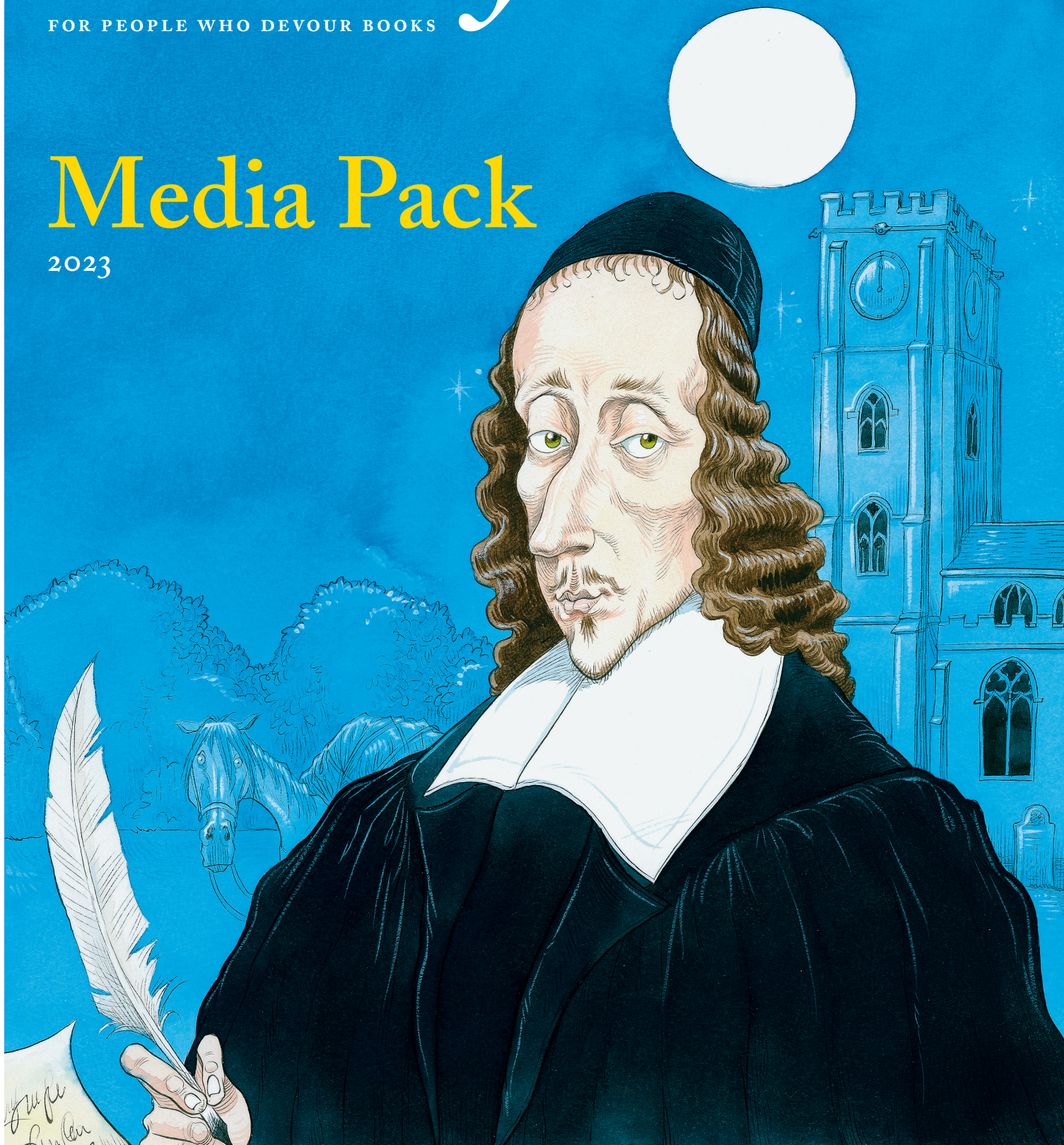


Literary Review

FOR PEOPLE WHO DEVOUR BOOKS

Media Pack

2023



WWW.LITERARYREVIEW.CO.UK
ALSO AVAILABLE AS AN 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 forty 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.

The magazine reaches 80,000 readers each month. There are nearly 80,000 app downloads and more than 31,000 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 800,000 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.

Our twice-monthly email newsletter goes out to 22,500 engaged readers.

CIRCULATION

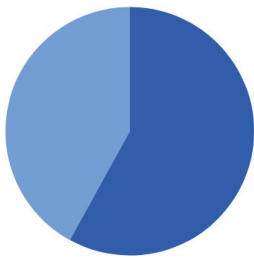
The majority of our 80,000 readers are in the UK and Europe. Each copy is shared among three or four people.



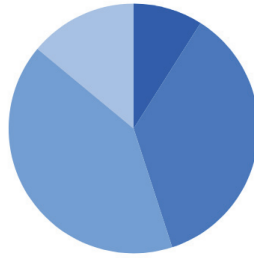
In Numbers

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



9% Under 25
36% 25-44
41% 45-64
14% 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



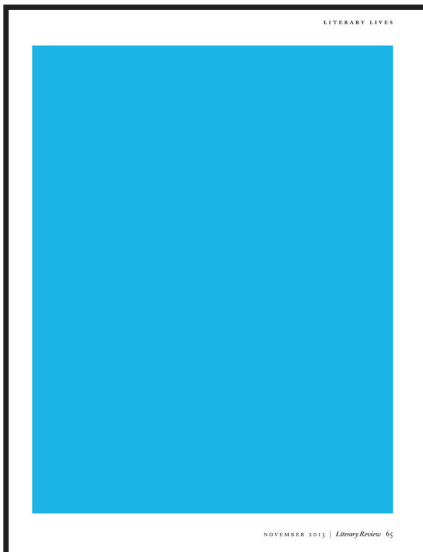
**FULL PAGE,
BLEED**

285mm (h) x 215mm (w)



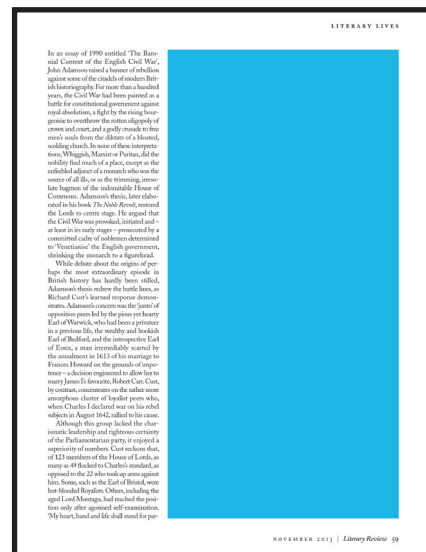
**SINGLE COLUMN,
FULL HEIGHT**

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 £75 will apply.

Website

Our website receives almost 120,000 page views per month and is visited by on average 75,000 unique visitors per month. We currently offer two options for online advertising, as follows:-



PREMIUM HORIZONTAL BANNER

3125px x 500px

VERTICAL ROLLING BANNERS (TWO AVAILABLE)

180px x 750px

This banner appears at the head of each page of www.literaryreview.co.uk and is available as an exclusive solus advertising opportunity for periods of one or two weeks.

Newsletter



Twice a month we send an email newsletter to 18,000 readers containing highlights from the current edition of the magazine and the ever-popular *Literary Review* archive, which goes back to 1979.

Open rates are consistently higher than 30%, which compares to the industry average of 18%. All editorial content links back to our website, which attracts more than a quarter of a million users every year.

We have a few limited spaces in the newsletter for carefully selected advertisements and competitions.

FIRST HORIZONTAL

1200px (w) x 450px (h)

SECOND HORIZONTAL

1200px (w) x 450px (h)

VERTICAL

800px (w) x 1000px (h)

Tablet and Phone



Literary Review readers can subscribe to and enjoy an exact replica of each edition of the magazine, allowing direct digital interaction with advertisers through Exact Editions. The app has been downloaded over 80,000 times, with 4.85% overlap across print and tablet editions.

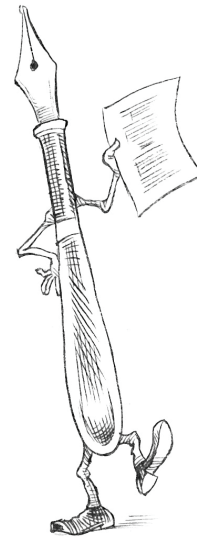
Testimonials

“ We have been advertising in *Literary Review* for many years, and the print, tablet and online edition advertisements have been very effective for us in spreading the word and engaging with and securing existing and new membership. The prompt and friendly service has made the process very easy.

Eileen Gunn, Royal Literary Fund

“ We produce high quality, bespoke furniture and regularly advertise with *Literary Review* because of the affluent and engaging readership. We have been very happy with the results and response to our adverts and plan to continue to promote our product range.

Charlie Caffyn



“ We are always impressed with the response we get from ads in *Literary Review* and have used it with a range of clients such as Olivier Award Winners *The Inheritance*, *Betrayal*, various shows at The Old Vic, The Young Vic, as well as musicals including *42nd Street* and *Man of La Mancha* at the London Colliseum. In addition the British Library regularly promote and market their extensive programme of events in *Literary Review* as the readership is affluent, informed and many clients are keen to reach and engage with it.

AKA global marketing and advertising agency

Rates

DOUBLE PAGE SPREAD	£4,345
FULL PAGE	£2,995
SINGLE COLUMN, FULL HEIGHT	£1,995
DOUBLE COLUMN, FULL HEIGHT	£2,495
DOUBLE COLUMN, HALF HEIGHT	£1,440
SINGLE COLUMN, HALF HEIGHT	£1,095
HALF PAGE HORIZONTAL	£2,385
SPECIAL POSITIONS	
Inside front cover (colour)	£3,445
Inside back cover (colour)	£3,195
Outside back cover (colour)	£3,095
WEBSITE	
Premium horizontal (1 week)	£1,495
Premium horizontal (2 weeks)	£1,295
Vertical (1 month)	£595
NEWSLETTER	
First horizontal	£1,495
Second horizontal	£1,095
Vertical	£895

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@btoopenworld.com
+44 (0) 208 306 6292

Inserts

LOOSE PER '000 UP TO 10 GRAMS

£165

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

For insert delivery details, please contact
our print manager:

Michael Chinnery
CPUK Print Publishing

Email: michael@cp-uk.co.uk

Website: <http://www.cp-uk.co.uk>

Telephone: +44 (0)1480 861 962

Mobile: +44 (0)7932 767 568

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...

