

40
YEARS

THE
LONDON
BOOK
FAIR®

11 – 13 APRIL 2011
EARLS COURT, LONDON

The London Book Fair 2011 Visitor Attendees by Main Company Activity

Description	Count
AUDIO BOOKS	134
AUTHOR	1039
BOOKSHOP/RETAILER	1302
BOOK TRADE ASSOCIATION	128
CORPORATE (LIBRARY)	34
EDUCATION(LIBRARY)	150
GOVERNMENT (LIBRARY)	53
HEALTH (LIBRARY)	21
LOCAL AUTHORITY (LIBRARY)	64
NOT FOR PROFIT (LIBRARY)	62
DIGITAL SOLUTIONS PROVIDER/SUPPLIER	414
EDUCATION/SCHOOL/UNIVERSITY	573
ELECTRONIC MEDIA	175
E RETAILER	195
FILM/TV STUDIO/PRODUCTION	191
GAMING	31
GRAPHIC NOVELS/COMIC BOOKS/ANIME/MANGA	46
ILLUSTRATION	310
INFORMATION PROFESSIONALS	267
LICENSING/MERCHANDISING	148
LITERARY AGENCY	513
LITERARY SCOUT	76
PRINTER/SUPPLIER	493
PUBLIC	155
PUBLIC SECTOR ORGANISATION/CHARITY	295
PUBLISHING	4901
REMAINDER/PROMOTIONAL	76
STUDENT	711
WHOLESALE/DISTRIBUTION	668
NATIONAL MAGAZINE (TRADE/CONSUMER)	142
REGIONAL MAGAZINE (TRADE/CONSUMER)	11
NATIONAL NEWSPAPER (DAILY/SUNDAY)	59
REGIONAL NEWSPAPER (DAILY/SUNDAY)	13
BROADCASTING (TV/RADIO)	46
WEBSITE (TRADE/CONSUMER)	68
FREELANCE	92
NOT COMPLETED	782