THE SATURDAY PAPER

MEDIA KIT 2020

The Saturday Paper. The whole story.

The making of quality media

Our Craft

Passion

Morry Schwartz, the founder of Schwartz Media, 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 magazine or a newspaper, every publication is still created with the individual care and attention it deserves.

Experience

With more than 40 years of experience curating and editing Australia's most influential writing and journalism, Schwartz Media has a long reputation for excellence. As well as publishing a groundbreaking weekend newspaper, Schwartz Media publishes the country's leading current affairs magazine, *The Monthly*, and sits proudly alongside an experienced book publisher, Black Inc., and the agenda-setting Quarterly Essay.

Distinction

The Saturday Paper offers comprehensive long-form journalism – content that is sadly neglected elsewhere in the media landscape. With a range of unique voices, *The Saturday Paper* also maintains a sense of trust and independence that can't be imitated. The bold design and premium production are merely an extension of this commitment to quality journalism.

Influence

The Saturday Paper has lasting relationships with Australia's most awarded and respected writers – all edited with a rare commitment to excellence.
The mix of experienced contributors and fresh talent ensures *The Saturday Paper* is always the first choice for both writers and readers.

THE SATURDAY PAPER

The Monthly

7am

QUARTERLY ESSAY

AUSTRALIAN FOREIGN AFFAIRS

News, opinion, life, world and sport

Newspaper Excellence

The Saturday Paper is the finest example of the craft of news publishing in Australia today.

It's an effortlessly stylish print and digital newspaper that features generous use of white space, a mastery of language and a burning desire to tell the whole story. This is the type of reading that you seek out, that you want to spend time with and enjoy.

The fully responsive website and app have been designed to put content front and centre, with layouts that are respectful of advertising space and that provide an uncluttered environment for seamless navigation.

RICK MORTON

KAREN MIDDLETON

PAUL BONGIORNO

MADDISON CONNAUGHTON

ANNIE SMITHERS

MIKE SECCOMBE

NEWSPAPER

WEBSITE AND APP

EMAIL

SOCIAL MEDIA

Quality news attracts a premium audience

Our Concept

The Saturday Paper reaches the analytical depth rarely seen by newspapers today. Whether it's breaking the biggest stories or interpreting the week's news, a focus on meaningful and intelligent reportage ensures each edition of *The Saturday Paper* stays with readers long after they've put it down.

In a world that seems harder to understand with every passing day, readers are demanding more – they demand news with substance, depth, insight and intelligence. But more than that, they demand journalism that treats them with respect.

IN A WORLD THAT SEEMS HARDER TO UNDERSTAND WITH EVERY PASSING DAY, READERS ARE DEMANDING MORE.

An audience you can't find anywhere else

Exclusive Reach

The Saturday Paper has an extraordinarily loyal and engaged readership. On average, every person spends 90 minutes reading each issue. The reason is simple: 89% of our readers tell us that *The Saturday Paper* has content they can't find anywhere else.

Our advertisers reach an exclusive and unique audience. For many readers, *The Saturday Paper* is now the only commercial media they consume. In fact, 55% of readers do not read *The Sydney Morning Herald*, *The Age*, *The Australian* or *The Australian Financial Review* on weekends.

This is a newspaper for brands that aim to start conversations in an exclusive, premium segment of the media market. This is a newspaper for brands that want to influence, not just advertise.

SOURCES: Roy Morgan Research, September 2019. Google Analytics, December 2019. Campaign Monitor, December 2019. emma, August 2019.

KEY STATISTICS

250,000
cross-platform audience

53%
Mobile

111,000
Roy Morgan print readership

3.1%
app advertising CTR

255,000
emma print readership

29,500
daily email subscribers

195,000
web and app readership

34,000
weekly email subscribers

47%
desktop and tablet

2000+
retail outlets

Premium Audience

An analysis of *The Saturday Paper*'s readers

Our readers are highly educated, affluent and influential. They command significant purchasing power but are incredibly particular about the things they actually purchase. They prefer only the highest quality, luxury brands with bespoke, artisan and sustainable qualities.

They lead fast-paced lives and typically spend the remainder of their spare time on conferences, travel, culture, dining out, reading and postgraduate studies. They are in their peak earning years, with a mortgage on an inner-city home plus considerable superannuation and a range of investments.

Our readers are in high-level positions in business, education, health, government, law, social enterprise, media and the arts. Although they're very well paid, their ultimate aim is to be a positive influence on society, and they look to *The Saturday Paper* to add nuance and insight to their understanding of the world.

AVERAGE AGE*

52

AGE BREAKDOWN

23%	18 – 34
21%	35 – 49
27%	50 – 64
28%	65+

MALE/FEMALE*

51/49%

LOCATION

35%	Victoria
33%	New South Wales
11%	Queensland
7%	ACT
5%	South Australia
5%	Western Australia
3%	Tasmania
1%	Northern Territory

EMPLOYMENT

41%	Skilled professional
13%	Owner/partner
10%	Skilled worker
9%	Mid-management
9%	Academic
8%	Senior management
5%	Chair/CEO/MD
5%	Admin/Office clerk

SOURCES: *The Saturday Paper* Reader Survey, 2018. *Roy Morgan Research, September 2019.

AFFLUENT

$420,000

average savings and investments*

37% earn more than $100,000 per year

21% earn more than $130,000 per year

7% earn more than $200,000 per year

INFORMED

98%

are well informed about politics

89% are regular book buyers

67% are passionate about culture and the arts

CULTURED

4.5m

combined attendances at galleries, films, concerts and performances per year

2x more likely to be in the "Leading Lifestyle" and "Metrotechs" personas*

INTELLIGENT

95%

are CEOs, MDs, chairs, managers, entrepreneurs or skilled professionals

82% are university educated

54% hold a postgraduate degree

42% in the 'Socially Aware' values segment*

8x more likely to have ethical equity funds/trusts*

ENGAGED

90mins

spent reading an issue on average

55% do not read *The Sydney Morning Herald*, *The Age*, *The Australian* or *The Australian Financial Review* on weekends*

97% trust rating. More trusted than the ABC

A YEAR IN THE LIFE OF A READER

The average reader generates the following activity over the course of a year:

16 books purchased

12 cinema visits

6 art exhibition visits

8 museum visits

5 theatre visits

8 concert visits

The volume of the readership's purchasing over the course of a year equates to:

18,480 new cars (European car bias)

$176m on red wine and **$170m** on beer

629,000 trips booked in Australia and overseas*

5700+ postgraduate enrolments

14,000 home loans

10,395 new homes

$211m in donations to charities

Print Advertising

PRINT RATES	NATIONAL	NSW	VIC	QLD/SA	ACT/TAS/WA
Double-page spread	$16,000	–	–	–	–
Full page	$8500	$5500	$5500	$1000	$800
Half page	$5500	$4500	$4500	$700	$550
Quarter page	$3500	$2000	$2000	$500	$320
Mini strip	$2500	$1000	$1000	$300	–

POSITION LOADINGS	
Outside back cover	+50%
Early right-hand page / front half	+40%
Right-hand page	+30%
Page two quarter page	+30%
All other preferred positions	+15%

INSERT RATES*	
Up to 14g	$180
15–20g	$200
More than 20g	$220

*INSERT SPECIFICATIONS: Please enquire for full requirements of inserts.

Print specifications

Format	Press-ready PDF
Colour	CMYK
Resolution	300 DPI
Fonts	Embedded
Max ink weight	230%
Bleed/crop marks	None
Transparency	None
Overprint	Off

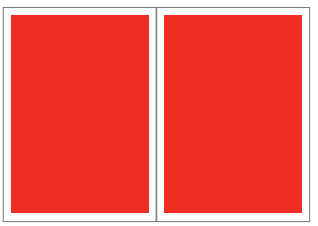
Dispatch

Please note that *The Saturday Paper* only accepts print ads via Adstream or Adsend. Please use the following details to submit:

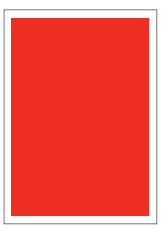
Publication	*The Saturday Paper*
Booking no.	Provided by Schwartz Media
Website	adstream.com.au adsend.com.au

PRINT SIZES (H x W mm)

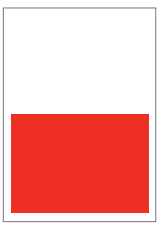
DPS
374 x 540



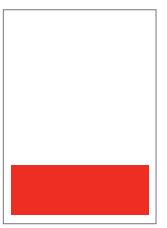
Full page
374 x 260



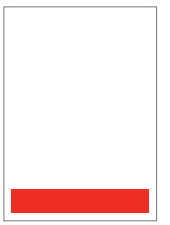
Half page
184 x 260



Quarter page
92 x 260



Mini strip
45 x 260



Print Deadlines

ISSUE NUMBER	ON-SALE DATE	BOOKING	MATERIAL	INSERTS
285	25/01/2020	20/01/2020	22/01/2020	10/01/2020
286	01/02/2020	28/01/2020	29/01/2020	17/01/2020
287	08/02/2020	03/02/2020	05/02/2020	24/01/2020
288	15/02/2020	10/02/2020	12/02/2020	31/01/2020
289	22/02/2020	17/02/2020	19/02/2020	07/02/2020
290	29/02/2020	24/02/2020	26/02/2020	14/02/2020
291	07/03/2020	02/03/2020	04/03/2020	21/02/2020
292	14/03/2020	10/03/2020	11/03/2020	28/02/2020
293	21/03/2020	16/03/2020	18/03/2020	06/03/2020
294	28/03/2020	23/03/2020	25/03/2020	13/03/2020
295	04/04/2020	30/03/2020	01/04/2020	20/03/2020
296	11/04/2020	06/04/2020	08/04/2020	27/03/2020
297	18/04/2020	14/04/2020	15/04/2020	03/04/2020
298	25/04/2020	20/04/2020	22/04/2020	09/04/2020
299	02/05/2020	27/04/2020	29/04/2020	17/04/2020
300	09/05/2020	04/05/2020	06/05/2020	24/04/2020
301	16/05/2020	11/05/2020	13/05/2020	01/05/2020
302	23/05/2020	18/05/2020	20/05/2020	08/05/2020
303	30/05/2020	25/05/2020	27/05/2020	15/05/2020
304	06/06/2020	01/06/2020	03/06/2020	22/05/2020
305	13/06/2020	09/06/2020	10/06/2020	29/052020
306	20/06/2020	15/06/2020	17/06/2020	05/06/2020
307	27/06/2020	22/06/2020	24/06/2020	12/06/2020
308	04/07/2020	29/06/2020	01/07/2020	19/06/2020
309	11/07/2020	06/07/2020	08/07/2020	26/06/2020
310	18/07/2020	13/07/2020	15/07/2020	03/07/2020
311	25/07/2020	20/07/2020	22/07/2020	10/07/2020
312	01/08/2020	27/07/2020	29/07/2020	17/07/2020

Deadlines

Booking deadline is 5pm Monday in the week of publication.

Material deadline is midday Wednesday in the week of publication.

Insert deadline is 2 weeks prior to the publication date.

Essential Emails

Valuable online touchpoints

The Saturday Briefing and The Briefing are essential guides to news, politics and culture, delivered directly to inboxes all over the country. As with any of our print and online mastheads, they are defined by the quality of their editorial.

Advertising highlights

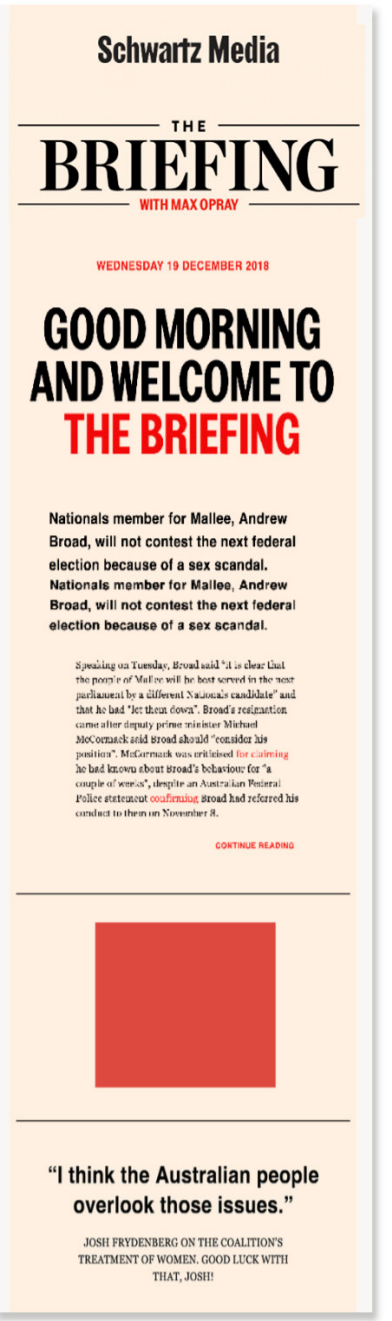
- Premium packages with exclusivity
- Daily, weekly or monthly buyouts
- Casual bookings available

The Briefing

7am weekdays The Briefing is the first email you'll open each morning. Alex McKinnon carefully curates the day's best content and delivers it with a strong analytical voice and plenty of personality.

The Saturday Briefing

6am Saturdays The Saturday Briefing represents the highlights from each issue of *The Saturday Paper*. It is a taste of the weekend essentials on news, comment, culture and life.



Digital Advertising

WEBSITE ROADBLOCK

Premium — **$150 CPM, 100% SOV**
Desktop and tablet display:
- Billboard
- Half page
- Leaderboard

Mobile — **$150 CPM, 100% SOV**
Mobile display:
- Mobile banner
- MREC
- Mobile banner

APP

App — **$2500, full page**
- iPad/iPhone
- Android

EMAIL

The Briefing:

MREC 1:	$1000
MREC 2:	$500
MREC 3:	$250

The Saturday Briefing:

MREC 1 & 2:	$1500
MREC 3 & 4:	$1000
MREC 5:	$500

The Briefing email sponsor — **$2500**
- "Brought to you by <Advertiser>"
- All ad units, 100% SOV

The Saturday Briefing email sponsor — **$3500**
- "Brought to you by <Advertiser>"
- All ad units, 100% SOV

ADVERTISEMENT SPECIFICATIONS

WEBSITE	SIZES (W x H px)	ACCEPTED FILE TYPES
Billboard	970 x 250	jpg, gif, html5, third-party
Half page	300 x 600	jpg, gif, html5, third-party
Leaderboard	728 x 90	jpg, gif, html5, third-party
Mobile banner	320 x 50	jpg, gif, html5, third-party
MREC	300 x 250	jpg, gif, html5, third-party
APP		
Full page	768 x 1024	jpg, png, gif, html5 (no third-party)
EDM		
MREC	300 x 250	jpg or gif only
"Brought to you by <Advertiser>" banner	300 x 50	jpg (solid background colour RGB)

BOOKING DEADLINE	MATERIAL DEADLINE	MATERIAL DISPATCH
5 days prior to activity start date	3 days prior to activity start date	charlotteb@schwartzmedia.com.au

Advertiser's note

On our website, one advertiser exclusively occupies all ad slots on a single page. This provides maximum engagement between brands and readers.

Standard display ad requirements:

- Creative material must not contain flashing / strobing effects or rapid image sequences.
- Animated GIF ads can only loop twice.
- Maximum animation time is 15 seconds. All animation, including loops, must stop within 15 seconds.

Schwartz Media

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