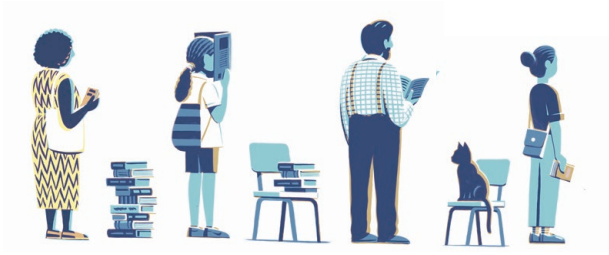




Media Pack





About the London Review of Books

The *London Review of Books* is the largest cultural, political and literary magazine in Europe and has an unparalleled international reputation for long form literary journalism. Published every two weeks, each issue contains unique contributions by the world's leading thinkers, scholars and writers on a range of subjects such as history, politics, philosophy, art, poetry, biography, film and more. The LRB doesn't just review books - it uses recently published books for wide-ranging discussions and analysis. The result is a collection of original, independent and self-sufficient essays.

'What a great paper. It has more to say about the modern world than any publication I know. Nobody awake would want to be without it.'

ALEX GARLAND

'There is barely an edition of the *London Review of Books* which is not picked bare by the vultures of the mainstream press, desperate to fill their pages with articles they probably wouldn't commission themselves.'

GUARDIAN



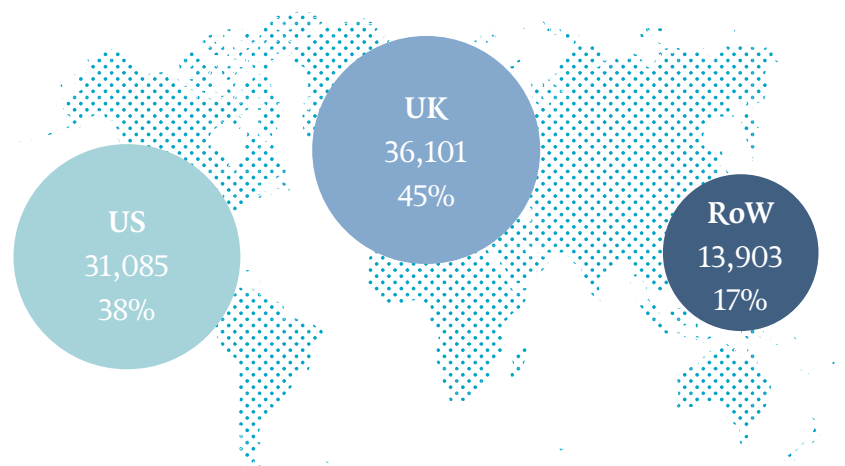


The Print Magazine

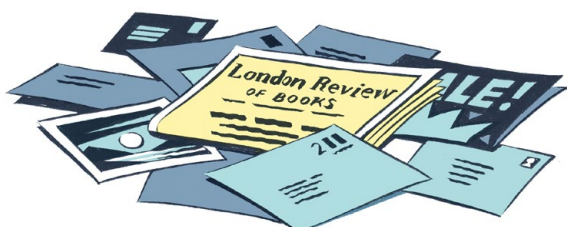
Published every two weeks, each issue contains unique contributions by the world's leading thinkers, scholars and writers on a range of subjects such as history, politics, philosophy, art, poetry, biography, opinion pieces, film and more. The LRB doesn't just review books - it uses recently published books as a catalyst to interrogate and analyze world culture. The end point is a collection of independent, originally-crafted essays.

Subscribers 81,089

By Region



Source: September 2022



The App

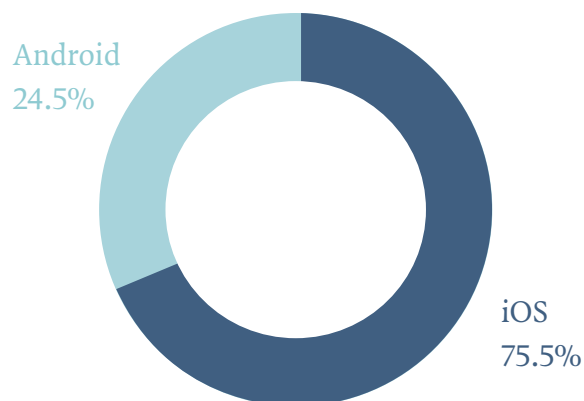
Packed with exciting features, great design and enhanced readability, advertising in the LRB app means you can reach subscribers wherever they go. The app is available as a bolt on for print bookings or standalone campaigns.

Users 21,351
Screen Views 398,660

117,865

Sessions for September 2022

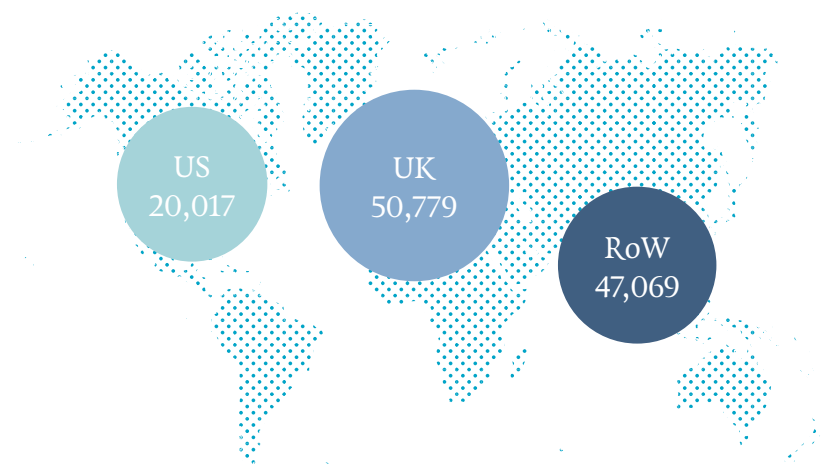
Sessions by Operating System



Source: Monthly Sessions for September 2022



Sessions by Region



Newsletters

The *London Review of Books* provides newsletter subscribers with an editorially curated newsletter every two weeks. The newsletter alerts readers to the posting of the latest issue, digital-only content, audio/video exclusives, blog posts, events listings and more.

Average Monthly Unique Open Rate – **23.9%**

Average Monthly Unique Click Through Rate – **2%**

143,921

Newsletter subscribers

Source: November 2022

The LRB Podcast

The LRB Podcast is a weekly discussion programme featuring contributors to the *London Review of Books*. Hosted by Thomas Jones, its wide range of subjects is led by what's published in the latest issue of the paper, providing listeners with another way to engage with some of the best writers and thinkers at work today. It regularly peaks in the Top 20 Society and Culture podcasts in the UK.

Find it on our website:

www.lrb.co.uk/podcasts-and-videos/podcasts

or wherever you get your podcast.

25,000

Downloads per episode

Source: November 2022



Readership Stats

Enthusiastic Book Buyers

In 12 months our UK readers will buy on average **29 books**
our US readers will buy **37 books** (the average UK consumer buys **6 books** a year)

Engagement with Advertising

76% of the readers agree that advertising in the LRB has introduced them to books that they were not aware of before

67% of the UK readers and **77%** of the US readers agree that advertising in the LRB is relevant to their interests and needs

Highly Educated

91% hold a degree

60% of those who hold a degree also hold a Masters, PhD or equivalent

Influential

70% hold senior positions in their workplace

23% work at universities

Opinion Forming

37% have had their work published in the last two years

Culturally Active

64% visit the cinema at least every three months

66% visit a museum at least every three months

61% visit a public art gallery/exhibition at least every three months

45% visit the theatre for drama or a play at least every three months

33% visit a classical music concert at least every three months

Age

32% are 65+

24% are 55-64

29% are 35-54

14% are 35 and under

Average age is **55**

Gender

72% male

28% female

Dedicated Subscribers

38% have subscribed for 3-10 years

15% have subscribed for 10 years and over

55% of readers would agree they use the LRB to help form their opinions

40% of readers keep their copy for up to 6 months

Readers also Read

66% of our readers also read *The New Yorker* and *The New York Review of Books*

28% also read *The Atlantic*

63% of our readers also read *The Guardian* (weekday)

54%

Work in Senior or Most Senior Position

61%

Visit a public art gallery/exhibition
at least every 3 months

66%

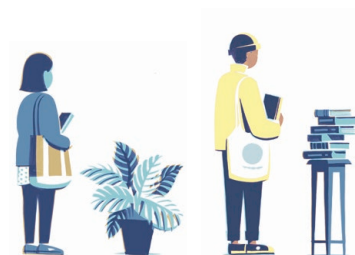
Visit a museum at least every 3 months

91%

Hold a degree with 60% of that
holding a masters, PhD or equivalent

62%

of UK readers agree that advertising
in the LRB is useful for widening
their list of potential books to purchase





Our Other Advertisers Trade Presses

American Philosophical Society
Antioch Review
Arc Publications
Ashgate Publishing
Australian Book Review
Banipal
Berghahn
Bloomsbury
Bloomsbury Academic
Brill
Burlington Editions
Cambridge Archive Editions
Cambridge Scholars Publishing
Eurospan
Faber & Faber
Fish Publishing
Fitzcarraldo Editions
Folio Society
Granta
Greenwich Exchange
Hesperus Press
I.B. Tauris

Lund Publications
Macmillan Publishers
Melville House
Mslexia
New Left Review
New Welsh Review
Nottinghill Editions
Palgrave
Palgrave Macmillan
Parthian
Pearson
Peirene Press
Phaidon
Picador
Polity
Profile Books
Prospect Books
Radical Philosophy
Random House
Raritan
Reaktion Books
Rodopi

Routledge
Rowman & Littlefield
Spokesman Books
Swedenborg Publishing
Taylor & Francis (Routledge)
Thames and Hudson Ltd
Uniform Books
Vagabond Voices
Verso
Zed Books



search, before becoming Pearson's chief education adviser. It sees two ways of overcoming the problem of the performance ceiling. One is via sophisticated *software*. The other involves the transformation of teaching from a . . . heavily unionised, bureaucratically controlled "semi profession"

Michael Parcell, secretary of the Westminster branch of the NUT, wouldn't be happy about this prospect. Over the past twenty years or so, he says, he's seen a profession that used to be unified, collegial, becoming divided. There are the classroom teachers, teaching for the love of it, and then there are the schoolheads and education leaders who are in the classroom work as a "stopgap measure," as he puts it, or, it is a "stopping case." This is only my opinion, but it is a troubling one. This is only my opinion, but it is a troubling one if teaching is becoming two professions: teachers and school leaders. The leaders might well look like professionals, but it seems likely that classroom teachers will become demotivated and deprofessionalised, delivering a bog-standard, very possibly one of Perrow's. The vision of education as a vocation has been diminished.

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NIK
HEA



HER

THE CENTER



**London
Culture Festival**
UPON OUR TIMES

GLENN SISSAY
JUNG CHANG


17 - 27 OCT



The Carnival

ANTHONY DANIELS
BRETT ANDERSON

ARTS COUNCIL
ENGLAND



Our Other Advertisers

Arts & Culture

Abbott & Holder
Alexandre Gallery
Almeida Theatre
Arcola Theatre
Art Institute Chicago
Art on the Underground
Artangel
Balham Literary Festival
Barbican
Beaux Arts
BFI
Bonhams Christies
British Academy
British Council
British Library
British Museum
Cambridge Literary Festival
Chappel Galleries
Courtauld Institute Of Art
English National Ballet
English National Opera
Frieze
Gagosian Gallery
Goldsmiths Hall
Greater London Authority

Holberg Prize
Imperial War Museum
Knowledge Quarter
Languages Direct
Literary Consultancy
Modern Language Association of America
MoMA, New York
Museum of London
National Gallery
National Portrait Gallery
National Theatre
Neville Johnson
Polish Cultural Institute
Royal Academy of Arts, London
Royal Botanic Gardens, Kew
Royal Court Theatre
Royal Museums Greenwich
Royal Opera House
Royal Shakespeare Company
Royal Society of Literature
Sadler's Wells, London
Science Museum
Shakespeare's Globe
Society of Antiquaries
Somerset House Trust, London

Southbank Centre, London
Tate Britain
Tate Modern
The British Museum
The Historic New Orleans Collection
The London Library
The Photographer's Gallery
The Wallace Collection
The Whitney, New York
Victoria & Albert Museum, London
Vitsoe
Wellcome Collection
Zoological Society of London





Advertiser Testimonials

Arts & Cultural Organisations



‘The *London Review of Books* is always featured on our campaign plan when we want to spread the word about productions and events in the Globe Theatre and Sam Wanamaker Playhouse. Through targeted advertising and print distribution with the LRB, we can be confident we’re directly engaging cultural, intelligent audiences who appreciate the wide programme of theatrical and literary events we offer.’

GLOBE THEATRE



‘The BFI have advertised on a regular basis with *London Review of Books* over recent years as we find the publication targets our audience perfectly. On top of this, the team are incredibly accommodating and easy to work with and always provide us with the best positioning in the magazine. We look forward to continuing our successful working relationship.’

BRITISH FILM INSTITUTE



‘The British Museum has been working with the *London Review of Books* for many years. The magazine offers access to a fantastic literary audiences for our exhibitions and public events, and they are a great partner organisation to work with.’

THE BRITISH MUSEUM



‘*London Review of Books* provides us with the perfect platform to promote our talks and events and allows us to engage with an articulate, informed and curious community that is eager to contribute to debates around visual literacy and culture.’

THE PHOTOGRAPHERS' GALLERY



Advertiser Testimonials

Academic Presses



‘Columbia University Press has been advertising in *London Review of Books* for many years. For us, it is a preeminent publication in the UK market that opens up access to an intellectually engaged, culturally vibrant audience that our authors seek. In response to our ads, we receive a consistently positive feedback from our UK sales reps, readers, and authors themselves, so we plan on advertising with LRB for many more years to come!’

COLUMBIA UNIVERSITY PRESS



‘Harvard University Press advertises with the *London Review of Books* because we know we’ll reach the perfect audience for our books—smart, sophisticated, and literate. The LRB gives our ads great placement and the staff are always a pleasure to work with.’

HARVARD UNIVERSITY PRESS



‘Incisive, wide-ranging, and always provocative, the *London Review of Books* is a staple of our advertising in the UK. Without it we would be hard pressed to reach our core audience. I can’t recommend it highly enough.’

THE UNIVERSITY OF CHICAGO PRESS



Advertiser Testimonials

Universities & Inserts



**SCHOOL OF
ADVANCED STUDY**
UNIVERSITY
OF LONDON

‘The School of Advanced Study at the University of London enjoys a longstanding relationship with the *London Review of Books* that we plan to continue into the foreseeable future. We can rely on the LRB to reach sophisticated readers interested in keeping up with the latest academic research in the humanities. We are often told by those attending one of our events that they heard about it first in the LRB’.

SCHOOL OF ADVANCED STUDY AND SENATE HOUSE LIBRARY

**INNER
SPACE
MEDIA**

Specialising in charity clients it is essential that on the media-owner side I have titles like *London Review of Books*. The *London Review of Books* subscriber volume is substantial, being one of the few publications that have seen growth over the past few years.

INNER SPACE MEDIA





AMIA SRINIVASAN



PATRICIA LOCKWOOD



PANKAJ MISHRA



ADAM TOOZE



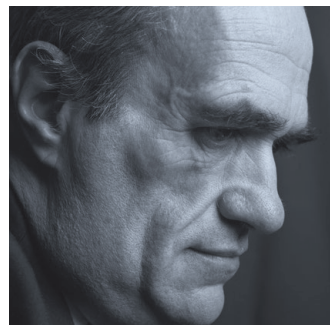
HILARY MANTEL



JOHN LANCHESTER



JACQUELINE ROSE



COLM TÓIBÍN

Our Contributors

Exclusive writing from leading thinkers including Amia Srinivasan, Patricia Lockwood, Pankaj Mishra, Adam Tooze, Hilary Mantel, John Lanchester, Jacqueline Rose and Colm Toibin.

Popular Articles

107,474

The Communal Mind

-Patricia Lockwood

Vol 41 Issue 04

107,474 page views

62,597

Instead of shaking all over, I read
the newspapers. I listened to the radio.

I had my lunch

-Colm Tóibín

Vol 41 Issue 08

62,597 page views

56,436

Bolsonaro's Brazil

-Perry Anderson

Vol 41 Issue 03

56,436 page views

55,892

The Vice President's Men

-Seymour M. Hersh

Vol 41 Issue 02

55,892 page views



What Our Readers Say

‘An essential feature of academic life; some beautifully written pieces; an engaging community which takes books and art seriously.’

‘The articles had a different subject matter and flavor than ones I read in American periodicals. And frankly, I liked the book ads a lot as well.’

‘The consistent amount of well written and varied articles as well as book reviews. The wealth of advertising that has introduced me to a whole new set of publishers and events.’

‘Beautiful unexplored topics. Long-form content. So much out there to teach me. Even the ads are so gorgeous.’

‘Excellent content. No irrelevant advertising.’

Reference: Feefo Feedback September 2019

