

London Review
OF BOOKS

Media Pack





About the London Review of Books

The *London Review of Books* is the largest cultural, political and literary magazine in Europe and has an unparalleled international reputation for long form literary journalism. Published every two weeks, each issue contains unique contributions by the world's leading thinkers, scholars and writers on a range of subjects such as history, politics, philosophy, art, poetry, biography, film and more. The LRB doesn't just review books - it uses recently published books for wide-ranging discussions and analysis. The result is a collection of original, independent and self-sufficient essays.

'What a great paper. It has more to say about the modern world than any publication I know. Nobody awake would want to be without it.'

ALEX GARLAND

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GUARDIAN

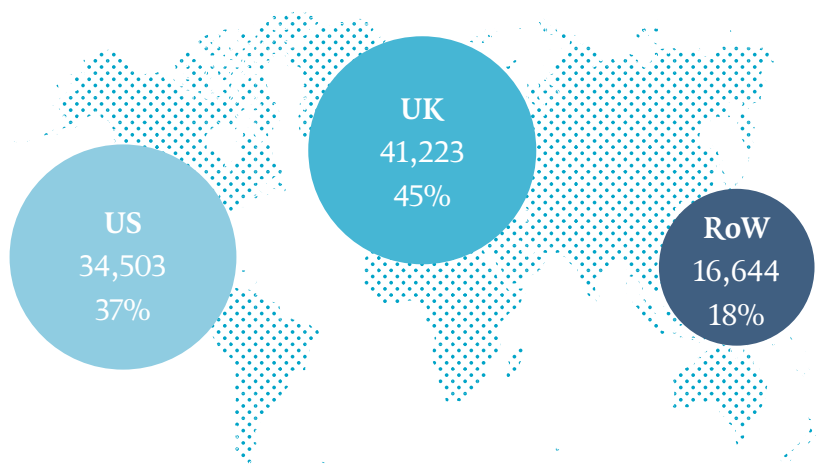


The Print Magazine

Published every two weeks, each issue contains unique contributions by the world's leading thinkers, scholars and writers on a range of subjects such as history, politics, philosophy, art, poetry, biography, opinion pieces, film and more. The LRB doesn't just review books - it uses recently published books as a catalyst to interrogate and analyze world culture. The end point is a collection of independent, originally-crafted essays.

Subscribers 92,370

By Region



Source: September 2020

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Platform cont.

The App

Packed with exciting features, great design and enhanced readability, advertising in the LRB app means you can reach subscribers wherever they go. The app is available as a bolt on for print bookings or standalone campaigns.

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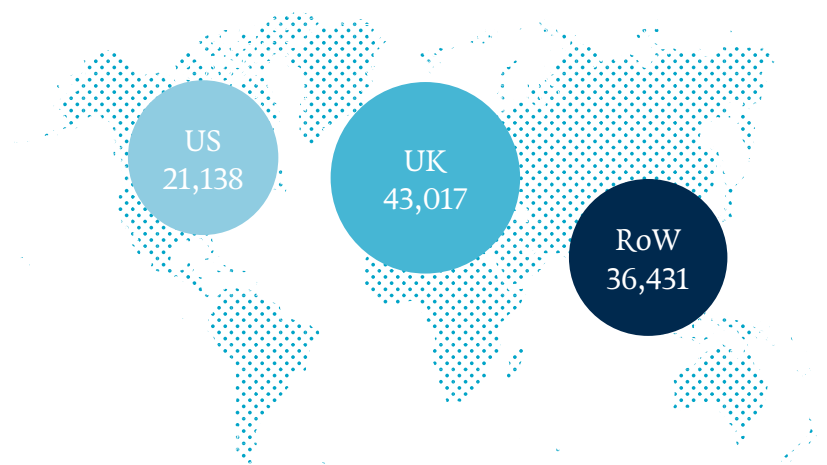
Sessions for August 2020

Source: Monthly Sessions for August 2020

Sessions by Operating System



Sessions by Region



Newsletters

The *London Review of Books* provides newsletter subscribers with an editorially curated newsletter every two weeks. The newsletter alerts readers to the posting of the latest issue, digital-only content, audio/video exclusives, blog posts, events listings and more.

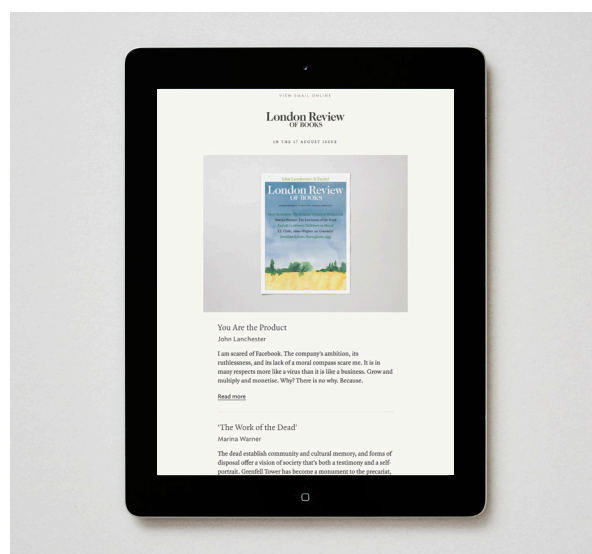
Average Monthly Unique Open Rate – 24.4%

Average Monthly Unique Click Through Rate – 14.6%

143,443

Newsletter Subscribers

Source: September 2020



London Review
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Readership Stats

Enthusiastic Book Buyers

In 12 months our UK readers will buy on average **29 books**
our US readers will buy **37 books** (the average UK consumer buys **6 books** a year)

Engagement with Advertising

76% of the readers agree that advertising in the LRB has introduced them to books that they were not aware of before

67% of the UK readers and **77%** of the US readers agree that advertising in the LRB is relevant to their interests and needs

Highly Educated

91% hold a degree

60% of those who hold a degree also hold a Masters, PhD or equivalent

Influential

70% hold senior positions in their workplace

23% work at universities

Opinion Forming

37% have had their work published in the last two years

Culturally Active

64% visit the cinema at least every three months

66% visit a museum at least every three months

61% visit a public art gallery/exhibition at least every three months

45% visit the theatre for drama or a play at least every three months

33% visit a classical music concert at least every three months

Age

32% are 65+

24% are 55-64

29% are 35-54

14% are 35 and under

Average age is **55**

Gender

72% male

28% female

Dedicated Subscribers

38% have subscribed for 3-10 years

15% have subscribed for 10 years and over

55% of readers would agree they use the LRB to help form their opinions

40% of readers keep their copy for up to 6 months

Readers also Read

66% of our readers also read The New Yorker and The New York Review of Books

28% also read the Atlantic

63% of our readers also read the Guardian (weekday)

Source: Nielsen Book Research, January 2015

54%

Work in Senior or Most Senior Position

61%

Visit a public art gallery/exhibition
at least every 3 months

66%

Visit a museum at least every 3 months

91%

Hold a degree with 60% of that
holding a masters, PhD or equivalent

62%

of UK readers agree that advertising
in the LRB is useful for widening
their list of potential books to purchase

remain active on contract. They had been called in by some of the mission planners to the agency to help with the cover story, to the old cover story in and say why not admit that we got some of the information about bin Laden from an unusual source?" At the time, there was still talk in Washington about the possible prosecution of CIA agents who had conducted torture.

Stetler told them this was not going to work, the retired official said. "He was never on the team. He knew at the eleventh hour of his career not to be a party to this mission, but State, the agency and the Pentagon had bought in to the cover story. None of the State forces command was going to get on national TV and announce the said. The Special Forces command was explicit. The product of the mission was operational security. There was no Special Operations, the retired official said, that if the new story of the mission leaked out, the White House bureaucracy was going to blame it on the State.

The White House's solution was to tell once the State. On May 1, very members of the State had been - they had attended at their base in southern Virginia - and some members of the Joint Special Operations Command leadership were present with a confidence from that day by the White House's legal office is promised civil penalties and a lawsuit for anyone who discussed the mission, to public or private. The State were not happy, the retired official said, but most of them kept quiet, so did Admiral William McRaven, who was then in charge of JSC. McRaven was

two boats had made any public statement. He had been a first-hand account of the said by John Broussard, was published in September 2011 and two years later John O'Neill was interviewed by Fox News. Both men had resigned from the navy, both had lived at bin Laden. Their accounts contradicted each other on many details, but their accounts generally supported the White House version, especially when it came to the need to kill or be killed as the State might think way to bin Laden. O'Neill even told Fox News that he and his fellow State flight his were going to die. "The more we learned on it, the more we realized... this is going to be a one-way mission."

But the retired official told me that in its initial denials the State made no mention of a firefight, or indeed of any operations. The drama and danger portrayed by Broussard and O'Neill met a deep need, the retired official said. "Solely comes from the fact that they killed bin Laden really surprised, and so there has to be an account of how coverage in the face of danger. The press was going to it around the fact and say it was an overkill. That's not going to happen."

There was another reason to claim there had been a firefight inside the compound, the retired official said to avoid the inevitable question that would arise from an unexplained assault. When news that bin Laden's possible death, the most sought after treasure in the world would have arrived the clock protection. And one of those killed had to be the correct, because he didn't exist and we couldn't produce him. The

provided that insight into bin Laden's plans. The official said the material showed that bin Laden remained an active leader in al Qaeda, providing strategy, operational and tactical instructions to the group. "... the tactical instructions to the group..." was far from a figural role. The group's management and to encourage plotting from what was described as a command and control centre in Abbottabad. "We were in a very place, making the recent operation even more essential for our nation's security," the official said. The information was so vital, he added, that the administration was setting up an inter-agency task force to present it. It was not simply someone who was plotting at al Qaeda, he was also specifically directing other al Qaeda members.

These claims were fabrications, there weren't much activity for bin Laden to exercise command and control over. The retired intelligence official said that the CIA's internal reporting shows that since bin Laden moved to Abbottabad it was not a handful of recent analysts could be linked to the mission of bin Laden's at Qaida. We were told at time, the retired official said, that the State produced garbage bags of stuff and that the community is gathering daily intelligence reports out of this stuff. And then we were told that the community is gathering everything together and needs to be reviewed in that nothing has come of it. Every single thing they have created since our set to be true. It's a great loss like the Phoenix crew. The retired official

most case of the drama that had been told in the days after the raid, James Cychowski wrote about the contradictions, the administration's initial claims that bin Laden was the "spidee at the center of an operational war" and what the transcripts actually showed, that bin Laden was "deceased" and had limited control over the outside world outside his compound.

The retired official disposed the act, copy of the White House materials. There was no link between these documents and the counterterrorism center at the agency. No intelligence community analysis. What was the last time the CIA (I assumed) had a significant intelligence find, it would be counter to its described for making for processing the materials, it would be the one time for production, it described by whom and where the analysis was taking place, and it published the conclusions before the information had been analyzed. No agency professional would support this form tale.

In June 2011, it was reported in the New York Times, the Washington Post and other major US newspapers that bin Laden had been held for questioning in Pakistan, he was, it was said, a CIA informant who had been spying on the compound and group at the bin Laden compound. Aziz was released, but the retired official said that US intelligence was unable to learn who led of the highly classified information that his involvement with the mission. Officials in Washington decided they could not take a chance that Aziz's role in obtaining bin

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Michael Palfrey, secretary of the Westminster branch of the NUT, wouldn't be happy about this prospect. Over the past twenty years or so he says, he's seen a progression from a teacher's freedom to becoming divided. There are the classroom teachers, teaching for the love of it, and there are the superheads and educational managers who have taken over the "topping stone," as he puts it, to something else. "This is only my opinion, but it feels as if teaching is becoming two professions, one of which is more important than the other might well look like professionals, but I see little that classed classroom teachers will become highly differentiated and professionalised, and I think that would be very possibly one of Pearson's. The vision of education as a vocation has been diminished."

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Fest



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London Review OF BOOKS

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‘The *London Review of Books* is always featured on our campaign plan when we want to spread the word about productions and events in the Globe Theatre and Sam Wanamaker Playhouse. Through targeted advertising and print distribution with the LRB, we can be confident we’re directly engaging cultural, intelligent audiences who appreciate the wide programme of theatrical and literary events we offer.’

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MEDIA**

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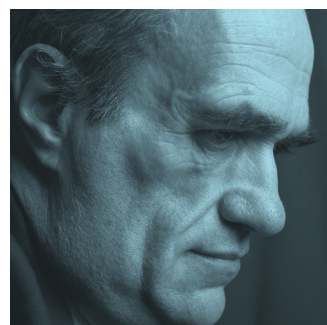
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Our Contributors

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-Patricia Lockwood

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62,597

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the newspapers. I listened to the radio.

I had my lunch

-Colm Tóibín

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-Perry Anderson

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-Seymour M. Hersh

Vol 41 Issue 02

55,892 page views



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‘An essential feature of academic life; some beautifully written pieces; an engaging community which takes books and art seriously.’

‘The articles had a different subject matter and flavor than ones I read in American periodicals. And frankly, I liked the book ads a lot as well.’

‘The consistent amount of well written and varied articles as well as book reviews. The wealth of advertising that has introduced me to a whole new set of publishers and events.’

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