

GRANTA

THE MAGAZINE OF NEW WRITING

Media Pack 2021



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SINCE 1979

2021

‘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*?

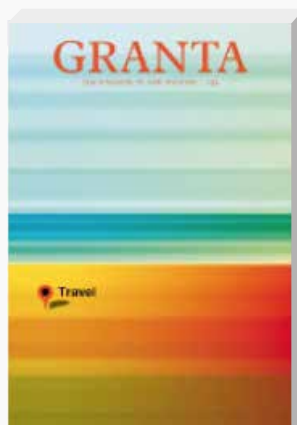
Beautifully produced with a powerful niche readership, advertising with *Granta* means that you have access to one of the most cultured and affluent audiences in the world. 93% of the readers keep every single issue they buy and 39% share their copy with one other person, 11% share with two others and 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
G155	Spring 21	29 April	25 February	8 April
G156	Summer 21	28 July	27 May	8 July
G157	Autumn 21	18 November	16 September	28 October
G158	Winter 21	10 February	18 November	20 January

Contact

Renata Molina-Lopes
renata@parkwalkmedia.com

Charlotte Agace
charlotte@parkwalkmedia.com

Display

Full Colour

Full Page	£1,300
First RH Page	£1,500
RH Page Opposite Masthead	£1,500
LH Page Opposite Contents	£1,500
Double Page Spread	£2,500
Half Page	£800

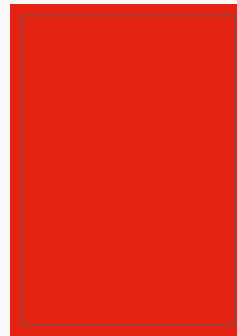
Covers

Inside Front Cover	£2,400
Inside Back Cover	£2,200

Discounts

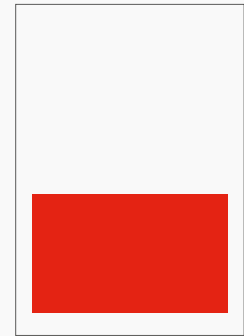
Agency commission	10%
Series discount	On application

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

325,000 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)

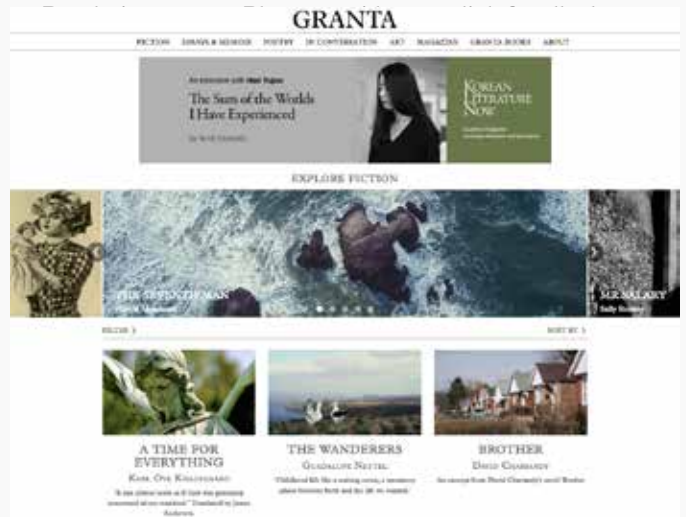
mobile (320 x 100 pixels) **£15 cpm**

Wide Skyscraper (300 x 600 pixels) **£10 cpm**

MPU (300 x 250 pixels) **£8 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 **30,000** subscribers, providing readers with information about the latest editions of the magazine and all the new content uploaded on the website. Opening rate is 31%.

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

Renata Molina-Lopes
renata@parkwalkmedia.com

Charlotte Agace
charlotte@parkwalkmedia.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

