

new welsh review

Outline: Featuring the best new writing and criticism from Wales and across the UK, *New Welsh Review* combines a well-informed, accessible outlook with literary flair and critical acumen. Published each quarter, the magazine includes articles, interviews, new fiction, poetry and reviews as well as a photo essay, opinion column and an exploration of the writer's craft. The outlook is deliberately eclectic to broaden and challenge the notion of 'literature', celebrating both contemporary writing and the literary tradition.



USP: *New Welsh Review* is the only magazine devoted to literature in Wales through the medium of English. With little broadsheet coverage of this subject matter, *New Welsh Review* represents a vital link for those with these interests. The magazine has a strong individual identity and is well regarded as a publisher of reviews and critical comment. *New Welsh Review* plays a crucial role in promoting discussion of literature, thereby promoting book sales. Equally important is *New Welsh Review's* role in providing an opportunity for writers – both new and established – to publish their work. It is frequently a significant stepping stone on the road to publishing, and its importance to the publishing industry cannot be underestimated.

Readership: Our readership consists of writers and poets, academics, students, and those who have a general interest in literary and cultural life. In addition, *New Welsh Review* is read by those involved in the media and the theatre – directors, producers, performers and screenwriters – as well as other professionals involved in the arts. The magazine also reaches chief executives and politicians, giving it great impact and influence. *New Welsh Review* is available for public consumption in over 100 libraries. Our readers are aged between 20 and 80, with a quarter being Welsh speakers. Although 75% of our audience live in Wales, we do have a dedicated number based in the rest of the UK and overseas, particularly the USA.

Production: 1000

Format: 96 pages, 32 full colour, A5

Circulation: 3,500

Publication: March, June, September, December

Distribution: via sales and subscriptions (£23.96 for four issues, £5.99 plus £1 p&p for single issues). Distribution to the trade is through the Welsh Books Council.

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