

GRANTA

THE MAGAZINE OF NEW WRITING

Media Pack 2016



GRANTA

THE MAGAZINE OF NEW WRITING

SINCE 1979

2016

MEDIA PACK 2016

‘Quite simply, the most impressive literary magazine of its time’

Daily Telegraph

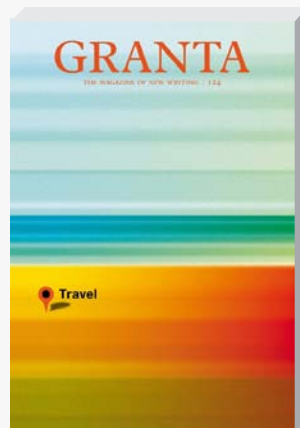
Granta magazine

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. It is available by subscription both digitally and in print and from bookstores and bookstands worldwide. Our loyal subscriber base makes up **56%** of the **36,800** readers of each issue.

Granta publishes its signature blend of reportage, fiction, biography, essays, poetry, memoir, art and photography four times a year. Every issue of *Granta* is still in print, and our archive is available in its entirety to our subscribers online.

Why advertise with *Granta*?

Granta magazine is one of the most influential literary magazines of its time. Each issue is beautifully produced, and **93%** of our readers keep every single issue they buy. The fact that **80%** of our clients decide to advertise with us again is a testament to the effectiveness and reach of our magazine. Visually stunning with a powerful niche readership, advertising with *Granta* means that you have access to the most affluent, cultured, educated and successful readers in the world.



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GRANTA IN THE INTERNATIONAL PRESS

‘Quite simply, the most impressive
literary magazine of its time’

Daily Telegraph

‘A stunning contribution to
contemporary literature’

Newsweek

‘The last word in literary chic’

Sunday Telegraph

‘England’s quality quarterly...
A fine, fat read’

Mail on Sunday

‘A swashbuckling literary periodical’

Vanity Fair

‘An overwhelmingly powerful
force in English writing’

Spectator

‘A high-lit, high-toned magazine. . .
an international coup’

Vogue

‘An oasis of good writing’

New Statesman

‘Stylish, cutting-edge stuff’

Big Issue

‘The most highly praised
literary magazine. Remarkably,
praise is deserved’

New York Times

‘A wonderful thing. Only
The *New Yorker* has an equivalent
power to snare you unawares, and you
can’t fit that into your coat pocket’

Time Out

‘Much more fun to open than one
of those thin, starved magazines’

Guardian

‘Crusading, entertaining,
journalistically valuable but above
all, accessible’

Sunday Times

‘Still the coolest magazine to have
on your coffee table’

Observer

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THE WRITERS

Chimamanda Ngozi Adichie | [Monica Ali](#)

Isabel Allende | [Martin Amis](#)

Margaret Atwood | [Paul Auster](#)

Iain Banks | [John Banville](#)

Julian Barnes | [Saul Bellow](#)

Louis de Bernières | [Roberto Bolaño](#)

William Boyd | [Bill Bryson](#)

A.S. Byatt | [Ethan Canin](#)

Peter Carey | [John le Carré](#)

Angela Carter | [Raymond Carver](#)

Bruce Chatwin | [J.M. Coetzee](#)

Douglas Coupland | [Don DeLillo](#)

Anita Desai | [Anthony Doerr](#)

Anne Enright | [James Ellroy](#)

Richard Ford | [Joshua Ferris](#)

John Fowles | [Aminatta Forna](#)

Nadine Gordimer | [Nell Freudenberger](#)

Graham Greene | [Linda Grant](#)

Seamus Heaney | [Alan Hollinghurst](#)

Philip Hensher | [Nick Hornby](#)

A.M. Homes | [Thomas Keneally](#)

Kazuo Ishiguro | [Milan Kundera](#)

A.L. Kennedy | [Hari Kunzru](#)

Benjamin Kunkel | [James Lasdun](#)

Hanif Kureishi | [Primo Levi](#)

Doris Lessing | [Penelope Lively](#)

Yiyun Li | [Robert Macfarlane](#)

Mario Vargas Llosa | [Hilary Mantel](#)

Nelson Mandela | [Gabriel García Márquez](#)

Adam Mars-Jones | [Jay McInerney](#)

Ian McEwan | [Lorrie Moore](#)

David Mitchell | [V.S. Naipaul](#)

Blake Morrison | [Andrew O'Hagan](#)

Joyce Carol Oates | [Ben Okri](#)

Michael Ondaatje | [Jayne Anne Phillips](#)

ZZ Packer | [Salman Rushdie](#)

Harold Pinter | [Anne Patchett](#)

Jonathan Raban | [Annie Proulx](#)

Arundhati Roy | [Philip Roth](#)

Will Self | [Owen Sheers](#)

Gary Shteyngart | [Helen Simpson](#)

Zadie Smith | [Graham Swift](#)

Paul Theroux | [Ngũgĩ wa Thiong'o](#)

Adam Thirlwell | [Binyavanga Wainaina](#)

Sarah Waters | [Jeanette Winterson](#)

(to name a few) . . .

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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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CIRCULATION

Readership

Average Global Readership - 36,846

Average US Readership - 17,266

US Circulation - 9,700

Pass-on readership

39% percent share their copy with one other person;

11% share it with two others; 5% share it with three or more.

Currency

Granta is published four times a year.

Because of the enduring nature of the magazine,

93% of our readers keep every single copy and build up complete collections.

SCHEDULE

ISSUE NO.	SEASON	PUBLICATION DATE	MAILED TO SUBSCRIBERS	ADS DEADLINE
GI36	Summer 16	19 July	15 July	11 May
GI37	Fall 16	28 November	24 November	21 September
GI38	Winter 16	14 February	10 February	23 November
GI39	Spring 17	4 May	29 April	22 February

Contact

Kate Rochester
Advertising Director

Direct line: +44(0)20 7605 1365

Mobile: +44(0)7956 992 418

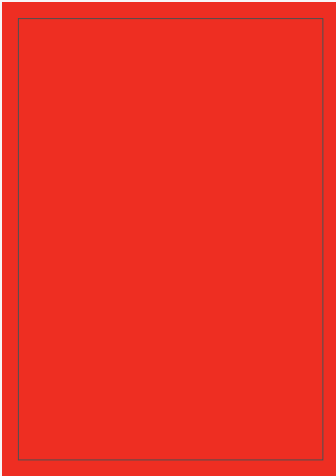
Email: katerochester@granta.com

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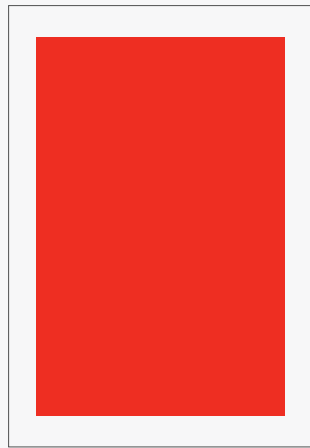
RATES

Format



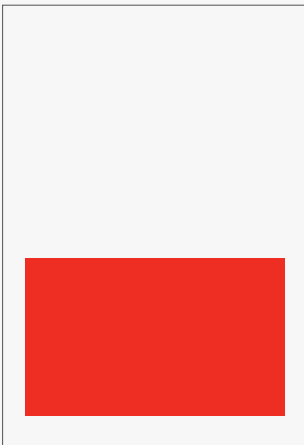
Full Page Bleed

216 × 151 mm: bleed
210 × 145 mm: trim
198 × 133 mm: type area



Full Page

180 × 118 mm



Half Page (Landscape)

75 × 125 mm



Quarter Page (Portrait)

70 × 55 mm

Display

Full Colour

Full Page (Regular Position)	\$1,700
First RH Page	\$2,100
RH Page Opp Masthead	\$1,950
Upfront Double Page Spread	\$3,000
Upfront Page 4	\$1,900
Upfront Page 5	\$1,900
LH Page Contents	\$1,900
Half Page	\$1,225
Quarter Page	\$700

Covers

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

Discounts

Agency commission	10%
Publisher's discount	10%
Series discount	On application

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AD SPECIFICATIONS

Artwork

For Print ads

Please supply layered artwork (InDesign, Illustrator or Photoshop) following these guidelines:

1. Bleeding of 6 mm all around.
 2. Text/image positioned 6 mm at least from the trim size.
 3. Images at 300 dpi. This means that the original image must be 300 dpi too. PDF resolution is 2400 dpi with all fonts/images embedded. Please supply hard copy colour proof for reference.
 4. Black text must be K 100% or grey.
 5. All images and final artwork must be converted into CMYK, please remove PANTONE and RGB colors.
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Send To

E-mail: katerochester@granta.com or via

FTP site:

Address: [ftp.granta.com](ftp://ftp.granta.com)

Username: [grantaftp](#)

Password: [\\$sFw@E!S](#)

We can design your ads

The redesigned website uses a clean and minimalist design, with ads placed seamlessly next to magazine visuals. We favour ads that match this aesthetic, and offer a service to design your ads at a small additional cost. We promise clean, attractive looking designs which we believe will encourage the best responses possible. Please enquire if interested.

WEBSITE ADVERTISING

The new *Granta* website uses a module design that can be used to present advertising in a varied but clear manner.

Visual guide to online sizes (Not actual size)

Leaderboard ad

728 × 90 pixels

Shown at the top of all pages (including mobile devices). The maximum width of these adverts is 728px with a height of 90px. These adverts automatically scale proportionally to the screen size so that they always fit on the screen when it is less than 728px in width. For example, because the iPhone has a screen width of 320px the advert is shrunk to this width so that it displays correctly.

MPU - Medium rectangle ad

400 × 325 pixels

This is the same aspect ratio of MPU adverts 300 × 250 pixels but higher quality

Ad shuffles between two modules on the home page and appears on the right-hand side of article pages

Half page ad

400 × 800 pixels

This is the same aspect ratio of standard adverts 300 × 600 pixels but higher quality

Appears on the right-hand side of article pages only

The MPU ads are shown 1/3 width on the home page and in the right hand column of the article pages. They appear at a width of 385px on the homepage and 320px on the reading pages on a full-sized display.

Adverts always scale proportionally to the size of the reader's screen. On devices that are too small to show the full width of the page, the modules shrink or stack so that everything continues to display clearly.

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WEBSITE INFORMATION RATES & SPECIFICATIONS

Site Traffic Information

200,000 page views (monthly average)
80,000 unique visitors (monthly average)

Readership Information

70% are under 45 years old
83% hold a degree or higher qualification
70% read an online newspaper
46% spend more than two 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)

Positioning and geo-targeting

Ads on granta.com rotate around the home page and article pages. Time-targeted and geo-targeted ads are available on request.

Web ad rates

Leaderboard ad \$9 cpm
MPU - Medium rectangle ad \$7 cpm
Half page ad \$9 cpm

Technical specifications

We accept GIF AND JPEG
A maximum size of 25K
A resolution of 72 DPI
Please provide a URL link for all ads

Ads should be supplied to Kate Rochester:
katerochester@granta.com

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NEWSLETTER ADVERTISING

Monthly Newsletter

An opt-in newsletter with **24,591** subscribers

(March 2016)

All ads are hyperlinked and can be animated GIFs

Rate

\$350 per slot

10% discount for 2 to 3 slots over the year

15% discount for 4 to 5 slots over the year

20% discount for 6 or more slots over the year

Specifications

Vertical rectangle: 136 × 282 pixels

We accept GIF, JPEG files

A maximum size of 25 kb

A resolution of 72 DPI

Please provide a URL link for all ads

Ads should be supplied to Kate Rochester:

katerochester@granta.com

Twitter @GrantaMag

156,000 followers (March 2016)

Facebook /grantamag

62,586 followers (March 2016)

GRANTA
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JUNE 2015

Vertical Rectangle Ad
136 × 282 pixels
\$350 per slot

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