QUARTERLY ESSAY

MEDIA KIT 2019
AUSTRALIA’S LEADING JOURNAL OF POLITICS, CULTURE AND DEBATE
Morry Schwartz, the publisher of Quarterly Essay and 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. Now, whether it's a book, a journal, a magazine or a newspaper, every publication is still created with the individual care and attention it deserves.

With over 40 years of experience curating and editing Australia’s most influential writing and journalism, Schwartz has a long reputation for excellence. As well as publishing Australia’s agenda-setting journal, Quarterly Essay, Schwartz Media also publishes the groundbreaking weekend newspaper, The Saturday Paper; the country’s leading current affairs magazine, The Monthly; Australia’s first foreign affairs journal, Australian Foreign Affairs; and books under the Black Inc. imprint.
Quarterly Essay is the leading agenda-setting journal of politics and culture in Australia.

Established in 2001, Quarterly Essay presents the widest range of political, intellectual and cultural opinion, and aims to foster debate. It offers a forum for original long-form investigations, profiles and arguments. Each issue contains a single long-form essay, followed by correspondence on previous essays.

Quarterly Essay has always been at the forefront of cultural discussion, with award-winning essays including *Political Animal* and *Power Trip* by David Marr; *That Sinking Feeling* by Paul Toohey; and *Stop at Nothing* by Annabel Crabb.
When Quarterly Essay was launched in 2001, it set out to present “significant contributions to the general debate”.

Our first essay was Robert Manne’s In Denial: The Stolen Generations and the Right. It was a national bestseller, which provoked both a fierce counter-reaction and some thoughtful critique. We were off to a good start.

Over the years, the scope of the publication has broadened to include long-form investigations, profiles, arguments and cultural criticism. We have had vivid portraits of leaders and immersive reportage from conflict zones of all kinds. We have had essays on geopolitical rivalry, and on the inner life in the age of the internet. And much more besides.

Readers have come to expect both a discursive argument and an evocative piece of writing. Our essays tend not to deal in detailed policy prescriptions, nor in carefully armoured theses – they’re more open-ended than that, although unafraid to take a position.

In all of this, our aim has stayed the same: to foster debate, to introduce new ideas and to present Australia’s best writers covering a topic in depth.

The publication of each essay is now usually followed by interviews and events around the country. On the page, our correspondence section allows this discussion to develop into a many-sided debate.

It is important that the series is timely, but not tied to the news of the day in the way a newspaper is. Even so, some essays have intervened in the news cycle … with unpredictable consequences. Pieces may be commissioned years in advance.

Ultimately, the Quarterly Essay series hopes to be characterised by a spirit of open-minded and intelligent inquiry.

Chris Peik
Editor, Quarterly Essay
Our readers are highly educated, socially aware, and interested in culture and Australia’s constantly shifting political landscape. They are professional people with refined tastes.

* Source: Quarterly Essay reader and subscriber survey, 2018

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<th>Age</th>
<th>Profession</th>
<th>Education</th>
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<td>84% Aged 45+*</td>
<td>42% Professionals or managers*</td>
<td>88% Have a university education</td>
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<th>Hobbies</th>
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<tr>
<td>84% Buy books every month</td>
</tr>
<tr>
<td>64% Buy wine/spirits/beer every month</td>
</tr>
<tr>
<td>60% Donate to charity every month</td>
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<tr>
<td>64% Attend arts and cultural events every month</td>
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| 93% Read newspapers every day          |
| 53% Read journals and magazines every day |
| 62% Read books every day               |
| 98% Would recommend Quarterly Essay to their friends and family |
READER LOCATION

* Source: Quarterly Essay reader and subscriber survey, 2018
APRIL 2019 STATISTICS

Established 18 years ago, Quarterly Essay is a seminal Australian journal with a dedicated readership.

It is available in bookshops and newsagents nationally, on all eBook platforms, and via print and digital subscriptions.

Distributed in conjunction with other publications in the Schwartz Media family: The Saturday Paper, The Monthly, Australian Foreign Affairs and Black Inc. books, Quarterly Essay benefits from the established branding and presence of these imprints.

Quarterly Essay is the perfect partner for advertisers to target an ever-growing, intelligent and committed community.

“A friend gave me the very first edition… hooked since”*

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<th>20,000+</th>
<th>18,000+</th>
<th>20,000</th>
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<tr>
<td>print copies distributed</td>
<td>digital newsletter subscribers</td>
<td>average monthly web page views</td>
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6500+ journal subscribers

* Reader feedback from Quarterly Essay reader and subscriber survey, 2018
PRINT ADVERTISING

Full colour advertisement on the inside front cover of Quarterly Essay (distribution approximately 20,000 copies): $10,000

Insert in Quarterly Essay subscriber copies (insert supplied by sponsor; approximately 6000 copies): $300 CPM

Insert in Quarterly Essay print run (approximately 20,000 copies): $300 CPM

All prices exclude GST.
DIGITAL ADVERTISING

- Solus EDM to Quarterly Essay subscriber list (6550+ recipients): $1500
- Solus EDM to Friends of Quarterly Essay list (18,000+ recipients): $3000
- Banner and MREC advertising in Quarterly Essay EDM (QE subscribers, 6550+ recipients): $1500
- Banner and MREC advertising in Friends of Quarterly Essay Newsletter (18,000+ recipients): $3000
- Banner and MREC advertising in Black Inc. and Australian Foreign Affairs EDMs (one email per list, 20,000+ recipients in total): $3500

All prices exclude GST.
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