



# Media Pack

Pankaj Mishra: Modi's Big Con

# London Review OF BOOKS

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## The Print Magazine

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 twice a month, 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 as a way into wide-ranging discussions and analysis. The result is a collection of original, independent and self-sufficient essays.

Subscribers ..... 82,062

Source: ABC certification 2022

**'The London Review of Books is an entire culture. It's not just a magazine. It's not a thing you throw away. It's there for people who have a passion for great writing and who want the magazine's wonderful care and intelligence to be part of their lives.'**

ZADIE SMITH



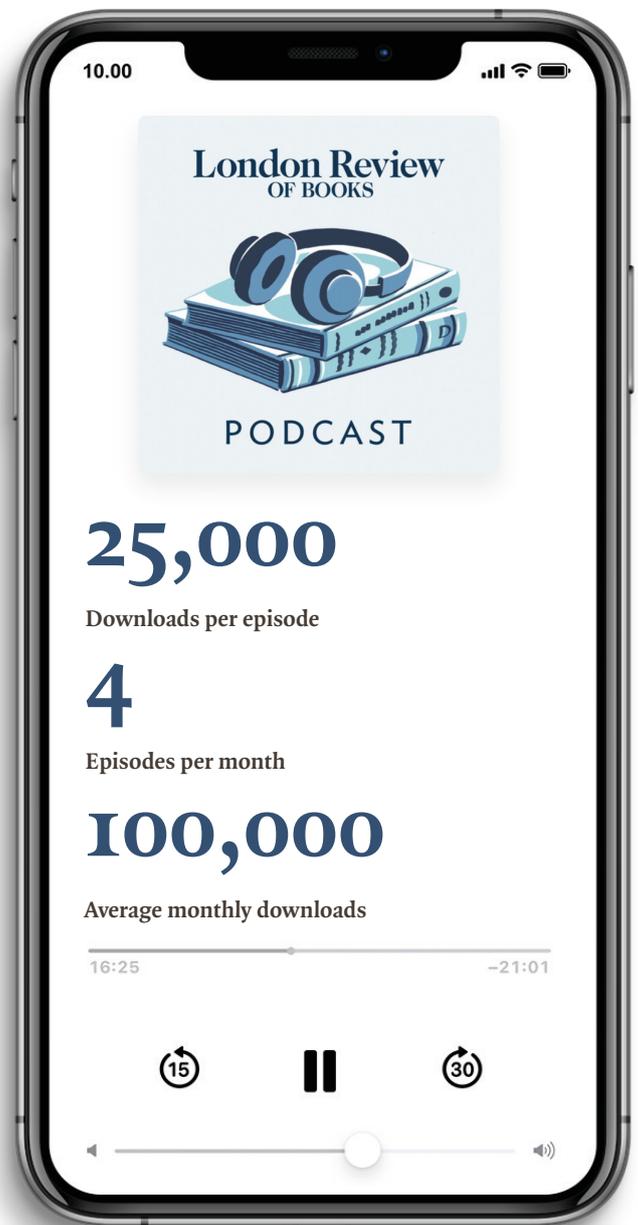
## The LRB Podcast

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 recently published pieces, providing listeners with more ways to engage with some of the best writers and thinkers at work today. Regularly peaking in the Top 20 Society and Culture podcasts in the UK, the LRB Podcast is hugely valued by its listeners for its depth and intelligence.

- The podcast is a way into the LRB for new audiences, particularly younger people (age <35), and women
- 42% of people surveyed said they listened to every episode
- 63% of podcast listeners want to hear more cultural history and popular culture
- 58% of podcast listeners want to hear more about art, artists and art history
- 57% of podcast listeners want to hear more about literary theory and criticism
- Podcast listeners are younger: 6% under 25, 17% 25-34 and 22% 35-44

Find it on our website:

[www.lrb.co.uk/podcasts-and-videos/podcasts](http://www.lrb.co.uk/podcasts-and-videos/podcasts)  
or wherever you get your podcasts.



Source: November 2023

**‘I feel like it’s made for me, an educated person interested in everything, who enjoys listening to smart people sharing ideas.’**

**‘One of the few podcasts I pay attention to – actual listening rather than background noise!’**

**‘Sometimes it opens up whole avenues of interest – and book purchases’**

**‘It’s brilliant, enriches the experience of reading the journal and vice versa’**



## Newsletters

The *London Review of Books* sends a selection of editorially curated newsletters every week. The newsletters alert readers to what's in the latest issue, highlights from the magazine's archive, digital-only content, audio/video exclusives, blog posts, event listings and more.

# 143,921

Newsletter subscribers

Source: November 2022

## Advertorial Newsletter

The Advertorial Newsletter offers advertisers the unique opportunity to feature prominently in content that has been curated especially for you.

With in-depth coverage of a chosen subject, event or product, using pieces from the magazine's archive we can create a newsletter that contextualises and captures the essence of your key messaging in our house style. With more space available than in our other newsletters, this is the perfect placement when you have a little more to say.

# 129,000

Subscriber list



## Subscriber Offers Email

Our readers have both the time and financial means to enjoy the discounts you offer. Through an email sent quarterly to opted-in paying subscribers, we work with our advertisers and selected partners to offer readers of the LRB further value on their already invaluable reading material.

# 59,000

Subscriber list

## The App

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

Users: ..... 16,885  
Screen Views: ..... 652,853  
Average engagement time: 41 minutes, 47 seconds

# 117,865

Sessions for September 2022

Source: Monthly Sessions for September 2023



# Readership Stats

## Enthusiastic Book Buyers

- LRB subscribers buy 35 books per year for themselves and 12 for institutions, a total of 47 books
- Our subscribers employed in academia buy 46 books per year for themselves and 36 for institutions, a total of 82 books per year. National average is six books per year

## Engagement with Advertising

- 60% of subscribers say that advertising is useful in widening their list of potential books to buy
- 51% of subscribers agree that advertising has led them to buy books they were not previously aware of
- 46% of subscribers under 25 agree that advertising has help inform them of opportunities for further study

## Influential

- Of those in employment, 25% work in academia or research, 15% work in publishing or journalism and 12% work in arts and culture
- 27% of LRB subscribers have household incomes over £100,000, and in the United States almost half (48%) have household incomes beyond that level (£100k = \$125K)

## Opinion Forming

- 85% of readers visit museums regularly
- 83% visit art galleries and exhibitions regularly
- 64% visit independent and arthouse cinema frequently
- 58% attend classical music concerts or opera regularly
- 55% go to the theatre on a regular basis
- 57% have membership to a gallery or museum

## Gender

- Male to female ratio is 2:1 however 40% of our new subscribers last year were women

## Spending Insights

- 30% of readers buy art direct from artists with 19% buying from affordable art fairs and galleries
- 48% of subscribers donate to disaster or emergency relief charities
- 37% of subscribers donate to human rights charities
- 43% of subscribers cite literary or historical research as a hobby
- 31% of subscribers write for a publication in their spare time
- 26% of subscribers cite part-time study as their hobby
- 44% of subscribers said their holiday choice is a culture or history focused tour
- 36% go on walking holidays
- 84% of UK subscribers read the Guardian and 24% read Financial Times
- 80% of US subscribers read the New York Times and 48% read the Washington Post

27%

of subscribers have household incomes over £100,000

57%

have membership to a gallery or museum

85%

visit museums regularly

60%

of subscribers say that advertising is useful in widening their list of potential books to purchase











## 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 audience 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 pre-eminent 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



**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

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**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





## Our Contributors

Exclusive writing from leading thinkers including Colm Tóibín, Judith Butler, Amia Srinivasan, Patricia Lockwood, Fredric Jameson, Anne Carson, Julian Barnes, Anne Enright and Katherine Rundell.

### Popular Articles

**305,000**

‘The Compass of Mourning’  
Judith Butler  
Vol. 45 Issue 20  
305,000 page views

**142,000**

‘Where be your jibes now?’  
Patricia Lockwood  
Vol. 45 Issue 14  
142,000 page views

**134,000**

‘Vengeful Pathologies’  
Adam Shatz  
Vol. 45 Issue 21  
134,000 page views

**103,000**

‘The Big Con’  
Pankaj Mishra  
Vol. 45 Issue 9  
103,000 page views



## What Our Readers Say

‘In addition to helping me find books for purchase, your advertisements from various publishers have prompted me to recommend books to my municipal library for purchase.’

‘I always look at publisher advertisements before reading any articles.’

‘I really value the advertisements for new books in the print version. These inform me about books I wouldn’t otherwise know about and I often buy them.’

‘Overall I read every single page — including all the adverts.’

Reference: Reader Survey 2023

