

Literary Review Magazine Media Pack



It is the special relationship between *Literary Review* and its readers that benefits any advertiser wishing to target this high AB profile market segment, particularly for niche or premium brands.

Over half the readers are subscribers (how many magazines can boast that?) and the majority of newsstand purchasers buy every issue. Advertising in *Literary Review* has a high impact on such a loyal readership.

The reading habits of *Literary Review* subscribers are different to almost any other magazine. They allow time for *Literary Review* and devour everything in it. They are in reading mode. Fifty-seven per cent spend more than two hours reading their issue of *Literary Review*.

"*Literary Review* is extremely informative, wonderfully well-written and altogether enjoyable. It is my favourite monthly magazine." - Muriel Spark.

"In *Literary Review* you find something that has almost vanished from the book pages: its contributors are actually interested in Literature." - Martin Amis.

"An oasis of civilisation and wit in the desert of Cool Britannia." - Bryan Appleyard.

"Media buyers are missing a trick." - Dominic Mills, former editor of Campaign.

"Far livelier than the *TLS*, and much wider in its coverage than the *LRB*, the *Literary Review* is easily the best books magazine currently available." - John Carey

"The best books in history and politics reviewed by people whose independence of mind one respects" - Michael Burleigh

"This magazine is flush with tight smart writing" - Washington Post

Literary Review
44 Lexington Street, London, W1F 0LW
Telephone: (020) 7437 9392 Facsimile: (020) 7734 1844
Website Address: <http://www.literaryreview.co.uk>

History of the Magazine

Literary Review was founded in Edinburgh in 1979 by Dr Anne Smith, head of the English Department at Edinburgh University. She created a lively, intelligent literary magazine for people who loved reading but hated academic and intellectual jargon.



From the start *Literary Review* plugged in to the best and most exciting current writing. As today, the reviewers who wrote for the magazine were usually authors themselves, not just critics. The magazine was accessible and stimulating, as it is still perceived to be today.

In 1982, Anne Smith moved from Edinburgh to London, where the magazine grew. Its new owner, the Palestinian publisher and author, Naim Attallah, pulled off an impressive coup in 1986 by securing the award-winning journalist Auberon Waugh as editor.

Auberon Waugh

Auberon Waugh was best known for his outrageous *Private Eye* column, *Auberon Waugh's Diary*, which he wrote for fourteen years. He also wrote a provocative and widely-read weekly column in the *Spectator* and appeared in many other magazines and in the national press and on television. On leaving *Private Eye*, he increased *Literary Review's* readership enormously and gave the magazine the high profile it has today.

Nancy Sladek, who has been at *Literary Review* for over eight years, is the current Editor and has held this position since November 1999, when Auberon Waugh appointed himself Editor-in-Chief.

Literary Review today bears the stamp of its founder and of Auberon Waugh, its Editor for fifteen years: it is intelligent, informative, witty and often provocative. Being independent of any publishing group, it is free from outside editorial control. It attracts the best writers in the country, all of whom are willing to write for a fraction of what they receive elsewhere because *Literary Review* gives them the freedom to say what they think (within reason!). Many reviewers are experts in their field.

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Readership Demographics

Literary Review has over 44,000 readers. 91% have a professional qualification. 88% are employed in writing, journalism, the media or the professions. 40% are aged 25 to 44 and 50% are aged 45 to 64. They buy over 600,000 books a year. Over 58% of our readers earn more than £40,000 a year.

Readership	
Circulation	44,750

Sex	
Male	69%
Female	31%

Profession	
Readership with a professional qualification	91%
Writers, journalists, the media	88%
Management	65%

Age	
Under 25 (hopeful)	3%
25 - 44 (struggling)	40%
45 - 64 (in your prime)	50%
65+ (clouds of glory)	7%

Property Ownership	
Homeowners	82%

Annual Income (2000)	
Less than £25,000	21%
£25,000 to £40,000	21%
£40,000 to £56,000	23%
£56,000 to £80,000	14%
£80,000 +	21%

How much does <i>Literary Review</i> influence book buying?	
To some extent	78%
To a large extent	19%
Not at all	3%

Book Purchases per Reader per Year	
<i>Literary Review</i> readers purchase almost a million books a year - about 25 books per reader!	

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Newspaper Readership	
Telegraph	39%
Times	32%
Financial Times	18%
Independent	31%
Guardian	22%
Sunday Times	26%
Independent on Sunday	28%
Sunday Telegraph	34%
Observer	25%

Magazine Readership	
Spectator	52%
Private Eye	41%
Economist	17%

Our Readers Drink the Following Regularly	
Wine	98%
Malt whisky and whisky	41%
Champagne	27%
Gin	26%

Our Readers Buy the Following by the Case	
Wine	57%
Champagne	13%
Spirits	5%

Eating Out	
At least once a week	48%
More often	21%

Charity Donation	
Donated within the last year	72%

Air Travel		
Business	Up to 5 flights a year	20%
	More than 5 flights a year	19%
Pleasure	Up to 2 flights	63%
	More than 5 flights	7%

Attendance per Month at	
Classical Concert	49%
Opera	28%
Ballet / dance	17%
Cinema	80%
Theatre	40%
Museums and art galleries	31%

Weekend Breaks	
More than once a year	43%

Other Purchases in the Last Year	
An original work of art	35%
Furniture	46%
Antiques	21%
Attended an auction	23%
Video / audio equipment	41%
CDs / tapes / records	80%
Jewellery / watches (over £100)	30%

Financial Services Used by Readers	
Pension Scheme	68%
Credit Cards	86%
Life Assurance	56%
PEPs / TESSAs	35%
Stocks and shares, bonds, unit trusts	46%

New Cars Purchased	
Within a year	21%
Within 3 years	51%
Within 5 years	66%

Rate Card

All prices are exclusive of VAT at the prevailing rate

Display Advertising	
Double Page (Colour)	£3,248
Full Page (Colour)	£1795
Full Page (Mono)	£1575
Half Page (Colour)	£1137
Half Page (Mono)	£995
Quarter Page (Mono)	£595
Eighth Page (Mono)	£330

Special Positions	
Inside Front Cover (Colour)	£2025
Inside Back Cover (Colour)	£1,725
Outside Back Cover (Colour)	£2215

Inserts

Inserts	
Loose per '000 up to 10g	£60
Other inserts over 10g	POA

TECHNICAL INFORMATION

- Minimum size: 100 x 130mm
- Maximum size: 260 x 200mm
- Minimum paper specification: 80 gsm (if single leaf)
- Maximum paper specification: 250gsm
- No concertina folds

DELIVERY ADDRESS (our printers):

Unwin Brothers
Old Woking
Surrey GU22 9LH
Contact at printers: Mick Funnell
tel: 01483 263069
email: mfunnell@unwinbros.com

IMPORTANT LABELLING INSTRUCTIONS

Please label each box:

LITERARY REVIEW INSERTS
THE ISSUE MONTH OF THE MAGAZINE

Literary Review
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THE SUBJECT MATTER OF THE INSERTS

Classified Advertising

Classified advertising is priced at £30 per single column centimetre

Mechanical Data

Advertisement Sizes & Format			
Size	Format	Height	Width
Full Page	Type Area	243mm	185mm
	Bleed	289mm	219mm
	Trim	279mm	209mm
Half Page	Horizontal Type	121mm	185mm
	Vertical Type	243mm	92mm
Quarter Page	Type Area	103mm	84mm
	Horizontal Strip	50mm	185mm
Eighth Page	Type Area	50mm	84mm

Technical Data

Acceptable media

*3.5" floppy discs *Zip discs (100/250 Mb) *CD ROM
BUT WE PREFER ADS TO BE SENT TO US AS PDFs BY EMAIL

Requirements

Black and White

- Must be greyscale
- Must be PDF format with fonts embedded; this usually means created by Acrobat Distiller

Colour

- High res. PDFs - 1000 dpi
- Fonts must be embedded

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- All files must be labelled with magazine title and month of issue together with a contact name/number
- Compressed files should not be sent without first checking with *Literary Review*
All graphics must be supplied in a suitable format (PDF)
- Where spot colours are to be produced out of four colour process the file must be set up for CMYK and split for process colour separation
- Appropriate allowance must be made for bleeds and trims
- Document size should be within limits of the imagesetter (450mm x 640mm)

AND

Email files must be sent by an Apple Mac terminal

All Advertising enquiries can be made to Terry Finnegan,
Advertisement Manager at *Literary Review* on 0207 437 9392
terry@literaryreview.co.uk

or contact Sarah Mahaffy, Business Manager

sarah@literaryreview.co.uk

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