The LRC: Thoughts that Count

Since 1991, the Literary Review of Canada (LRC) has served as a national platform for smart, lively discussion of books and ideas. It’s the title that culturally, socially and intellectually engaged Canadians trust to keep them up to date—and so one of the best ways to reach them. That’s what leads our advertising and sponsorship partners to value the LRC, from book publishers (including McGill Queens UP, Random House Canada, Ronsdale, and Cornell UP) to RBC, TD Bank, Burgundy Asset Management, Suncor, the Social Sciences and Humanities Research Council and the Frye Festival.

As the LRC has developed its award-winning editorial both on and off the page, we now offer more ways than ever to connect with our engaged, exclusive audience.

“A precious forum for serious—and seriously engaging—exchange of ideas.”

- Naomi Klein
In Print

Known as “Canada’s answer to the New York Review of Books or Times Literary Supplement” (The Globe and Mail), the award-winning LRC magazine publishes 10 issues a year. These explore topics from peacekeeping and physics to new fiction, primarily through essays and long-form reviews of Canadian books, but also feature original poetry and illustration. The contributors are some of the country’s best writers and thinkers, including Esi Edugyan, Tim Cook, Margaret Atwood, Camilla Gibb, Naheed Nenshi, Ian Hacking, Candace Savage, Rawi Hage, Linda Hutcheson, Chris Turner, Terry Glavin, Jonathan Kay, Charlotte Gray, Judith Thompson, J.J. Lee, Janice Stein, Marq de Villiers and many more.

“I don’t have time to read a fraction of the books I would like to. So the next best thing is to read the LRC.”

- Preston Manning
The LRC’s website (reviewcanada.ca) keeps readers across the country—and around the world—current on Canadian discussion. Responsively designed for easy mobile access, the site features a selection of full-text pieces from the latest magazine issue, an ever-growing archive and various web-exclusive offerings, from an Afghan photo-essay by Rita Leistner to Andrew Coyne’s thoughts on post-economic politics. The LRC also produces a monthly e-newsletter, and maintains a growing social media presence.

“Funny, annoying, interesting and literary, which is why I make a point of reading it.”

- John Ralston Saul
Our History

1991
LRC Founded

2006
Toronto Star profiles LRC

2006
LRC celebrates 15 year anniversary with special issue: 100 Greatest Canadian Books

2007
Conrad Black famously apologizes to Margaret MacMillan in LRC

2007
reviewcanada.ca goes online

2016
LRC celebrates 25 year anniversary

“The contemporary record on Canadian public thought.”

- Michael Valpy, author and retired columnist, Globe and Mail
Audience Overview
Reach Canada’s most avid, influential, and affluent readers

United by their love of words and ideas, the LRC’s distinguished and extremely loyal audience includes leaders in the arts, media, publishing, business, academia, politics, government, philanthropy and the nonprofit world, along with engaged citizens of all stripes. On average, LRC readers are highly educated and well-connected, with substantial disposable income. They are therefore an ideal audience not only for book and book-related advertising, but also for promotion of professional/financial services, educational opportunities, high-end consumer goods and events (such as festivals), as well as charitable activities, civic initiatives and other efforts to reach public opinion-makers.

Paid subscribers dominate the LRC’s print magazine audience, although the title’s national single-copy distribution includes many fine independent newsstands and bookstores, as well as Chapters-Indigo outlets. (The LRC is also sent to a robust complimentary list of carefully targeted recipients across media, publishing and public life.) Online, traffic to reviewcanada.ca has grown steadily (reaching approximately 14,000 unique visitors a month), with connections to almost 12,000 readers via social media platforms like Twitter, and a robust e-newsletter list. Our 72 live events in 2014 also reached an audience of over 8,000 people.

And the LRC drives conversation far beyond our own pages: in 2014 alone, we attracted notice in media outlets ranging from the Victoria Times Colonist, The Georgia Straight, The Globe and Mail, The National Post, Calgary Herald, Toronto Star and The Ottawa Citizen to Swerve, CBC Radio, The Tyee and influential foreign sites like those of Bookforum, Bloomberg View and The New Yorker. Further reach comes from direct content partnerships with outlets such as CBC Radio’s Ideas, whose audience averages 800,000 per episode.

“This is great stuff!”

- Andrew Potter,
  Editor-in-Chief of the Ottawa Sun
Fast Facts

**READERSHIP**
- 72% have a master’s degree or higher
- 84% are over 45 years of age
- 92% purchased a book as a result of reading LRC
- 85% would like to see at least as many book-related ads in the LRC’s pages, if not more
- 55% purchased more than $100 in books in the past year
- 61% make charitable donations
- 62% have a household income of over $100,000
- 65% attend public lectures

**SOCIAL MEDIA**
- **FACEBOOK**
  - 1,600+ LIKES
- **TWITTER**
  - 9,000+ FOLLOWERS

**REVIEWCANADA.CA**
- **UNIQUE VISITORS**
  - 12,000 MONTHLY
- **TOTAL VISITS**
  - 14,000 MONTHLY
- **TOTAL PAGEVIEWS**
  - 22,000 MONTHLY

**SOURCES:**
Impresa Communications Ltd., February 2008; Google Analytics, July 2015
Fast Facts

CIRCULATION
5,000
TOTAL AVERAGE CIRCULATION (PER ISSUE)
10 MONTHLY ISSUES

EACH ISSUE
67%
OF LRC READERS SPEND 1+ HOUR WITH EACH ISSUE

GEOGRAPHICAL BREAKDOWN

<table>
<thead>
<tr>
<th>Province</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Ontario</td>
<td>58%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>15%</td>
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<tr>
<td>Alberta</td>
<td>7%</td>
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<tr>
<td>Quebec</td>
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</tr>
<tr>
<td>Nova Scotia</td>
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<td>New Brunswick</td>
<td>3%</td>
</tr>
<tr>
<td>Manitoba</td>
<td>3%</td>
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</table>

SOURCES:
Impresa Communications Ltd., February 2008; Google Analytics, July 2015
Advertise with us

PRINT ADS

**Inside Page**
- 1x: $1200
- 3x: $1100
- 6x: $1000
- 10x: $900

**Outside Back Cover**
- 1x: $1700
- 3x: $1600
- 6x: $1500
- 10x: $1400

**Inside Front Cover**
- 1x: $1500
- 3x: $1400
- 6x: $1300
- 10x: $1200

**Inside Back Cover**
- 1x: $1400
- 3x: $1300
- 6x: $1200
- 10x: $1000

**W 8.5” x H 12.5”**
- Full Page

**W 8.5” x H 6.167”**
- 1/2 Page
- 1x: $720
- 3x: $675
- 6x: $620
- 10x: $595

**W 8.5” x H 4.0”**
- 1/3 Page
- 1x: $510
- 3x: $475
- 6x: $450
- 10x: $425

**W 5.611” x H 6.167”**
- 1/6 Page
- 1x: $510
- 3x: $475
- 6x: $450
- 10x: $425

**W 2.722” x H 12.5”**
- 1/3 Page
- 1x: $510
- 3x: $475
- 6x: $450
- 10x: $425

**W 2.722” x H 6.0”**
- 1/6 Page
- 1x: $375
- 3x: $325
- 6x: $295
- 10x: $250

**W 5.611” x H 3.0”**
- 1/6 Page
- 1x: $375
- 3x: $325
- 6x: $295
- 10x: $250
Advertise with us

WEB ADS

Online rate can be combined with your print ad buy. Ask us how to maximize your ad spend with both print and online.

<table>
<thead>
<tr>
<th>ONLINE AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
<th>1 Month</th>
<th>6 Months</th>
<th>12 Months</th>
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<tr>
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<td>300px</td>
<td>x 250px</td>
<td>$250</td>
<td>$450</td>
<td>$950</td>
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</table>

AD REQUIREMENTS

- **Print:** 300 dpi, eps or jpg or pdf, saved as greyscale, all fonts and images embedded. File-naming convention: orgname_issue_size.eps (ie., kanga-inc_.may2014_half.eps).
- **Web:** 72 dpi, RGB, jpg, saved for web at highest preview with a maximum size of 60 Kb. File-naming convention: orgname_size.jpg (ie. spiffyco.jpg).
- Submit by email to ads@reviewcanada.ca

DATES TO REMEMBER

2018 Dates

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<tr>
<th>ISSUE</th>
<th>BOOKING</th>
<th>DEADLINE</th>
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<td>March 2018</td>
<td>Jan 30/18</td>
<td>Feb 15/18</td>
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<td>September 2018</td>
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TERMS

- Taxes are not included.
- All non-cover print ads are black and white unless colour is pre-negotiated.
- Inserts are available on request.
- All advertising copy is subject to approval by the publisher.
- The publisher reserves the right to revise rates at any time and is not bound by any conditions on contracts, insertion orders or copy that conflicts with conditions set out herein.
Contact us

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T 416.861.8227

**Michael Wile**
Advertising/Sales
E ads@reviewcanada.ca
T 647.677.7948

“The most intelligent magazine in Canada today”
- Alberto Manguel
“The pitbull of CanLit—low to the ground, off the leash, no shortage of teeth. Should be illegal, but we’re lucky it isn’t.”

- Lawrence Hill