

The Saturday Paper

MEDIA KIT 2021



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 more than 600 of 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, March 2021. Google Analytics, March 2021. Campaign Monitor, March 2021.

KEY STATISTICS

409,000

cross-platform audience

48%

Mobile

224,000

Roy Morgan print readership

0.35%

average advertising CTR

100

minutes spent reading each issue

35,000

daily email subscribers

195,000

web and app readership

65,000

weekly email subscribers

52%

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*

43

AGE BREAKDOWN

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

MALE/FEMALE*

55/45%

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, 2021.

*Roy Morgan Research, March 2021.

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

4.5^m

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

100 mins

spent reading an issue on average

51% 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	-

*All rates include agency commission but exclude GST.

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

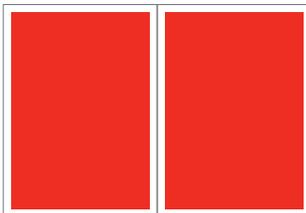
Dispatch

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

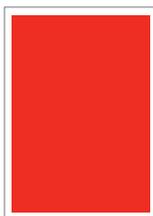
Publication	<i>The Saturday Paper</i>
Booking no.	Provided by Schwartz Media
Website	adstream.com.au adsend.com.au

PRINT SIZES (H x W mm)

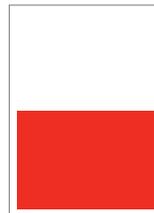
DPS
374 x 540



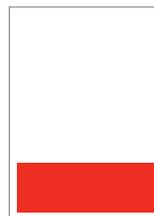
Full page
381 x 265



Half page
183 x 265



Quarter page
95 x 265



Mini strip
46 x 265



Print Deadlines

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 Post 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

Post (formerly The Briefing)

7am weekdays Post is the first email you'll open each morning. Max Opray 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

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
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

5 days prior to activity start date

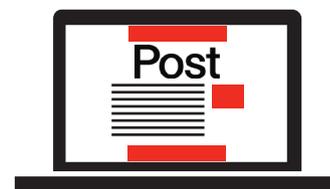
MATERIAL DEADLINE

3 days prior to activity start date

MATERIAL DISPATCH

jackh@schwartzmedia.com.au

EMAIL



Post:

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

The Saturday Briefing:

MREC 1 & 2:	\$2000
MREC 3 & 4:	\$1500
MREC 5:	\$750

Post email sponsor — \$2500

- "Brought to you by <Advertiser>"
- All ad units, 100% SOV

The Saturday Briefing email sponsor — \$5000

- "Brought to you by <Advertiser>"
- All ad units, 100% SOV

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.

*All rates include agency commission but exclude GST.

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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