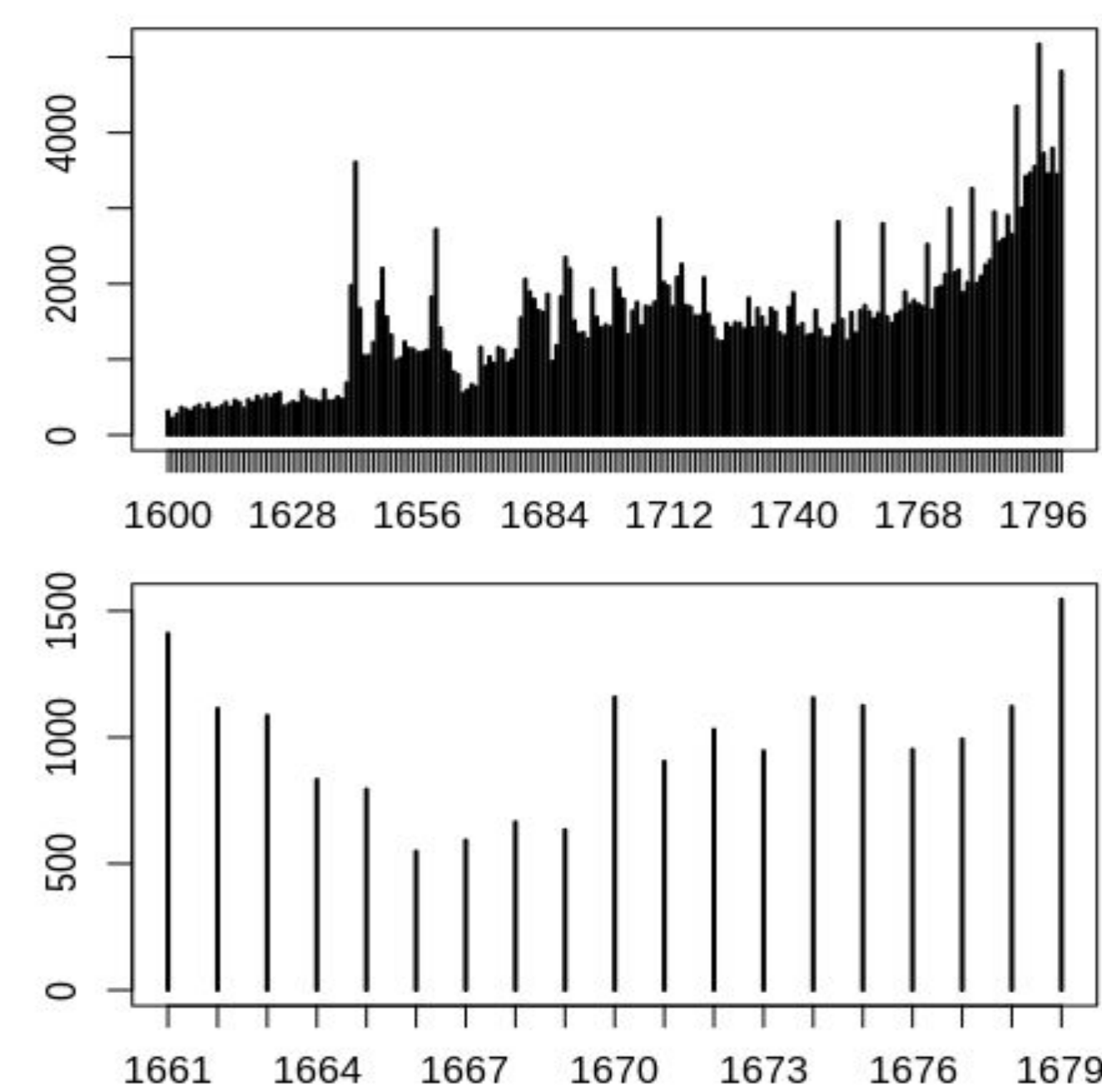


# Location and Social Networks in London's Long 18th Century Book Trade

## Location, location, location!

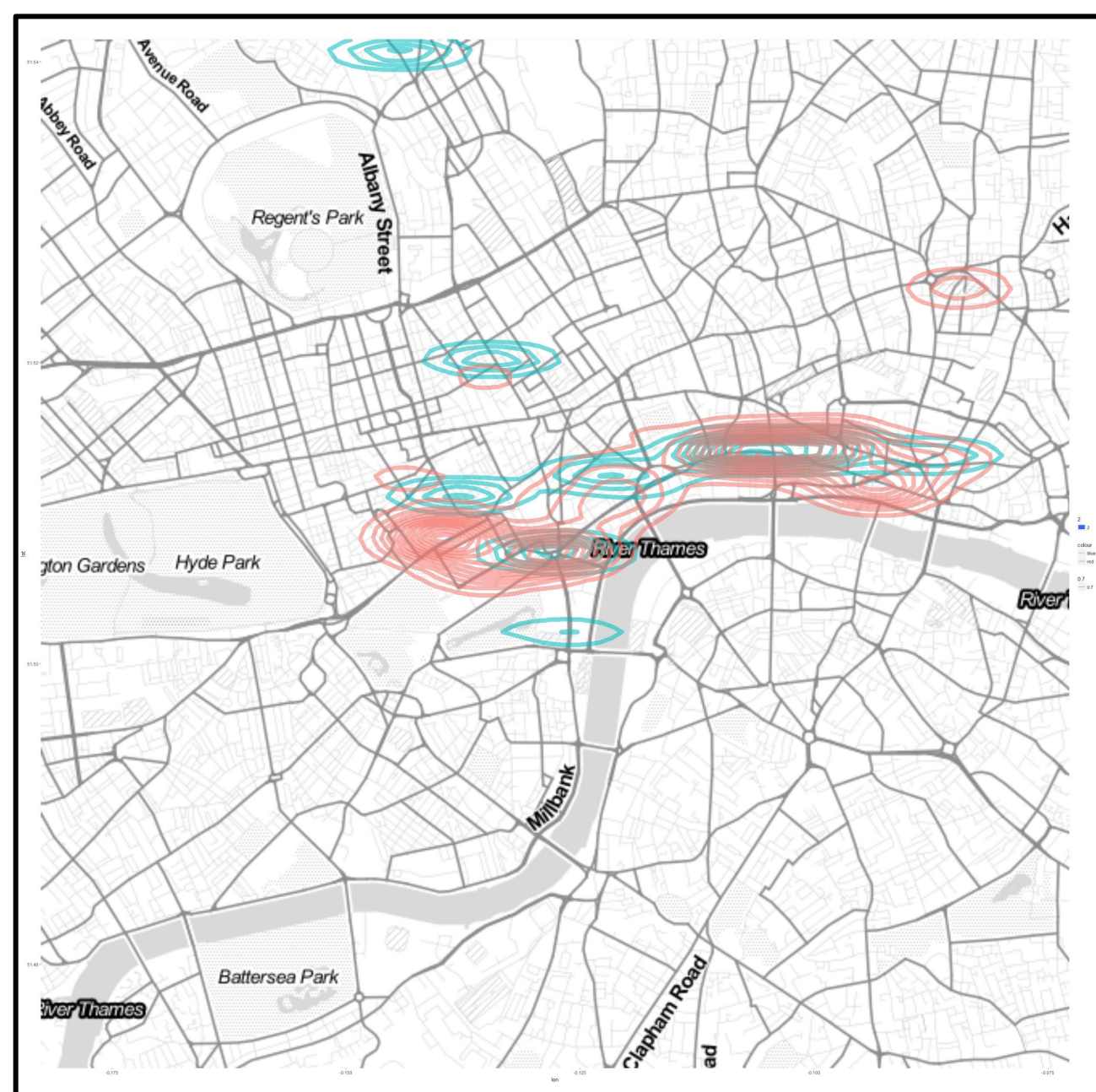
Over 80% of all documents in the ESTC were printed in London – 9 times more than Dublin, the next most popular location.



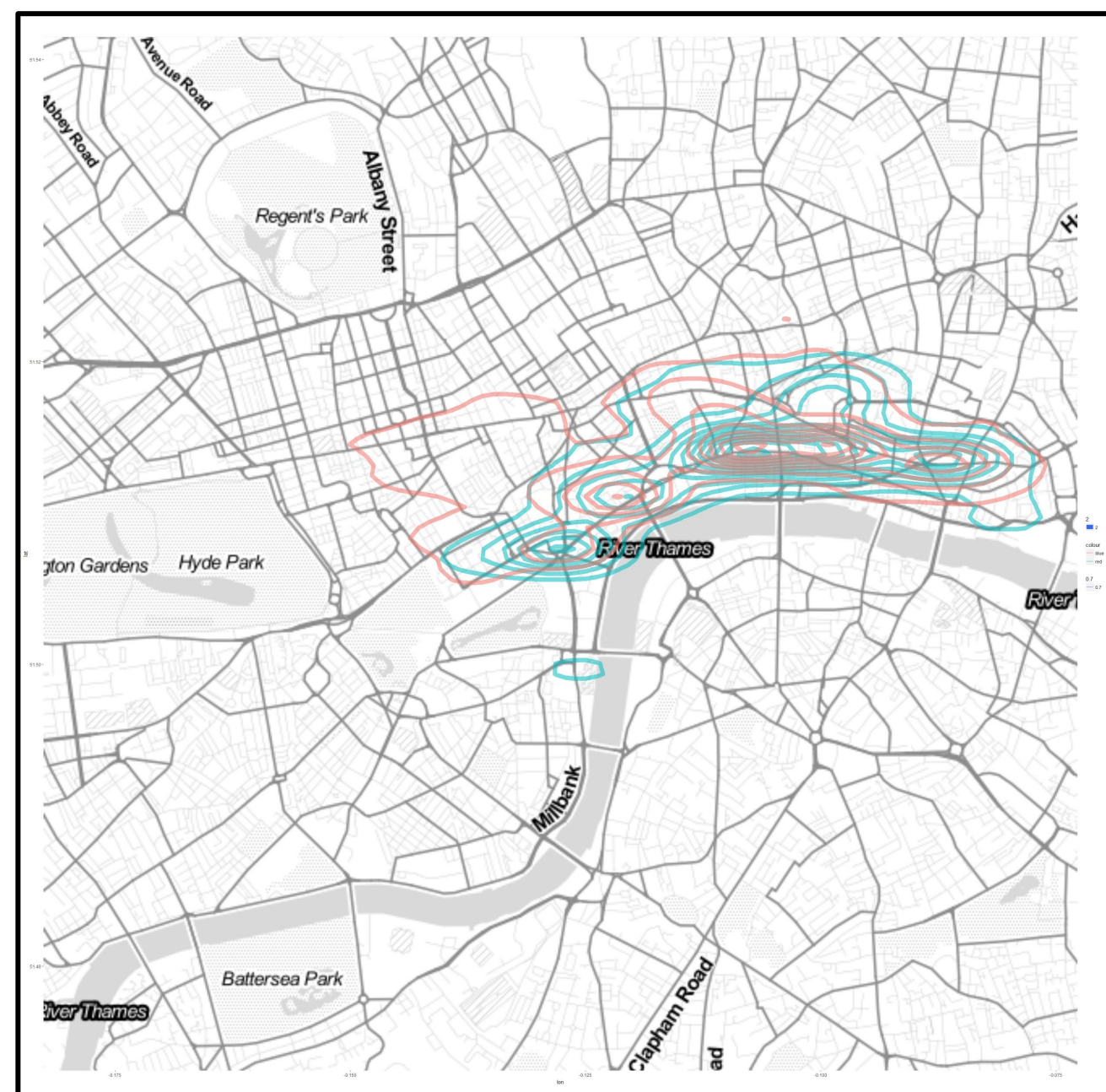
The great fire (1666) had a clear impact. Publishing levels dropped by over two-thirds - to levels equivalent to thirty years prior. Outputs did not reach pre-fire levels for over ten years.

The fire also had a retroactive impact: the drop in publication records starts in 1663, perhaps indicating a number of lost texts.

## Gender and the Book Trade – who published where?

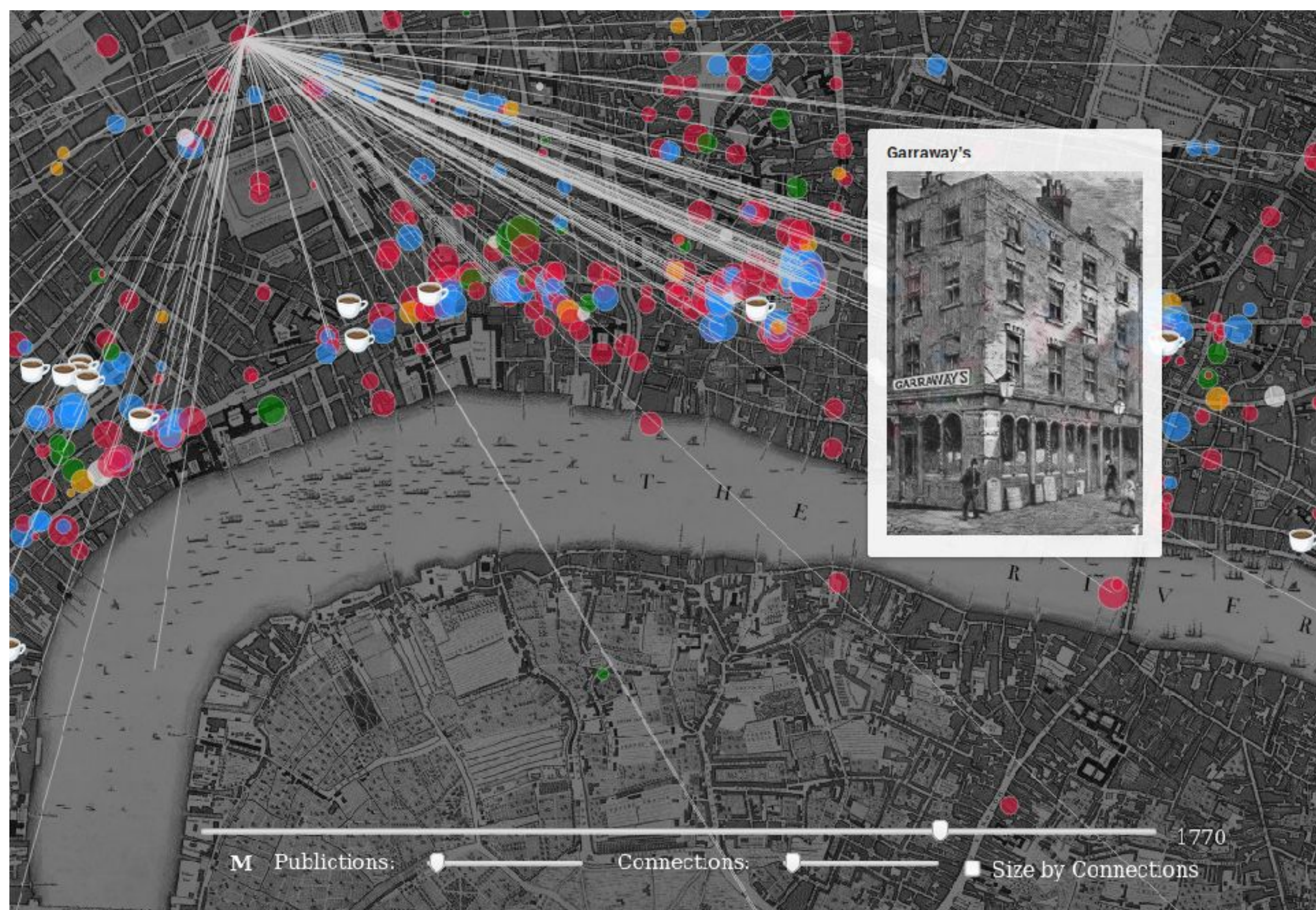


Density map of publishers of female authors (n = 147). 1700-1749 in red; 1750-1799 in blue.



Density map of publishers of all authors. 1700-1749 in red; 1750-1799 in blue.

Publishing opportunities and/or strategies appear to differ between genders - some publishers seem to have worked with more women than others.



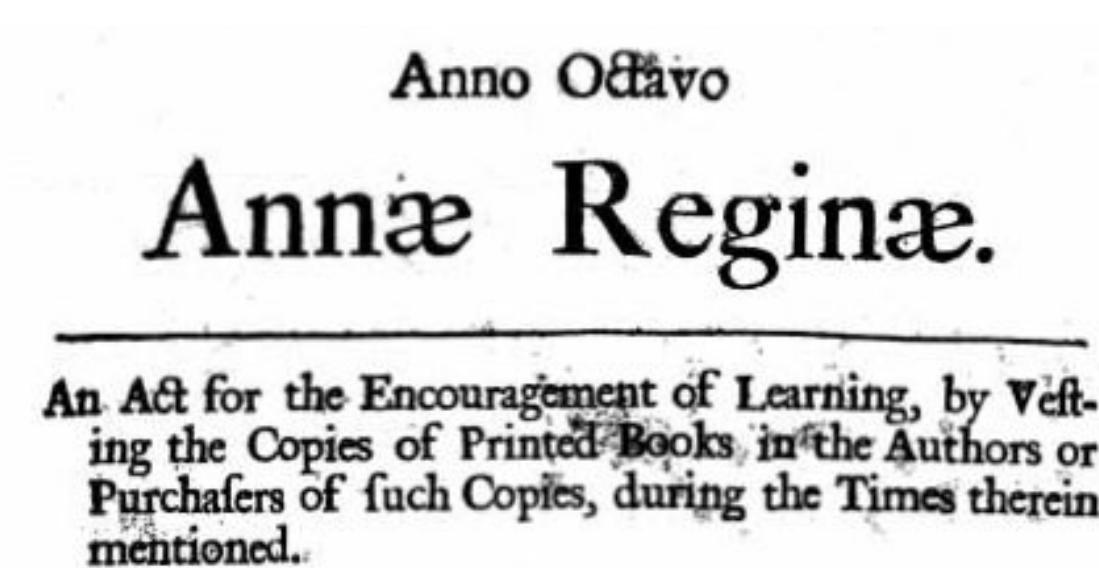
## London Phoenix - a tool for exploring and analysing the post-Great Fire book trade

Using an extensively processed version of the English Short Title Catalogue (ESTC) we created an index of actor locations which were mapped onto a GIS compliant version of John Rocque's 1746 map of London.

Features include:

- Real time network analysis
- Contextual information (years active, roles, genres, and titles worked on)
- Visualize changes over time
- Explore the data with different parameters (gender, number of publications, and network connections)
- Visualize specific case-studies

## The battle of the booksellers



The greatest profits in 18th century book publication in England derived from the ownership of copyrights to successful works. The first copyright act in the world, the so-called Statute of Anne (1710), eventually created a public domain for literature as copyright had previously been perpetual.

## Discoveries about Sarah and Henry Fielding's publishing history



What can be said about the publishing history of two of the most groundbreaking authors in English literature in the 18th century – Sarah (1710–1768) and Henry Fielding (1707–1754)? Our study shows that Sarah had significantly fewer publishers than Henry, a finding that confirms that, despite Sarah's prominent writings, she was not able to reach out to a public as broad as Henry's. We can also see that they both used their friend Andrew Millar as a key publisher, and Henry changed publishers a lot.

