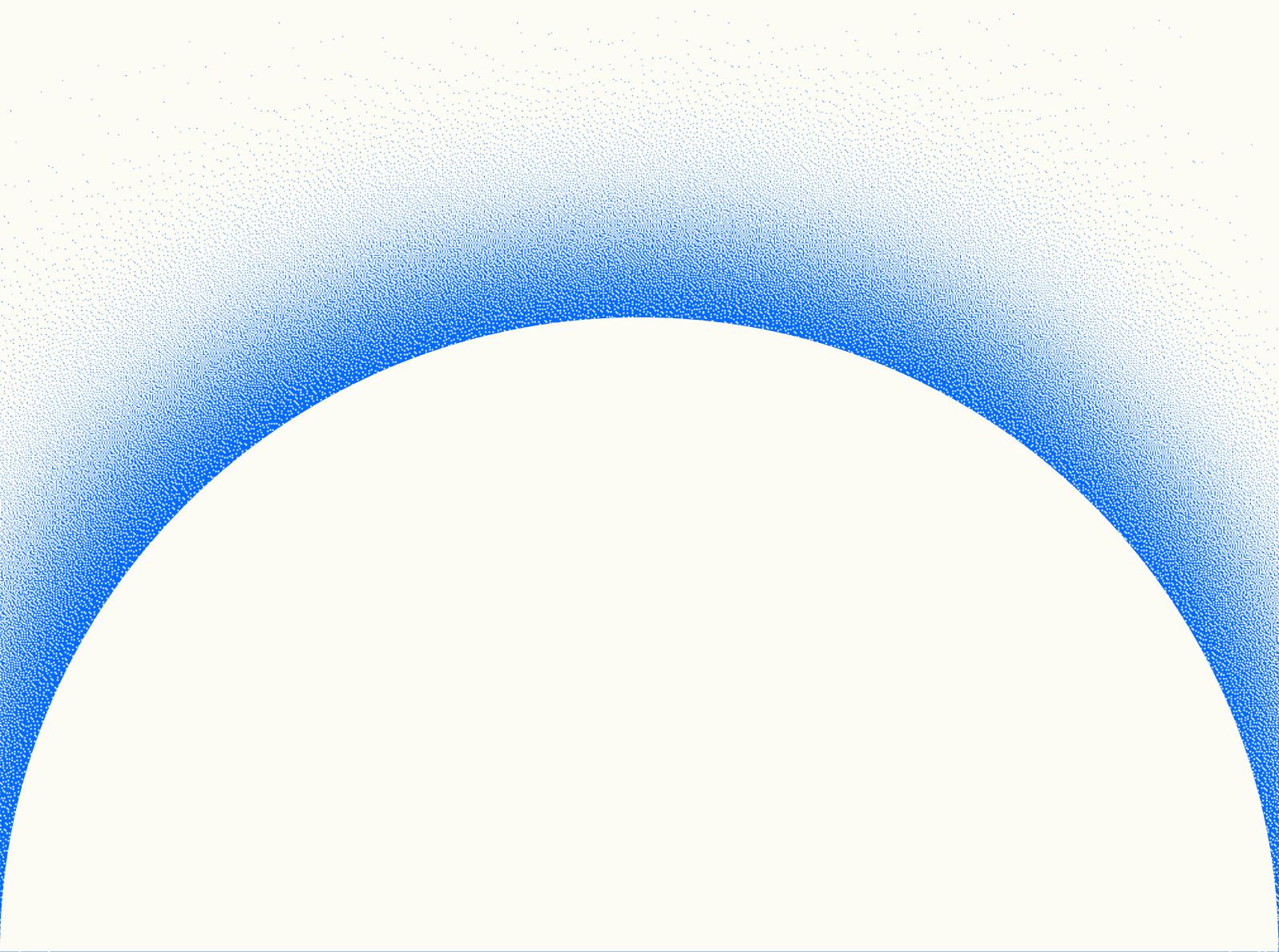


# 7am

Media Kit 2019



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# Our Craft

## The creation of quality media

### Passion, Experience and Influence

Morry Schwartz, the founder of Schwartz, started his first publishing company in 1971 with a simple vision: to publish the best Australian writers in the most beautiful way possible. Today, everything the company offers is still created with the individual care and attention it deserves.

### Schwartz Media

Known for its forward-thinking, high-quality journalism, as well as its reach and influence, Schwartz Media goes beyond the 24-hour news cycle with intelligent analysis of current affairs and a nuanced examination of Australia and the world. Schwartz Media publishes Australia's most-respected writers across *The Saturday Paper* and *The Monthly* magazine, both edited with a rare commitment to perfection. It also nurtures fresh talent in the Australian media sphere.

THE  
**SATURDAY PAPER**

AUSTRALIAN  
**FOREIGN AFFAIRS**

**The Monthly**

**QUARTERLY ESSAY**

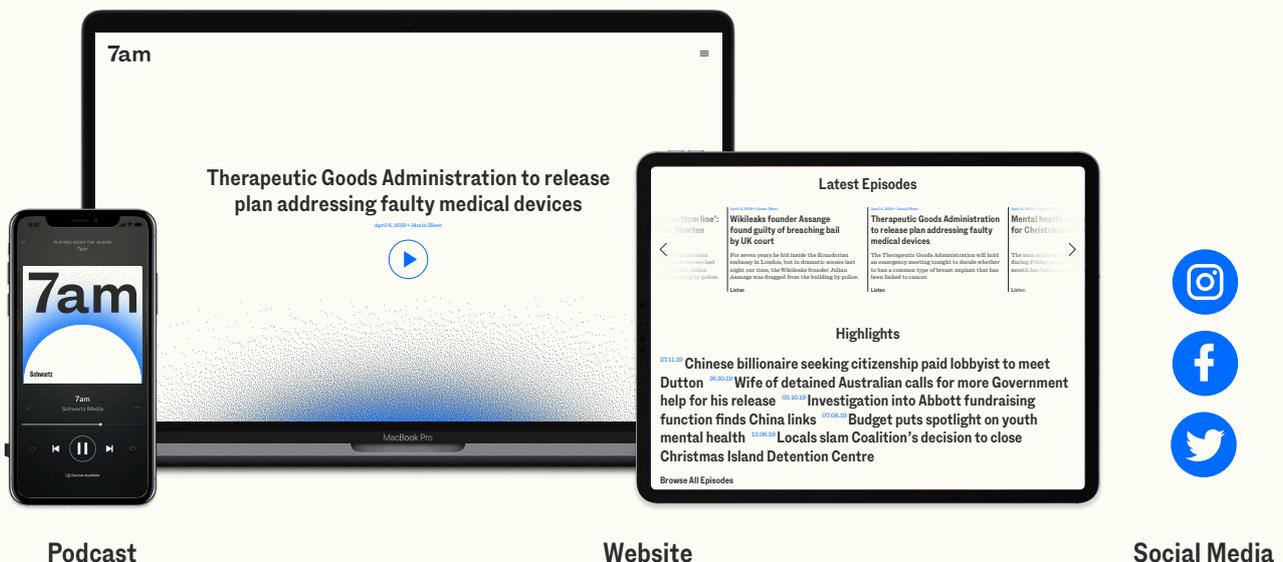
# Are you listening?

## In-depth interviews and sharp analysis

On May 27, 2019 we launched a daily news podcast, *7am*. Each weekday *7am* tells the news through in-depth, energetic interviews and sharp analysis, all in time for the morning commute. It presents new voices and new ways of telling stories; these are conversations you join.

*7am* takes a single story and unpacks it with Schwartz's award-winning team of journalists and contributors – scenes unfold, detail by detail. Aided by music and archival news clips, *7am* brings together news and narrative to answer the big questions facing our country.

Running for 12–15 minutes, *7am* gives listeners context, narrative and insight. It is idiosyncratic, accessible, inquisitive and trustworthy. This is the intelligence of Schwartz, out loud.



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# The Team

A selection of Australia's best journalists, storytellers and producers

## Elizabeth Kulas, Host & Producer

Elizabeth Kulas is an audio host and reporter. She has worked for podcasts in the United States and Australia, including Gimlet's *Reply All* and NPR's *Planet Money*, and at WNYC and the ABC. Her work reporting for NPR on the Wells Fargo banking scandal won a 2016 Peabody Award.



## Emile Klein, Senior Producer

Emile Klein works in sound and image. He's produced audio stories and mini-series for NPR, BBC4, Panoply and A+E, mixed documentaries premiering at Visions Du Réel and BAMcinemaFest, and curated multimedia exhibits for museums and universities. His work has been covered by outlets including *Mother Jones*, *Vice*, PBS, and *The New York Times*. Currently, Emile is developing a series of documentaries for 2020/21.



## Ruby Schwartz, Producer

Ruby Schwartz is an audio producer, storyteller and researcher. Before *7am*, Ruby worked at Pineapple Street Media in New York, providing production assistance for podcasts including Lena Dunham's *The C-Word*. Prior to that, Ruby was a research assistant for the vice-chancellor at the University of Melbourne, where she also produced podcasts including *The Policy Shop* and *The Masterclass*. Ruby is a graduate of the Transom Story Workshop, and her work has aired on NPR's WGBH and WCAI, FBI Radio and JOY 94.9.



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## **Erik Jensen, Editor**

Erik Jensen is the editor-in-chief of Schwartz Media. He is the founding editor of *The Saturday Paper*. Erik has won the Walkley Award for Young Print Journalist of the Year and the United Nations Association of Australia's Media Peace Award. He has written for film and television and is the author of two books, *Acute Misfortune* and *On Kate Jennings*. His most recent work is *Quarterly Essay 74*.



## **Atticus Bastow, Engineer/Producer**

Atticus Bastow is an artist and sound technician. His work explores spatial and placial perception, and has been featured at MONA FOMA, NGV Australia, the Bogong Centre for Sound Culture, Metropolis New Music, and Liquid Architecture. He is a co-creator/presenter of the professional wrestling documentary podcast series *Behind the Belt*, developed for the ABC, and has produced and engineered *The Readings Podcast* since inception. He holds a PhD in sound art from RMIT University.

## **Michelle Macklem, Producer**

Michelle Macklem is an audio producer and artist. Her work explores the relationship between people and their environments through sound. Her work has aired on KCRW, BBC, ABC RN, CBC, Radiotopia and WBEZ's Re:sound. She is the co-founder of Constellations, a project that illuminates sound art from a community of international artists making audio works that convey meaning through evocation and abstraction.

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# Exclusive Reach

## An analysis of the 7am podcast listener

### Premium Audience Profile

7am is made for educated professionals or creatives, aged 25–65, with a busy work/life schedule and in search of the full story.

This is a sophisticated audience that consumes news, mostly on their phone, during the gaps in their day – during the morning commute, on their lunchbreak, or in the car.

They are likely already listening to high-quality narrative podcasts made overseas, from outlets such as *The New York Times*, Gimlet, NPR and the BBC. This audience is desperately seeking a local alternative. They want to hear what’s going on day-to-day, and they want to know what to make of it.

Our readers lead busy lives of conferences, travel, culture, reading and postgraduate studies. They’re in their peak earning years, with a range of investments and a mortgage on an inner-city home. Although they’re steady consumers, they prefer high-quality, luxury brands with bespoke, artisan and sustainable qualities.

7am cuts through all that. This podcast offers a very real opportunity to become an essential part of this demographic’s daily routine, by offering smart, concise and informative insight into the news as it affects this country.

**0–27,000**

Subscriber growth within  
eight weeks of launch

**21,500**

Downloads per episode

**95%**

of listeners listen to each  
episode entirely

**#1**

Ranked on Apple Podcasts  
“Top Shows”

**Top 10**

Listed news podcasts  
on Spotify

**1,000,000**

Ad impressions delivered within  
six weeks of launch

# Audio Advertising

## Advertising Opportunities

Brands advertising in podcasts have an opportunity to intimately connect with listeners. They can effectively borrow a sense of endorsement from the podcast, mostly because of the way the podcast is consumed, one on one, host to listener, but also because of the nature of podcast advertising. Podcast advertising conveys intimacy through integration.

Advertising in *7am* is sold on a CPM basis. Each package comprises of a 30-second mid-roll and a 15-second advertisement after the main story but before the day's headlines. We offer dynamic ad insertion and the opportunity exists to geo-target your message. Episode sponsorships are also available. The CPM is \$100. This rate includes agency commission but excludes GST.

## Booking Deadlines

Two-Week Period	Booking Deadline	Scripts Deadline	Recording Date
16/09–29/09	<b>SOLD OUT</b>	26/08	29/08
30/09–13/10	<b>SOLD OUT</b>	09/09	12/09
14/10–27/10	12/09	23/09	26/09
28/10–10/11	26/09	07/10	10/10
11/11–24/11	10/10	21/10	24/10
25/11–08/12	24/10	04/11	07/11
09/12–22/12	07/11	18/11	21/11
<b>2020</b>			
20/01–14/02	21/11	02/12	05/12
17/02–28/02	16/01	28/01	30/01
02/03–13/03	30/01	10/02	13/02
16/03–27/03	13/02	24/02	27/02
30/03–09/04	27/02	10/03	12/03
14/04–24/04	12/03	23/03	26/03
27/04–08/05	26/03	06/04	09/04

## Creative Production

With the choice of either our female or male network voice, advertising creative will be produced and recorded, in house, by the *7am* team. Scripts are to be supplied by the client.

Cost for creative development is \$400.

## Script Specs

30-second Mid-Roll Script  
Between 60 and 75 words

15-second Post-Roll Script  
Between 30 and 40 words

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