

# THE WHITE REVIEW

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## MEDIA KIT

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*THE WHITE REVIEW* is a quarterly arts journal, with print and online editions. It takes its name and a degree of inspiration from *La Revue Blanche*, a Parisian magazine that ran from 1889 to 1903. Launched by Jacques Testard and Benjamin Eastham in February 2011 to provide “a space for a new generation to express itself unconstrained by form, subject or genre”, *THE WHITE REVIEW* has since published short stories, essays, interviews, poetry, play scripts and visual art over ten issues. Each edition is art directed by Ray O’Meara, featuring a bespoke typeface on beautiful offwhite paper, with a fold-down dust-jacket as a limited edition print. These superlative production values make *THE WHITE REVIEW* an extremely desirable object, as well as essential reading. *THE WHITE REVIEW*’s office is in London, and the print issue can be found in bookshops worldwide.

“One of the best magazines in Europe” HANS ULRICH OBRIST

“alarmingly elegant... it’s good to see young Londoners doing a little magazine with style.”  
Lorin Stein, *THE PARIS REVIEW*

“*THE WHITE REVIEW* No. 10 is a thing of beauty.” *VOGUE UK*

“a bold selection of contributors... and a contemporary perspective.” *VOGUE ITALIA*

“sumptuous... a list of contributors growing in stature much like the publication itself”  
*NEW YORK TIMES, T MAGAZINE*

“There’s a rare sense of energy and excitement here in a quarterly out to push the possibilities of the format.” *METRO*

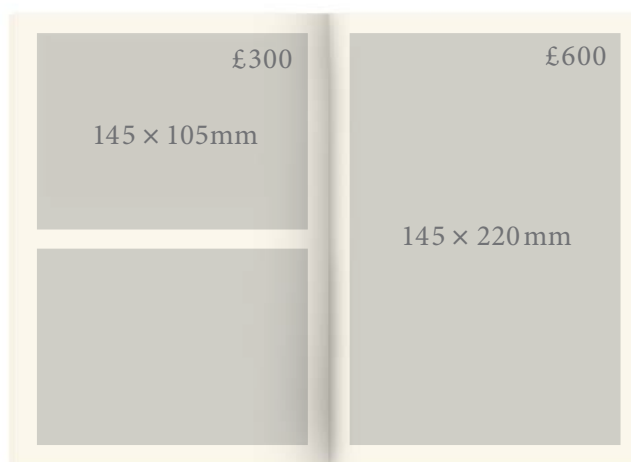
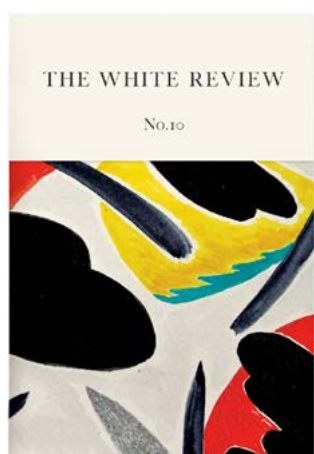
“the event combined the feel of a books party in Lena Dunham’s series *Girls* with that of a rock gig’s moshpit” *THE GUARDIAN*

“Packed with varied, unexpected material in all kinds of forms, *THE WHITE REVIEW* brings a message from the future: it rises to meet readers’ and writers’ continuing needs to experience art and literature in a sensuous, delectable form; and it gives me the feeling that I have my finger on the pulse.” MARINA WARNER

“Nothing less than a cultural revolution.” DEBORAH LEVY

## PRINT ADVERTISING RATES

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**Prices:** Full colour: Full page £600, half-page £300  
B/W: Full page £450, half-page £250  
Newsletter advert: £150

**What we need:** Images must be hi-res PDFs (300 dpi)  
Colour is CMYK  
Embedded fonts

**Our details:** Format: 165 x 240mm  
Binding: Perfect, paperback  
Price: £12.99

Please contact [lucie@thewhitereview.org](mailto:lucie@thewhitereview.org) to make customised arrangements regarding swaps, inserts, or advertising in the newsletter. We are also happy to combine advertising with events and promotions.

## PRODUCTION SCHEDULES

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Quarterly Issue	<i>SPRING</i>	<i>SUMMER</i>	<i>AUTUMN</i>	<i>WINTER</i>
Ad Materials Deadline	<i>11 March</i>	<i>11 June</i>	<i>11 September</i>	<i>11 December</i>
Launch Date	<i>11 April</i>	<i>11 July</i>	<i>11 October</i>	<i>11 January</i>

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## OUR READERS

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Our audience crosses a spectrum of consumer demographics with an almost even split in male and female readers (Male readers: 44%, Female readers: 56%).

Core readership follow both online and print issues of the Review, as well as attending a wide range of exhibitions, theatre and cultural events internationally.

Readership:

- Participate in cultural events associated with *THE WHITE REVIEW* – strong record of attendance to White Review events. 50% have come in the past, and the remaining half report wanting to come in the future.
- ◆ Mobile and ambitious – 87% of readers are under 34 years of age.
- Technically savvy and committed to the Review's output – 78% of readers use our online archive, 5580 followers on Twitter, 3000 likes on Facebook.

## CIRCULATION

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**Print issue:** 1500 (UK: 60%, Europe: 10% USA: 20%, rest of world: 10%)

**Newsletter:** 3500

**Web hits per day (average):** 1000

**Distributors:**

UK: Newsstand

Europe: Motto

US: Ubiquity

**Issue price:** £12.99 (UK) / €16.99 (EU) / \$20 (US)

**Subscription price (four issues):** £39.99 (UK) / €51.20 (EU) / \$55.00 (US)

# ABOUT

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*THE WHITE REVIEW* has consistently attracted the very best writers and artists to its pages, thanks to its attention to design and quality, careful curation of content, its prioritisation of the relationship between writers and editors, and its emphasis on innovative forms of artistic expression. Each print issue of the magazine, typically 185-195 pages long, features a range of content, including:

**Three interviews** with established writers and artists. These have included Tom McCarthy, China Miéville, Elmgreen & Dragset, Will Self, Hans Ulrich Obrist, Marina Warner, Richard Wentworth, Luc Tuymans, John Stezaker, Juergen Teller, Will Self, Paula Rego, Edmund de Waal, Gustav Metzger, Ben Marcus, Vladimir Sorokin, Chris Kraus, Rebecca Solnit, Deborah Levy, Lydia Davis, Jacques Rancière and Camille Henrot.

**Fiction** by both established and emerging authors in English and in translation. Writers of fiction published in *THE WHITE REVIEW* include China Miéville, Nicola Barker, Chris Kraus, Lydia Davis, Sheila Heti, László Krasznahorkai, Deborah Levy, Francesco Pacifico, Ryu Murukami, Greg Baxter, Joshua Cohen, Helen DeWitt, Peter Stamm and Edouard Levé.

**Poetry** by established and emerging poets in English and in translation, such as Nobel Prize for Literature laureate Herta Müller (whose collage works we published in a pull out, full-colour pamphlet), the great American poet John Ashbery, Keston Sutherland, Yves Bonnefoy, Sam Riviere, Emily Berry, Sarah Howe, Michael Horovitz, Oli Hazzard, Adam Fitzgerald, George Szirtes and Charles Cros.

**Long essays** on topics as varied as the architecture of contemporary London, the parlous state of British fiction, literary formalism in the internet era, the future of European philosophy, the Eastern European filmmaker Belá Tarr and transgender religious festivals in Italy. These essays go through at least three and as many as five or six drafts before publication: a demonstration of our firm commitment to a thorough editorial process.

**Art series** by new and established artists such as Marcel Dzama, Paula Rego, John Stezaker, Juergen Teller, JH Engstrom, Camille Henrot, Garth Weiser, Matt Connors, Claudia Wieser, Jeff Keen and Mark Mulroney.

**A limited edition dust-jacket** with original artwork by the best young artists from around the world. Artists featured on the cover of *THE WHITE REVIEW* have included Viktor Timofeev, Franziska Holstein, Mai-Thu Perret and Raphael Garnier.

In addition, *THE WHITE REVIEW* runs an annual short story prize open to writers in the UK and Ireland who are yet to secure a publishing deal. It rewards emerging writers that explore and expand the possibilities of the short story form, generously supported by the Jerwood Charitable Foundation. The winner of the 2013 Prize was Claire-Louise Bennett; the winner of the 2014 Prize was Ruby Cowling.

## EVENTS & SPONSORS

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As well as hosting extremely well attended issue launches at bookshops and galleries, *THE WHITE REVIEW* is constantly seeking new spaces to meet its growing audience. Recent and upcoming events have been held at wide range of venues both in the UK and abroad.

All of *THE WHITE REVIEW*'s events invite emerging and established members of the culture sector to speak about their practise and read from forthcoming titles. This format offers great opportunity for readers to engage with writers and artists of the day and each event brings great opportunities for future collaborations with galleries, brands and sponsors.

Previous events have included...

Elmgreen & Dragset in Conversation, Motto, Berlin

Richard Wentworth and Marina Warner in Conversation, Foyles Bookshop, London

John Stezaker in Conversation at Gallery Soho, London

Ed Atkins introduces John Cassavetes' *Husbands* at the ICA, London

Deborah Levy at Shakespeare & Co., Paris

Will Self introduces Stanley Kubrick's *Full Metal Jacket* at ICA, London

China Miéville in Conversation at the London Review Bookshop

## VENUES

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London: Claire de Rouen Books, Daunt Books, Faber Social, the Serpentine Gallery, the Horse Hospital, LRB Bookshop, Daunt Books, Foyles, Carroll/Fletcher, Copeland Book Market, Serpentine Galleries, the ICA, Somerset House.

Paris: Shakespeare & Co.

Berlin: Motto Books, Do You Read Me?!

New York: McNally Jackson