



Media Pack

Andrew O'Hagan: The Bourn

London Review
OF BOOKS

2020 £4.75 US & CANADA

No th

Jenny Turner: Mark Fisher's Ghosts

London Review
OF BOOKS

VOLUME 41 NUMBER 9 9 MAY 2019 £4.75

Perry Anderson: Goodbye Europe

London Review
OF BOOKS

VOLUME 43 NUMBER 2 21 JANUARY 2021 £4.75 US & CANADA \$6.95

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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



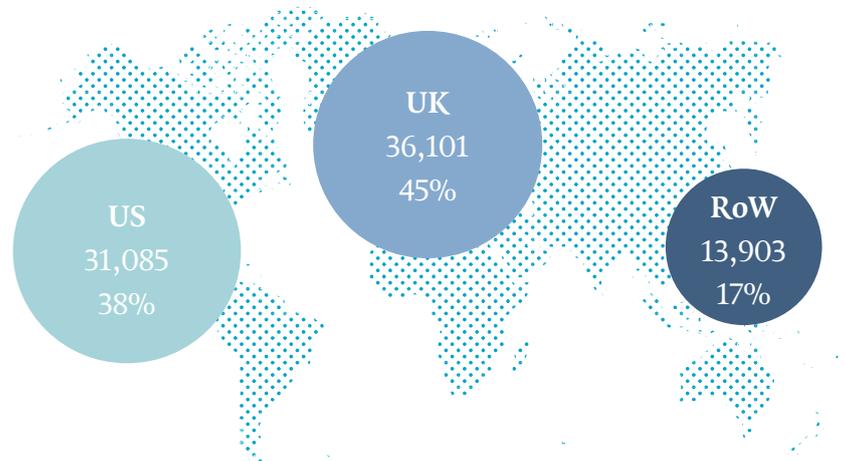


The Print Magazine

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

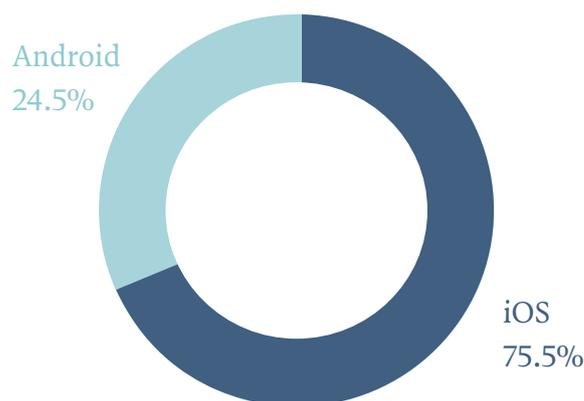
117,865

Sessions for September 2022

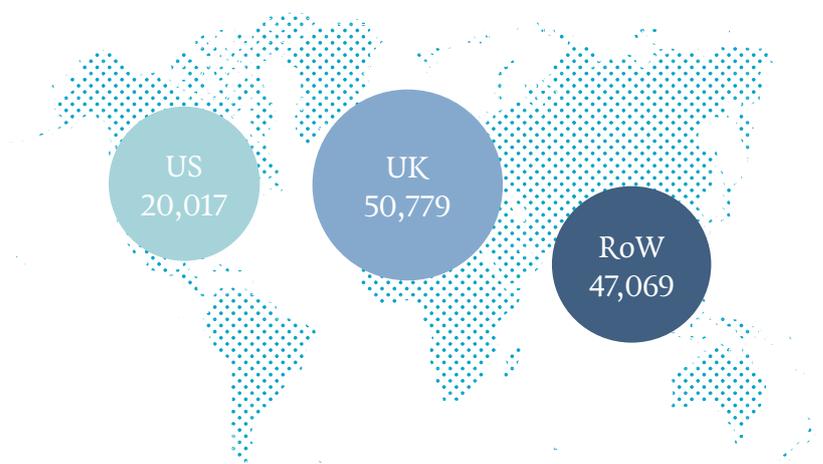
Source: Monthly Sessions for September 2022



Sessions by Operating System



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%

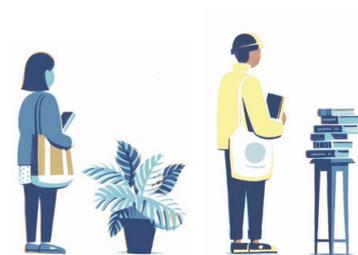
Visit a museum at least every 3 months

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



headlines suggest, when the headmaster of the school in March 2011, former head teacher...
 ...the school, as they looked around the...
 ...reported that standard had been 'brought...
 ...which follow becoming Primary chief...
 ...education adviser. It sets two ways of...
 ...considering the problem of the...
 ...the 1920s onwards, the transformation...
 ...of teaching from a 'liberal' movement...
 ...essentially controlled 'best practice'...
 ...a 'best practice' with a distinctive...
 ...knowledge base...
 ...Michael Peckin, secretary of the...
 ...members of the NUT, wouldn't be...
 ...happy about this prospect. One of...
 ...best years or so, he says, he's seen a...
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 ...becoming blurred. There are the...
 ...classroom, struggling for the best of it...
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SOUTHBANK CENTRE

London Literature Festival
ONCE UPON OUR TIMES

NIKKI GIOVANNI
HEATHER MORRIS

LEMM SISSAY
JUNG CHANG

ANTHONY DANIELS
BRETT ANDERSON

17 - 27 OCT

ARTS COUNCIL ENGLAND

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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

‘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



THE UNIVERSITY OF CHICAGO 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



‘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



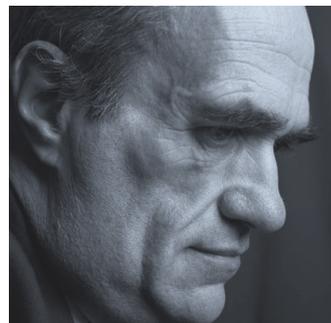
HILARY MANTEL



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

