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)
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%

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

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
**GRANTA**
THE MAGAZINE OF NEW WRITING

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**RATES CARD**

<table>
<thead>
<tr>
<th>ISSUE NO.</th>
<th>SEASON</th>
<th>PUBLICATION DATE</th>
<th>ADS DEADLINE</th>
<th>INSERTS DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gi55</td>
<td>Spring 21</td>
<td>29 April</td>
<td>25 February</td>
<td>8 April</td>
</tr>
<tr>
<td>Gi56</td>
<td>Summer 21</td>
<td>28 July</td>
<td>27 May</td>
<td>8 July</td>
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<tr>
<td>Gi57</td>
<td>Autumn 21</td>
<td>18 November</td>
<td>16 September</td>
<td>28 October</td>
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<tr>
<td>Gi58</td>
<td>Winter 21</td>
<td>10 February</td>
<td>18 November</td>
<td>20 January</td>
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</tbody>
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**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

**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.

**Format**

**Full Page**
- 216 × 151 mm: bleed
- 210 × 145 mm: trim
- 198 × 133 mm: type area

**Half Page (Landscape)**
- 75 × 125 mm

**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.
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 Kapuscinski 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 × 250 pixels) mobile (320 × 100 pixels) $21 cpm
Wide Skyscraper (300 × 600 pixels) $14 cpm
MPU (300 × 250 pixels) $11 cpm

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

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

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