coren | Norman Mailer | Jonathan Littell | Rachel Johnson | Aniruddha Bahal | David Guterson | Nancy Houston | A A Gill

### PREVIOUS PRESENTERS

Jerry Hall | Germaine Greer | Stephen Fry  
Mick Jagger | Marianne Faithful | Courtney Love | Dominic West | Martin Clunes  
Charles Dance | Samantha Bond | Sting  
Grayson Perry



# Contributors

Martin Amis | Bryan Appleyard  
Karen Armstrong | Diana Athill  
John Banville | Lynn Barber | Julian  
Barnes | David Bodanis | Piers  
Brendon | Michael Burleigh | John  
Burnside | A S Byatt | Christopher  
Caldwell | Justin Cartwright | David  
Cesarani | Frank Dikötter | Patricia  
Duncker | Amanda Foreman  
Oleg Gordievsky | John Gray  
Alexandra Harris | Robert Harris  
John Harwood | Philip Hensher  
Philip Hoare | Simon Hoggart | Nick  
Hornby | Richard Ingrams | Maya  
Jaggi | Oliver James | Lisa Jardine  
Paul Johnson | Alan Judd | Joanna  
Kavenna | Marek Kohn | Dominic  
Lawson | Jonathan Lee | Ursula K  
Le Guin | Sam Leith | Diarmaid  
MacCulloch | Derek Mahon | Kenan  
Malik | Hilary Mantel | Adam Mars-  
Jones | A D Miller | Keith Miller  
Jonathan Mirsky | Harry Mount  
Joseph O'Neill | Alice Oswald  
Richard Overy | Tom Paulin | Seamus  
Perry | Frederic Raphael | Andrew  
Roberts | Leo Robson | Dominic  
Sandbrook | Raymond Seitz | Elif  
Shafak | Simon Singh | Joan Smith  
David Starkey | Jonathan Sumption  
John Sutherland | John Sweeney  
D J Taylor | Edmund de Waal  
Francis Wheen | Duncan Wu  
*and many more...*

