

# GRANTA

THE MAGAZINE OF NEW WRITING

UK Media Pack 2017



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SINCE 1979

2017

## MEDIA PACK 2017

‘Quite simply, the most impressive literary magazine of its time’

*Daily Telegraph*

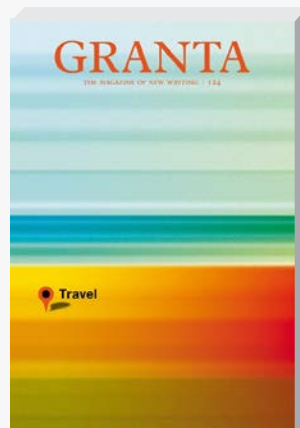
### *Granta* magazine

*Granta* is one of the world’s most respected literary magazines, acclaimed for the quality of its writing, its international reach and its mix of established and emerging authors. It is available by subscription both digitally and in print and from bookstores and bookstands worldwide. Our loyal subscriber base makes up **56%** of the **36,800** readers of each issue.

*Granta* publishes its signature blend of reportage, fiction, biography, essays, poetry, memoir, art and photography four times a year. Every issue of *Granta* is still in print, and our archive is available in its entirety to our subscribers online.

### Why advertise with *Granta*?

*Granta* magazine is one of the most influential literary magazines of its time. Each issue is beautifully produced, and **93%** of our readers keep every single issue they buy. The fact that **80%** of our clients decide to advertise with us again is a testament to the effectiveness and reach of our magazine. Visually stunning with a powerful niche readership, advertising with *Granta* means that you have access to the most affluent, cultured, educated and successful readers in the world.



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## GRANTA IN THE INTERNATIONAL PRESS

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‘Quite simply, the most impressive  
literary magazine of its time’

*Daily Telegraph*

‘A stunning contribution to  
contemporary literature’

*Newsweek*

‘The last word in literary chic’

*Sunday Telegraph*

‘England’s quality quarterly . . .

A fine, fat read’

*Mail on Sunday*

‘A swashbuckling literary periodical’

*Vanity Fair*

‘An overwhelmingly powerful  
force in English writing’

*Spectator*

‘A high-lit, high-toned magazine . . .  
an international coup’

*Vogue*

‘An oasis of good writing’

*New Statesman*

‘Stylish, cutting-edge stuff’

*Big Issue*

‘The most highly praised  
literary magazine. Remarkably,  
praise is deserved’

*New York Times*

‘A wonderful thing. Only  
*The New Yorker* has an equivalent  
power to snare you unawares, and you  
can’t fit that into your coat pocket’

*Time Out*

‘Much more fun to open than one  
of those thin, starved magazines’

*Guardian*

‘Crusading, entertaining,  
journalistically valuable but above  
all, accessible’

*Sunday Times*

‘Still the coolest magazine to have  
on your coffee table’

*Observer*

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## THE WRITERS

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Chimamanda Ngozi Adichie | [Monica Ali](#)

Isabel Allende | [Martin Amis](#)

Margaret Atwood | [Paul Auster](#)

Iain Banks | [John Banville](#)

Julian Barnes | [Saul Bellow](#)

Louis de Bernières | [Roberto Bolaño](#)

William Boyd | [Bill Bryson](#)

A.S. Byatt | [Ethan Canin](#)

Peter Carey | [John le Carré](#)

Angela Carter | [Raymond Carver](#)

Bruce Chatwin | [J.M. Coetzee](#)

Douglas Coupland | [Don DeLillo](#)

Anita Desai | [Anthony Doerr](#)

Anne Enright | [James Ellroy](#)

Richard Ford | [Joshua Ferris](#)

John Fowles | [Aminatta Forna](#)

Nadine Gordimer | [Nell Freudenberger](#)

Graham Greene | [Linda Grant](#)

Seamus Heaney | [Alan Hollinghurst](#)

Philip Hensher | [Nick Hornby](#)

A.M. Homes | [Thomas Keneally](#)

Kazuo Ishiguro | [Milan Kundera](#)

A.L. Kennedy | [Hari Kunzru](#)

Benjamin Kunkel | [James Lasdun](#)

Hanif Kureishi | [Primo Levi](#)

Doris Lessing | [Penelope Lively](#)

Yiyun Li | [Robert Macfarlane](#)

Mario Vargas Llosa | [Hilary Mantel](#)

Nelson Mandela | [Gabriel García Márquez](#)

Adam Mars-Jones | [Jay McInerney](#)

Ian McEwan | [Lorrie Moore](#)

David Mitchell | [V.S. Naipaul](#)

Blake Morrison | [Andrew O'Hagan](#)

Joyce Carol Oates | [Ben Okri](#)

Michael Ondaatje | [Jayne Anne Phillips](#)

ZZ Packer | [Salman Rushdie](#)

Harold Pinter | [Ann Patchett](#)

Jonathan Raban | [Annie Proulx](#)

Arundhati Roy | [Philip Roth](#)

Will Self | [Owen Sheers](#)

Gary Shteyngart | [Helen Simpson](#)

Zadie Smith | [Graham Swift](#)

Paul Theroux | [Ngũgĩ wa Thiong'o](#)

Adam Thirlwell | [Binyavanga Wainaina](#)

Sarah Waters | [Jeanette Winterson](#)

(to name a few) . . .

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## THE READERS



### Who are they?

- Male / Female **52/48%**
- Aged 45 years and under **40%**
- Aged 45 years and over **60%**
- Degree level **83%**
- Postgraduate degree **64%**
- Charity donors **99%**
- Environmentally conscious **92%**

### Income

Their average household income is **£80,000** and **47%** of subscribers have individual incomes of **£40,000+**, of that group **44%** earn **£75,000+**

### Property and assets

- **85%** own their own homes
- **24%** own a second property
- **41%** live in listed buildings
- **68%** own works of art or antiques
- **48%** own stocks or shares

### Culturally active and sociable

**54%** are friends/members of a museum or other cultural institution

At least once a month:

- **56%** go to an art exhibition/gallery
- **42%** go to the theatre
- **36%** watch a foreign film
- **33%** go to a classical music concert
- **20%** go to the opera

### Successful and influential

- **49%** have had an article or book published
- **46%** have been interviewed in print, on radio or on TV
- **42%** are involved in political affairs, including local politics/pressure groups
- **39%** have played an active role in voluntary organisations

### Lifestyle

- **89%** dine out at least once a month
- **69%** like to buy fine foods

- **41%** like to buy fine wines
- **32%** purchase wine by the case
- **44%** dine out 2–4 times a month
- **15%** dine out more than once a week

### Travel

- **93%** take holidays at least twice a year
- **82%** flew to Europe in the last 12 months
- **87%** said they considered cultural activities important when making travel plans
- **54%** flew internationally in the last 12 months

### Shopping

- **76%** shop online
- **94%** shop in stores
- **98%** consider the quality of items important when buying clothing
- **75%** own a car, **32%** own more than one car and **46%** plan to buy a new car in the next 3 years

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## CIRCULATION

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### Readership

Average Global Readership – 36,846

Average UK Readership – 19,580

UK Circulation – 11,000

### Pass-on readership

39% percent share their copy with one other person;

11% share it with two others; 5% share it with three or more.

### Currency

*Granta is published four times a year.*

Because of the enduring nature of the magazine,

93% of our readers keep every single copy and build up complete collections.

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## SCHEDULE

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ISSUE NO.	SEASON	PUBLICATION DATE	ADS DEADLINE	INSERTS DEADLINE
GI39	Spring 17	27 April	24 February	13 April
GI40	Summer 17	3 August	5 June	20 July
GI41	Autumn 17	9 November	11 September	26 October
GI42	Winter 17	8 February	27 November	25 January

## Contact

Kate Rochester

Advertising Director

Direct line: +44(0)20 7605 1365

Mobile: +44(0)7956 992 418

Email: [katerochester@granta.com](mailto:katerochester@granta.com)

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## MAGAZINE RATE

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### Display

#### Full Colour

Full Page (Regular Position)	£1,100
First RH Page	£1,380
RH Page Opposite Masthead	£1,280
Upfront Double Page Spread	£2,000
Upfront Page 4	£1,250
Upfront Page 5	£1,250
LH Page Opposite Contents	£1,250
Half Page	£800
Quarter Page	£500

#### Covers

Front Inside Cover	£2,350
Back Inside Cover	£2,200

#### Discounts

Agency commission	10%
Publisher's discount	10%
Series discount	On application

### Inserts

- Inserts are available in UK subscribers' copies at £90 per thousand
- Available insert run: 7,500
- Minimum run 5,000
- Minimum size A5; maximum folded size A4.
- Maximum weight 10 grams
- Heavier or lighter inserts can sometimes be accommodated by prior arrangement
- We need two sample inserts prior to delivery; one to our mailing house and one to the Granta office

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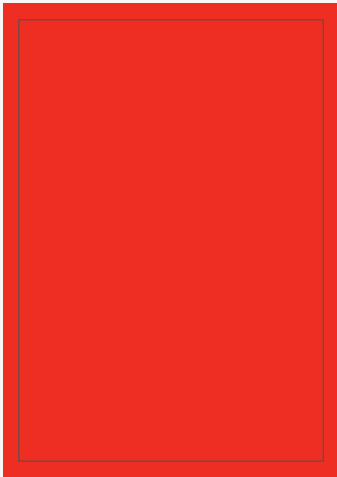
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## AD SPECIFICATIONS

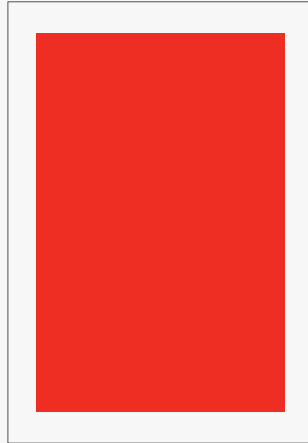
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### Format



#### Full Page Bleed

216 × 151 mm: bleed  
210 × 145 mm: trim  
198 × 133 mm: type area



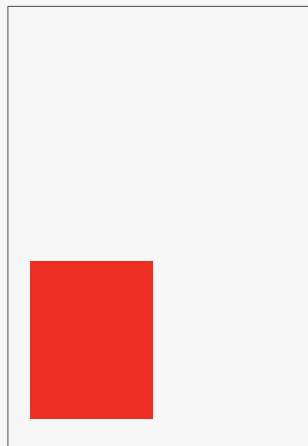
#### Full Page

180 × 118 mm



#### Half Page (Landscape)

75 × 125 mm



#### Quarter Page (Portrait)

70 × 55 mm

### Artwork

#### For Print ads

**Please supply layered artwork** (InDesign, Illustrator or Photoshop) following these guidelines:

1. Bleeding of 6 mm all around.
2. Text/image positioned 6 mm at least from the trim size.
3. Images at 300 dpi. This means that the original image must be 300 dpi too. PDF resolution is 2400 dpi with all fonts/images embedded. Please supply hard copy colour proof for reference.
4. Black text must be K 100% or grey.
5. All images and final artwork must be converted into CMYK, please remove PANTONE and RGB colours.

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### To send to

**E-mail:** [katerochester@granta.com](mailto:katerochester@granta.com) or via

#### FTP Site Credentials:

Server: [grantapublications.exavault.com](http://grantapublications.exavault.com)

Username: [grantaftp](#)

Password: on request - email [katerochester@granta.com](mailto:katerochester@granta.com)

FTP Port: 21

SFTP Port: 22



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## WEBSITE ADVERTISING

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The new *Granta* website uses a module design that can be used to present advertising in a varied but clear manner.

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Visual guide to online sizes (Not actual size)

### **Leaderboard ad**

728 × 90 pixels - £6 cpm

Shown at the top of all pages (including mobile devices). The maximum width of these adverts is 728px with a height of 90px. These adverts automatically scale proportionally to the screen size so that they always fit on the screen when it is less than 728px in width. For example, because the iPhone has a screen width of 320px the advert is shrunk to this width so that it displays correctly.

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### **MPU - Medium rectangle ad**

400 × 325 pixels - £5 cpm

This is the same aspect ratio of MPU adverts 300 × 250 pixels but higher quality

Ad shuffles between two modules on the home page and appears on the right-hand side of article pages

### **Half page ad**

400 × 800 pixels - £6 cpm

This is the same aspect ratio of standard adverts 300 × 600 pixels but higher quality

Appears on the right-hand side of article pages only

The MPU ads are shown 1/3 width on the home page and in the right hand column of the article pages. They appear at a width of 385px on the homepage and 320px on the reading pages on a full-sized display.

Adverts always scale proportionally to the size of the reader's screen. On devices that are too small to show the full width of the page, the modules shrink or stack so that everything continues to display clearly.

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## WEBSITE INFORMATION AND RATES

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### Site Traffic Information

250,000 page views (monthly average)

120,000 unique visitors (monthly average)

### Readership Information

70% are under 45 years old

83% hold a degree or higher qualification

70% read an online newspaper

46% spend more than two hours a day on the Internet

92% buy books (of which 50% purchase three or more books a month)

96% go to the theatre, art galleries, movies and other arts events (of which 60% go at least once a month)

### Positioning and geo-targeting

Ads on [granta.com](http://granta.com) rotate around the home page and article pages. Time-targeted and geo-targeted ads are available on request.

### Web ad rates

Leaderboard ad £6 cpm

MPU - Medium rectangle ad £5 cpm

Half page ad £6 cpm

### Technical specifications

We accept GIF AND JPEG

A maximum size of 250 kb

A resolution of 72 DPI

Please provide a URL link for all ads

Ads should be supplied to Kate Rochester:  
[katerochester@granta.com](mailto:katerochester@granta.com)

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## NEWSLETTER ADVERTISING

### Monthly Newsletter

An opt-in newsletter with **26,211** subscribers

(March 2017)

All ads are hyperlinked and can be animated GIFs

### Rate

**£250** per slot

**10%** discount for 2 to 3 slots over the year

**15%** discount for 4 to 5 slots over the year

**20%** discount for 6 or more slots over the year

### Specifications

Vertical rectangle: 136 × 282 pixels

We accept JPEG

A maximum size of 250 kb

A resolution of 72 DPI

Please provide a URL link for all ads

Ads should be supplied to Kate Rochester:

[katerochester@granta.com](mailto:katerochester@granta.com)

### Twitter @GrantaMag

**204,000 followers** (March 2017)

### Facebook /grantamag

**80,798 followers** (March 2017)



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Granta Publications

12 Addison Avenue | London W11 4QR

Tel +44(0)20 7605 1360 | Fax +44(0)20 7605 1361

