

40
YEARS

THE
LONDON
BOOK
FAIR®

11 – 13 APRIL 2011
EARLS COURT, LONDON

The London Book Fair 2011 Visitor Attendees by Main Area of Interest

Description	Count
ACADEMIC JOURNALS	2030
ACADEMIC/SCIENTIFIC/TECHNICAL/MEDICAL	2523
ART/ARCHITECTURE/DESIGN	3448
AUDIO BOOKS/DOWNLOADS	1883
BOOK PACKAGERS	1430
CHILDREN'S/YOUNG ADULT	4803
CO-EDITIONS	1553
COMPUTER SYSTEMS	760
COOK BOOKS	2153
DIGITAL PRODUCT/SOLUTIONS	2553
E-BOOKS	4910
EDUCATION - PRIMARY	2051
EDUCATION - SECONDARY	1899
EDUCATION - TERTIARY	1709
ELT (ENGLISH LANGUAGE TEACHING)	1435
E-PUBLISHING/E-COMMERCE/DIGITAL SOLS	3255
FILM/TV RIGHTS	1713
GENERAL TRADE PUBLISHING	5157
GRAPHIC NOVELS/COMIC BOOKS/ANIME/MANGA	1957
LIBRARY & INFORMATION SOLUTIONS	1185
NON BOOK PRODUCTS	1151
ONLINE BOOKSELLING	2588
ONLINE CONTENT	2125
POS AND DISPLAY SYSTEMS	538
PUBLISHING SOLUTIONS	2304
RELIGIOUS	1053
REMAINDERS	775
TRAVEL AND MAPS	1774
BLANK	843