

GRANTA

THE MAGAZINE OF NEW WRITING

Media Pack 2018-19



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SINCE 1979

2018-19

‘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. From Nobel laureates to debut novelists, each themed issue of *Granta* turns the attention of the world’s best writers on to one aspect of the way we live now.

Published quarterly, the magazine features a blend of reportage, fiction, biography, poetry, memoir and art. Photography essays are also an integral part of the editorial including visually stunning images printed on premium coated paper.

Granta’s ‘Best of Young’ issues, released decade by decade, introduce the most important voices of each generation – in Britain, America, Brazil and Spain – and have been defining the contours of the literary landscape since 1983.

Why advertise with *Granta*?

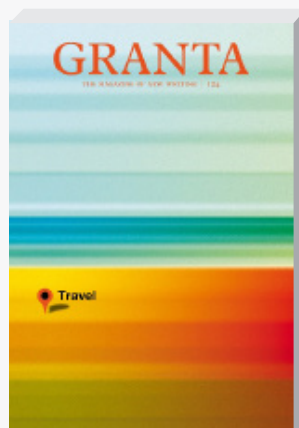
Beautifully produced with a powerful niche readership, advertising with *Granta* means that you have access to one of the most cultured and affluent audiences in the world. 93% of the readers keep every single issue they buy and 39% share their copy with one other person. The magazine is available by subscription both digitally and in print and from bookstores and bookstands worldwide.

Circulation: 20,000

Average readership: 37,000

Geographical split: UK: 50% ; US: 50%

Subscribers: 56% of circulation



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THE READERS



Who are they?

- Male / Female **56/44%**
- Aged 45 years and under **46%**
- Aged 45 years and over **54%**
- Bachelor's level **52%**
- Master's level or above **66%**
- Charity donors **96%**
- Environmentally conscious **98%**
- Volunteer for a charity **43%**

Income

- **27%** are worth \$1m+
- **55%** earn over \$100,000 per annum

Property and assets

- **80%** own their own homes
- **17%** own homes worth \$1m+
- **29%** own a second property
- **41%** live in listed buildings
- **79%** own works of art or antiques
- **79%** own stocks or shares

Culturally active

- **70%** are friends/members of a museum or other cultural institution
- **75%** have been to literary talk in the last 12 months

At least once a month:

- **30%** go to an art exhibition/gallery
- **43%** go to the movies
- **53%** watch a foreign film
- **77%** listen to a cultural radio show

Successful and influential

- **45%** have had an article or book published
- **54%** have been interviewed in print, on radio or on TV
- **46%** are involved in political affairs
- **39%** have played an active role in voluntary organizations
- **9%** work in the medical profession

Lifestyle

- **45%** dine out more than once a week
- **40%** dine out 2-4 times a month
- **79%** like to buy fine foods
- **50%** like to buy fine wines
- **25%** purchase wine by the case
- **48%** order over \$100 on average per order online

Travel

- **93%** take holidays at least twice a year
- **90%** flew within North America in the last 12 months
- **71%** flew within North America more than 3 times in the last 12 months
- **60%** flew internationally in the last 12 months
- **42%** flew to Europe in the last 12 months
- **91%** said they considered cultural activities important when making travel plans

Shopping

- **84%** shop online
- **91%** shop in store
- **88%** are mail-order buyers
- **96%** consider the quality of items important when buying clothing

Cars

- **83%** own a car
- **50%** own more than one car
- **74%** have a car that was bought new
- **45%** plan to buy a new car in the next 3 years

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RATES CARD

ISSUE NO.	SEASON	PUBLICATION DATE	ADS DEADLINE	INSERTS DEADLINE
GI44	Summer 18	9 August	7 June	26 July
GI45	Autumn 18	15 November	30 August	1 November
GI46	Winter 19	14 February	22 November	31 January
GI47	Spring 19	2 May	28 February	18 April

Contact

Charlotte Burgess

t: +44(0)20 7300 5675

charlotteburgess@granta.com

Paolo Russo

t: +44(0)20 7300 5751

paolorusso@granta.com

Display

Full Colour

Full Page	\$1,800
First RH Page	\$2,100
RH Page Opposite Masthead	\$2,100
LH Page Opposite Contents	\$2,100
Double Page Spread	\$3,200
Half Page	\$1,225

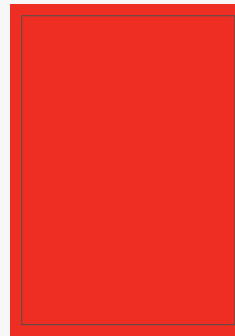
Covers

Inside Front Cover	\$3,600
Inside Back Cover	\$3,350

Discounts

Agency commission	10%
Series discount	On application

Format

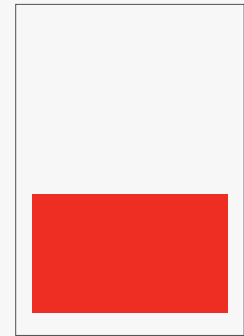


Full Page

216 × 151 mm: bleed

210 × 145 mm: trim

198 × 133 mm: type area



Half Page (Landscape)

75 × 125 mm

Inserts

- Rate: £100 per thousand
- Available insert run: 7,000 (UK copies only)
- Minimum size A5; maximum folded size A4.
- Maximum weight 10 grams (additional weight on application)
- All inserts are subject to the final approval of Granta Magazine. Please send a PDF proof of the insert prior to booking confirmation.

Artwork

1. Final adverts should be supplied via email as a print-ready PDF.
2. Full page adverts require crop marks and a 6mm bleed.
3. Fonts must be embedded within the PDF.
4. Text/image positioned at least 6mm from the trim size.
5. All submitted adverts should be in CMYK and images 300 dpi resolution. Please remove PANTONE and RGB colours.
6. Black text must be K 100% or grey.

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WEBSITE AND E-NEWSLETTER

Granta.com is a publishing platform in its own right. New content by the world's best writers is uploaded five times a week, ranging from long-form material to shorter pieces that respond to the news of the day, discuss the craft of writing, and expand on the themes of the print issue, along with extracts from major upcoming novels, video interviews and podcasts.

In addition to this, every issue of the print magazine is available in full to subscribers online, dating back to *Granta's* first issue in 1979. In this extensive and valuable archive readers can find pieces by the greatest names in writing, including 17 Nobel Prize for Literature laureates, award winning journalists such as Martha Gellhorn, Ryszard Kapuściński and Svetlana Alexievich, and the occasional surprise inclusion from people such as Noam Chomsky and Nelson Mandela.

Website traffic information

250,000 page views (monthly average)

120,000 unique visitors (monthly average)

* Page impressions are counted every 45 seconds your ad appears on the page. Readers spend an average two minutes per page.

Readership information

70% are under 45 years old

83% hold a degree or higher qualification

70% read an online newspaper

46% spend over 2 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)

Website ad sizes and rates

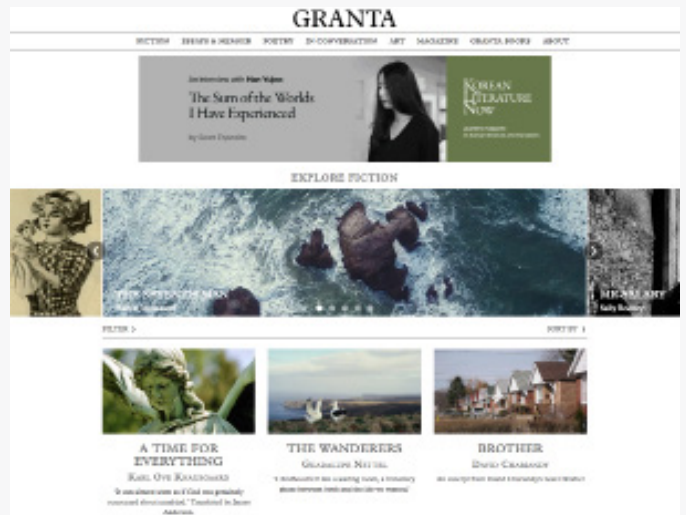
Billboard ad (970 × 250 pixels): **\$21 cpm**

Wide Skyscraper (600 × 300 pixels): **\$14 cpm**

MPU (300 × 250 pixels): **\$11 cpm**

Technical specifications

Format: animated GIF, GIF or JPEG; Size: 250 KB max;
Resolution: 72 DPI; Please provide a URL link for all ads.



Monthly E-Newsletter

Every month an opt-in newsletter is sent to 26,906 subscribers, providing readers with information about the latest editions of the magazine and all the new content uploaded on the website. Opening rate is 20%. Advertising slots are vertical rectangles placed on the right-hand side of the newsletter.

E-Newsletter sizes and rates

Vertical Rectangle (136 x 282 pixels) **\$350** per slot

E-Newsletter technical specifications

Format: animated GIF, GIF or JPEG; Size: 250 KB max;
Resolution: 72 DPI; Please provide a URL link for all ads.

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t: +44(0)20 7300 5675

charlotteburgess@granta.com

Paolo Russo

t: +44(0)20 7300 5751

paolorusso@granta.com

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Granta Publications

12 Addison Avenue | London W11 4QR

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

