

# GRANTA

THE MAGAZINE OF NEW WRITING

Media Pack 2020



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SINCE 1979

2020

‘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*?

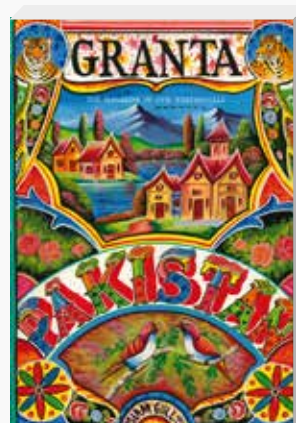
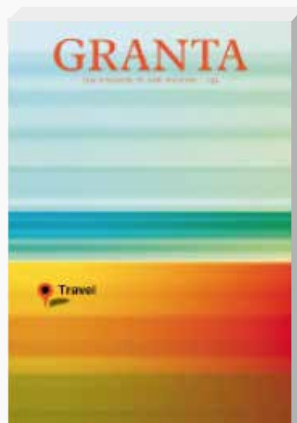
Beautifully produced with a powerful niche readership, advertising with *Granta* means that you have access to one of the most cultured and affluent audiences in the world. 93% of the readers keep every single issue they buy and 39% share their copy with one other person, 11% share with two others and 5% share it with three or more people. The magazine is available by subscription both digitally and in print and from bookstores and bookstands worldwide.

**Circulation:** 23,000

**Average readership:** 37,000

**Geographical split:** UK: 60% ; US: 40%

**Subscribers:** UK: 9,823 (6,572 print; 3,251 digital)  
US: 6,019 (4,546 print; 1,473 digital)



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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 **97%**

### Income

Their average household income is **£80,000** and **47%** of subscribers have individual incomes of **£40,000+**, of that group **54%** 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

**67%** 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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## RATES CARD

ISSUE NO.	SEASON	PUBLICATION DATE	ADS DEADLINE	INSERTS DEADLINE
GI51	Spring 20	30 April	27 February	16 April
GI52	Summer 20	30 July	28 May	16 July
GI53	Autumn 20	19 November	17 September	5 November
GI54	Winter 20	11 February	19 November	28 January

## Contact

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## 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

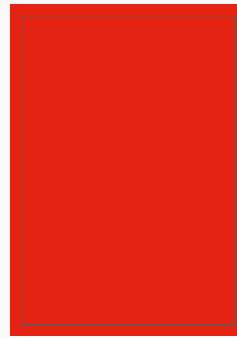
### Covers

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

### Discounts

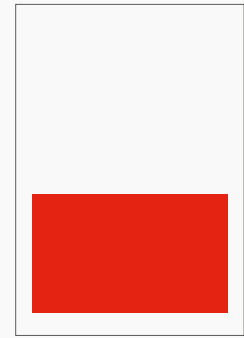
Agency commission	10%
Series discount	On application

## 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 a 6mm bleed and crop marks offset at 5mm.
3. Fonts must be embedded within the PDF.
4. Text/image positioned within 6mm margin 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

300,000 page views (monthly average)

150,000 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 (width x height) and rates

Billboard ad desktop (970 x 250 pixels)

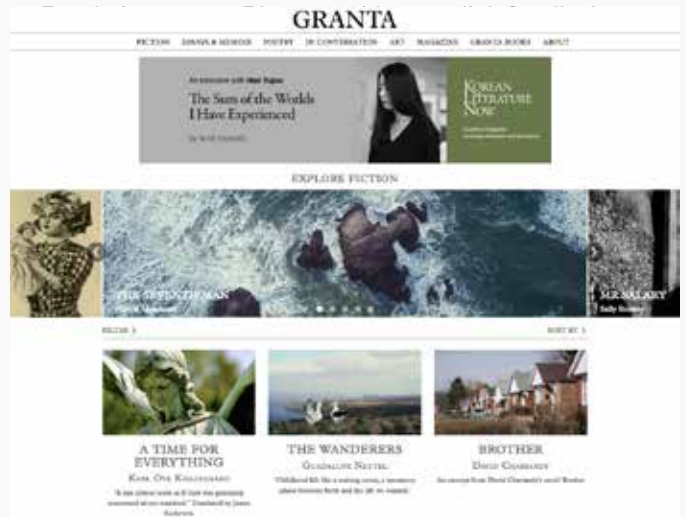
mobile (320 x 100 pixels) **\$21 cpm**

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

MPU (300 x 250 pixels) **\$11 cpm**

### Technical specifications

Format: animated GIF, GIF or JPEG; Size: 250 KB max



### Monthly E-Newsletter

Every month an opt-in newsletter is sent to 27,000 subscribers, providing readers with information about the latest editions of the magazine and all the new content uploaded on the website. Opening rate is 30%.

### E-Newsletter sizes (width x height) and rates

Horizontal Rectangle (300 x 250 pixels): **£250** 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

### Contact

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