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

UK
36,101
45%

US
31,085
38%

RoW
13,903
17%

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

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)

Source: Nielsen Book Research, January 2015
Our Other Advertisers

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NEW FROM VERSO

I can think of no better way to subjugate women than to convince us that assault is around every corner.

**Unwanted Advances**

Laura Kipnis

Ken Kipnis has written a brave, disturbing, yet scrupulously fair book: a brilliant and pragmatic manifesto for a kind of adult feminism that rejects the campus cult of female victimhood.

“Kipnis’s confident and unapologetic contributions to the continuing debate over how to make safe spaces for women is welcome.” - Mary Karr

“A brave book, its message delivered with fierce intelligence and mordant humour” - Wall Street Journal

“It happens to be rather brilliant. She puts me in mind of a kick-ass black belt kung-fu fighter, who stalks about actively looking for trouble.” - Independent

“Terry Castle, author of The Professor

“A persuasive and valuable contribution to the continuing debate over how to make safe spaces for women.” - New York Times

“Kipnis has written a brave, disturbing, yet scrupulously fair book: a brilliant and pragmatic manifesto for a kind of adult feminism that rejects the campus cult of female victimhood.” - Terry Castle, author of The Professor

“Kipnis has written a brave, disturbing, yet scrupulously fair book: a brilliant and pragmatic manifesto for a kind of adult feminism that rejects the campus cult of female victimhood.” - Terry Castle, author of The Professor
Our Other Advertisers

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BFI  
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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  
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The Wallace Collection  
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Victoria & Albert Museum, London  
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Michigan State University Press

Modern Language Association of America
National Academies Press
New York University Press
Northern Illinois University Press
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West Virginia Press
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Yale Review
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
‘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
‘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

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
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

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The Communal Mind
-Patricia Lockwood
Vol 41 Issue 04
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**62,597**
Instead of shaking all over, I read the newspapers. I listened to the radio. I had my lunch
-Colm Toibin
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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