



Andrew O'Hagan meets the

Lo

on Re
BOOKS

Warner: My Mother's Shoes, and Other Tales

London Review
OF BOOKS

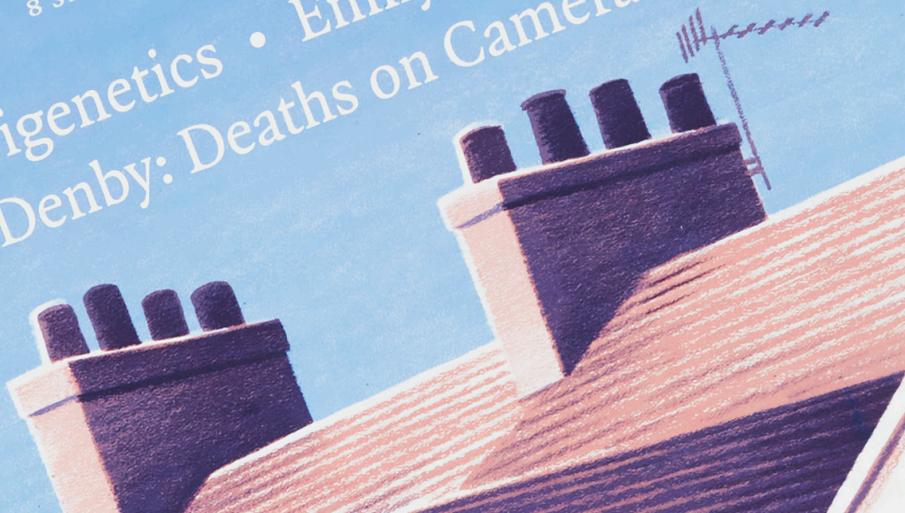
VOLUME 38 NUMBER 19 6 OCTOBER 2016 £3.95 US

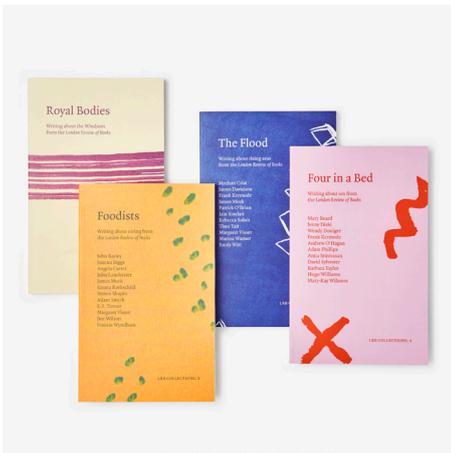
Thomas Nagel: Does Terrorism Work?

London Review
OF BOOKS

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

Steven Rose: Epigenetics • Emily Witt: Girlhood
David Denby: Deaths on Camera





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 92,370

By Region



Source: September 2020

London Review
OF BOOKS

Platform cont.

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.

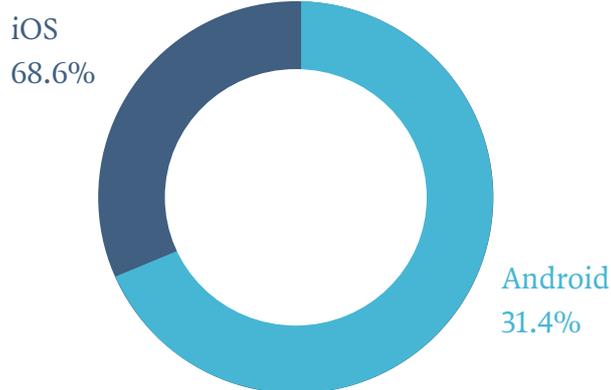
Users 23,259
Screen Views 357,108

100,586

Sessions for August 2020

Source: Monthly Sessions for August 2020

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.

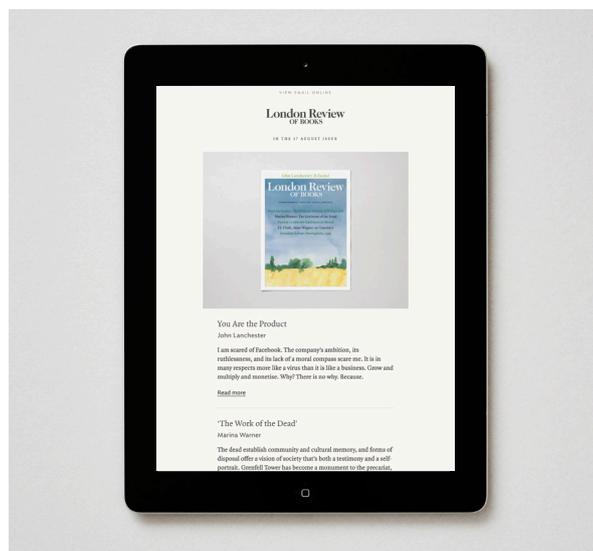
Average Monthly Unique Open Rate – 24.4%

Average Monthly Unique Click Through Rate – 14.6%

143,443

Newsletter Subscribers

Source: September 2020



London Review
OF BOOKS

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

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



ALAN BENNETT



JACQUELINE ROSE



MARINA WARNER



ANDREW O'HAGAN



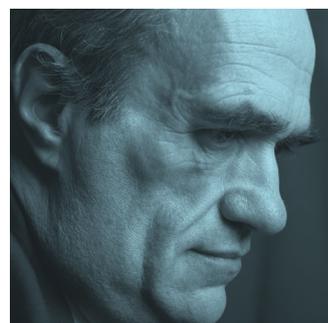
HILARY MANTEL



JAMES WOOD



MARY BEARD



COLM TÓIBÍN

Our Contributors

Exclusive writing from leading thinkers including Alan Bennett, John Lanchester, Hilary Mantel, Mary Beard, Tariq Ali, Michael Wood, Marina Warner, Colm Tóibín, Michael Hofmann and Andrew O'Hagan.

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.’