

London Review  
OF BOOKS

Media Pack



Andrew O'Hagan meets the

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VOLUME 38 NUMBER 19 6 OCTOBER 2016 £3.95 US

Thomas Nagel: Does Terrorism Work?

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VOLUME 38 NUMBER 17 8 SEPTEMBER 2016 £3.95 US & CANADA \$5.95

Steven Rose: Epigenetics • Emily Witt: Girlhood  
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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



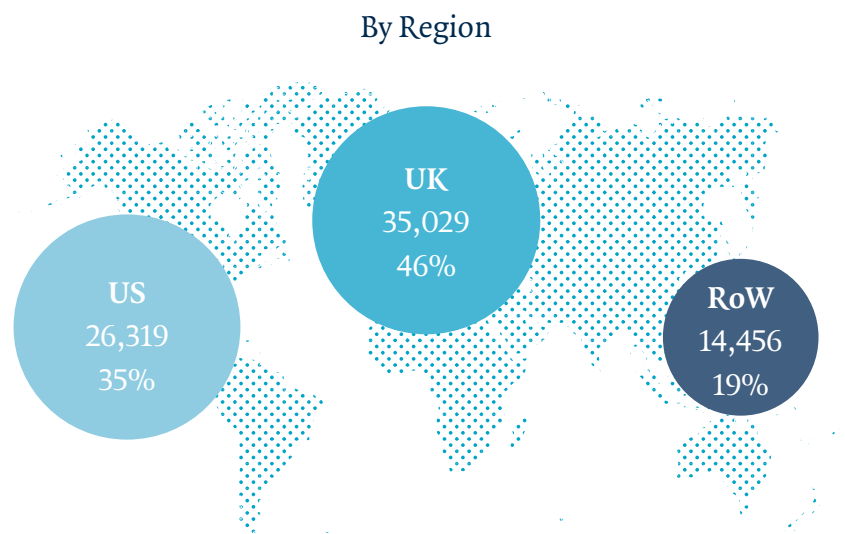


## The Print Magazine

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 ..... 75,725

Source: February 2019  
Average ABC Circulation figures 2018-2019



Source: September 2019

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## Platform cont.

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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.

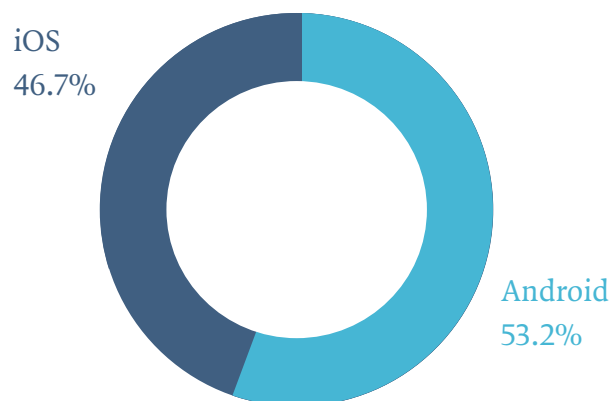
Users	16,723
Screen Views	322,369
Unique Screen Views	237,222

# 88,455

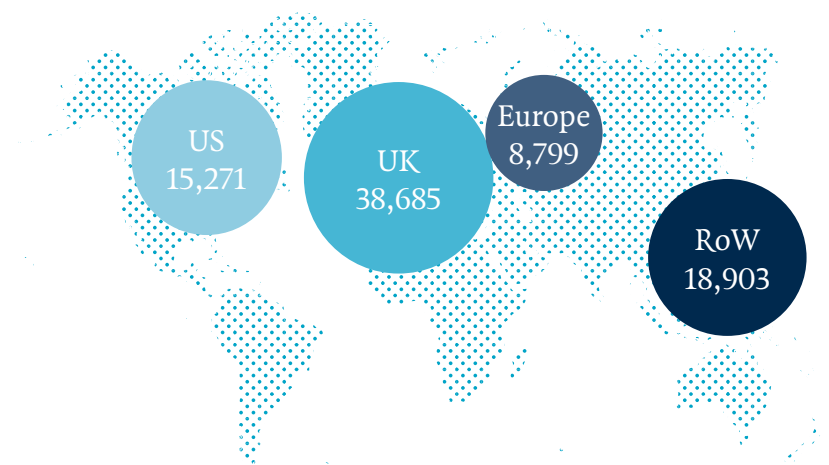
Sessions for August 2019

Source: Monthly Sessions for August 2019

### Sessions by Operating System



### Sessions by Region



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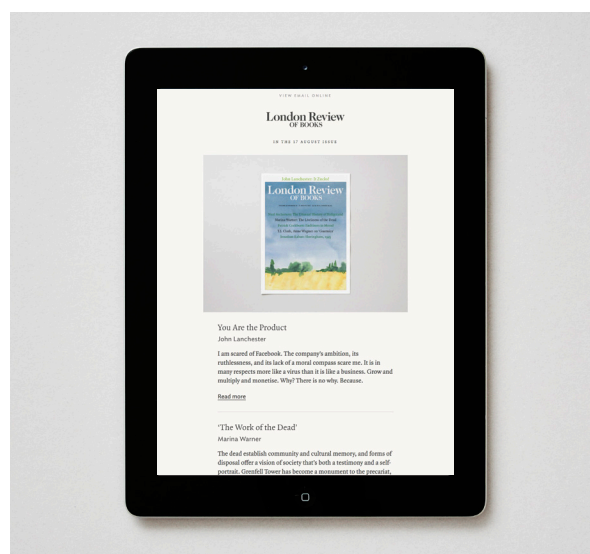
Average Monthly Unique Open Rate – **32.6%**

Average Monthly Unique Click Through Rate – **16.2%**

# 165,162

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Source: November 2019



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## 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

# 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

remain active on contract. They had been called in by some of the mission planners in the agency to help with the cover story for the old ruses cover in and say why not admit that we got some of the information about bin Laden from overseas intelligence assets? At the time, there was still talk in Washington about the possible prosecution of CIA agents who had conducted torture.

Stetits told them this was not going to work, the retired official said. The war never on the team. He knew at the eleventh hour of his career not to be a party to this mission, but State, the agency and the Pentagon had bought in to the cover story. None of the State forces command was going to get on national TV and announce the said. The Special Forces command was explicit. The president himself on keeping operational security. There was fear in Special Operations, the retired official said, that if the new story of the mission leaked out, the White House bureaucracy was going to blame on the State.

The White House's solution was to all once the State. On May 1, very member of the State had been - they had intended to their base in southern Virginia - and some members of the Joint Special Operations Command leadership were present with a confidence from drafted by the White House's legal office in promised civil justice and a lawsuit for anyone who discussed the mission, in public or private. The State were not happy, the retired official said, but most of them kept quiet, as did Admiral William McRaven, who was then in charge of JSC. McRaven was

two boats had made any public statement. He had been a first-hand account of the said by John Roemer, was published in September 2011 and two years later John O'Neill was interviewed by Fox News. Both men had resigned from the navy, both had lived at bin Laden. Their accounts contradicted each other on many details, but their accounts generally supported the White House version, especially when it came to the need to kill or be killed as the State might think way to bin Laden. O'Neill even told Fox News that he and his fellow State flight his were going to die. The more we learned on it, the more we realized... this is going to be a very long mission.

But the retired official told me that in its initial denials the State made no mention of a firefight, or indeed of any operations. The drama and danger portrayed by Roemer and O'Neill met a deep need, the retired official said. So, come time with the fact that they killed bin Laden really surprised, and so there was to be an account of their coverage in the face of danger. The press was going to sit around the bar and say it was an easy day. That's not going to happen.

There was another reason to claim there had been a firefight inside the compound, the retired official said. It would be inevitable question that would arise from an uncompleted assault. Where were bin Laden's possible guards, the most sought after treasure in the world would have avoided the clock protection. And one of those killed had to be the correct, because he didn't shoot and we couldn't produce him. The

provided intelligence into al Qaeda's plans. The official said the material showed that bin Laden remained an active leader in al Qaeda, providing strategy, operational and tactical instructions to the group... The tactical instructions to the group... was far from a firefight. The group's management and to encourage plotting from what was described as a command and control centre in Abbottabad. We were in a very place, making the recent operation even more essential for our nation's security, the official said. The information was so vital, he added, that the administration was setting up an inter-agency task force to present it. It was not simply someone who was plotting al Qaeda, it was a team of people, operational ideas out there and he was also specifically directing other al Qaeda members.

These claims were fabrications, there weren't much activity for bin Laden to exercise command and control over. The retired intelligence official said that the CIA's internal reporting shows that since bin Laden moved to Abbottabad it was not a handful of recent analysts could be linked to the movement of bin Laden's at Qaida. We were told at time, the retired official said, that the State produced garbage bags of stuff and that the community in gathering daily intelligence reports out of this stuff. And then we were told that the community is gathering everything together and needs to be reviewed in that nothing but come of it. Every single thing they have created since our set to be true. It's a great loss like the Phoenix crew. The retired official

most case of the drama that had been noted in the days after the raid. Some cynics were about the counterterrorism, the administration's initial claim that bin Laden was the 'spidee at the center of an operational web' and what the raid was actually showed, that bin Laden was 'decentralized' and had limited control over the outside world outside his compound.

The retired official disposed the act, copy of the White House materials. There was no link between these documents and the counterterrorism center at the agency. No intelligence community analysis. What was the last time the CIA (I assumed) had a significant intelligence find, it would be counter to its described for making for processing the materials, it would be the time for its production, it described by whom and where the analysis was taking place, and it published the conclusions before the information had been analyzed. No agency professional would support this form tale.

In June 2011, it was reported in the New York Times, the Washington Post and other major US newspapers that John Day had been held for questioning in Pakistan, he was, it was said, a CIA informant who had been spying on the compound and group at the bin Laden compound. Aziz was released, but the retired official said that US intelligence was unable to learn who leaked the highly classified information about his involvement with the mission. Officials in Washington decided they could not take a chance that Aziz's role in obtaining bin

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Andrew Briggs, who was then writing for *Crutcher*. In March 2013, former head Briggs as headteacher disparaged of the primary five school (referred to as 'The Academy') and the school's management. She had not yet finished her school training – she had not completed it, essentially, we know, because John Young (who had been a teacher at the school) was not fully trained as a teacher. It was not until after only a few weeks. A couple of months later, up she popped at Folly Exchange, the think tank that had been set up to advise the government on a report arguing that all primary schools should be turned into academies, as soon as possible. She was now curriculum manager at Folly Exchange, which has been given permission to open four primary free schools and is developing what it calls the 'Folly Exchange' programme, a pioneering curriculum focused on cultivating children's virtues in the initial phase. Folly has been advertising for teachers whose job will be to find children's stories that explore and exemplify character virtues. If they can't find enough virtue in those stories, they will be expected to write their own.

In June 2014, Briggs returned to interview for the school in the initial phase. Folly has been advertising for teachers whose job will be to find children's stories that explore and exemplify character virtues. If they can't find enough virtue in those stories, they will be expected to write their own.

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London Review OF BOOKS





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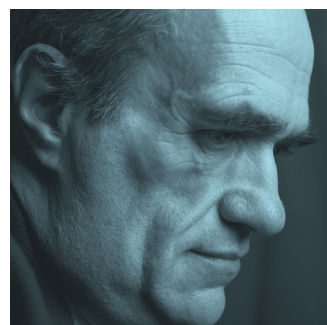
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