

QUARTERLY ESSAY

MEDIA KIT 2021

AUSTRALIA'S LEADING JOURNAL
OF POLITICS, CULTURE AND DEBATE



INDEPENDENT AUSTRALIAN PUBLISHING

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

Australia's leading journal of politics, culture and debate

AUSTRALIAN FOREIGN AFFAIRS

OUR PLACE IN THE WORLD

The Saturday Paper

The Monthly

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.



Anna Goldsworthy



Anna Krien



Annabel Crabb



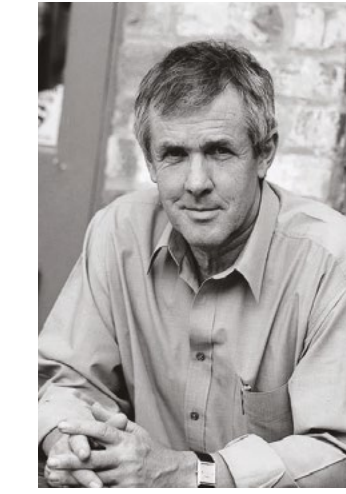
Benjamin Law



David Malouf



David Marr



Don Watson



Erik Jensen



George Megalogenis



Germaine Greer



Hugh White



Inga Clendinnen



Judith Brett



Katharine Murphy



Laura Tingle



Linda Jaivin



Mark McKenna



Mungo MacCallum



Peter Hartcher



Rebecca Huntley



Richard Denniss



Robert Manne



Stan Grant



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A MESSAGE FROM THE EDITOR

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 Feik
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, 2021

63% Male*

Female* **35.3%**

Age



Aged 45+*

Profession



Professionals or managers*

Education



Have a university education



Hold a postgraduate degree

Hobbies



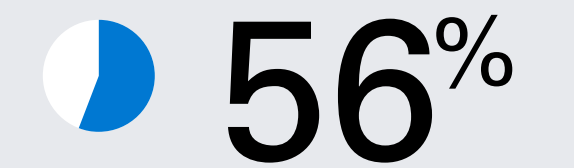
Buy books every month



Buy wine/spirits/beer every month



Donate to charity every month



Attend arts and cultural events every month



Read newspapers every day



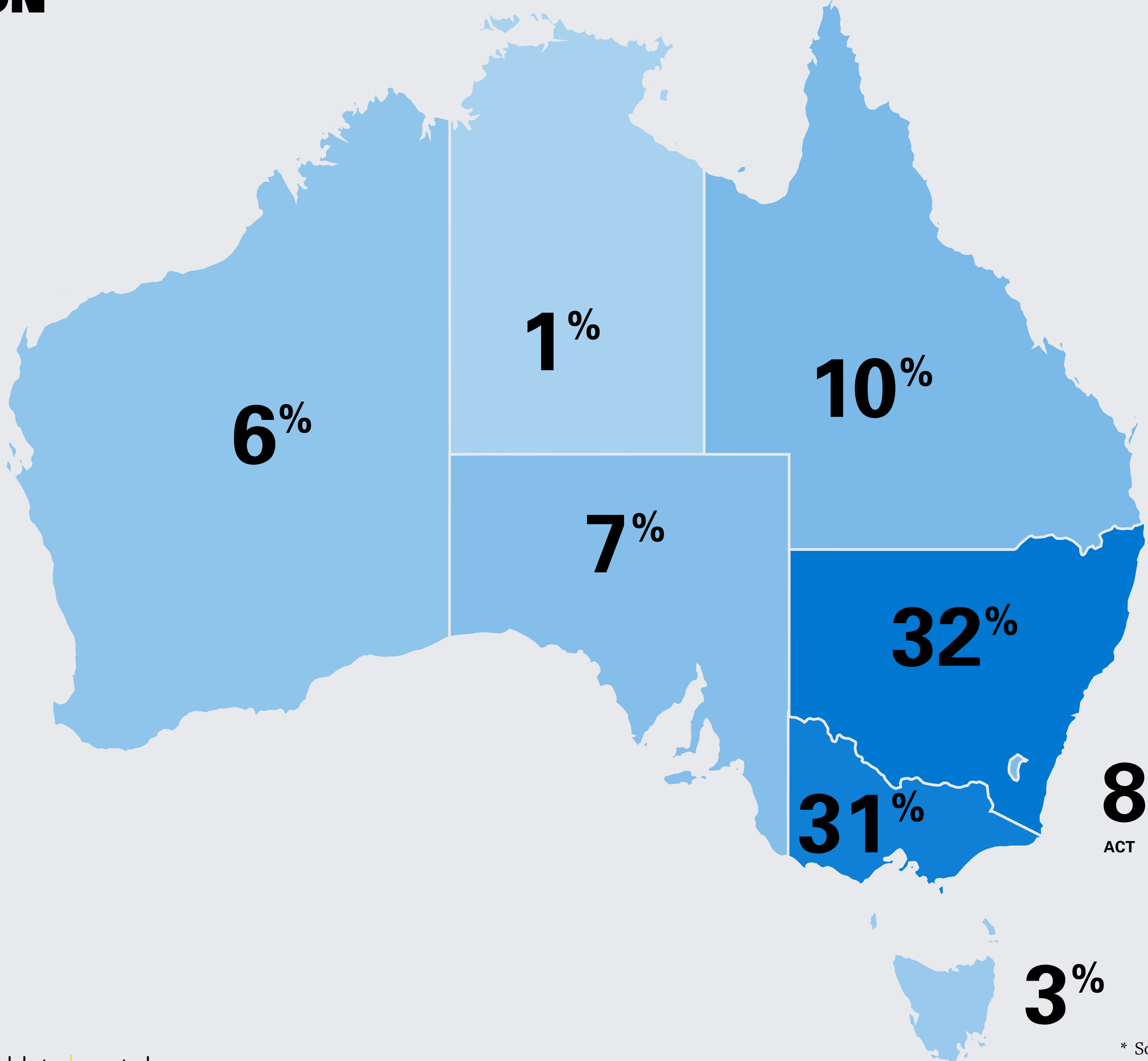
Read books every day



Would recommend Quarterly Essay to their friends and family

READER LOCATION

2%
OVERSEAS



* Source: Quarterly Essay reader and subscriber survey, 2021

JANUARY 2021 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”*



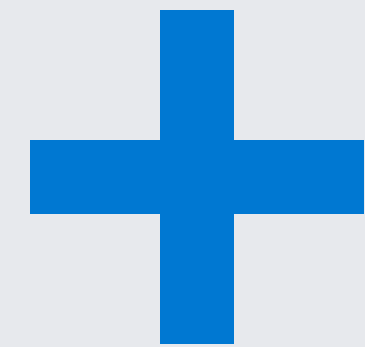
20,000+

print copies distributed



9000+

journal subscribers



20,000+

digital newsletter subscribers



27,000

average monthly web page views

- 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 7000 copies): \$300 CPM
- Insert in Quarterly Essay print run (approximately 20,000 copies): \$300 CPM

All prices exclude GST.

Width: 260mm

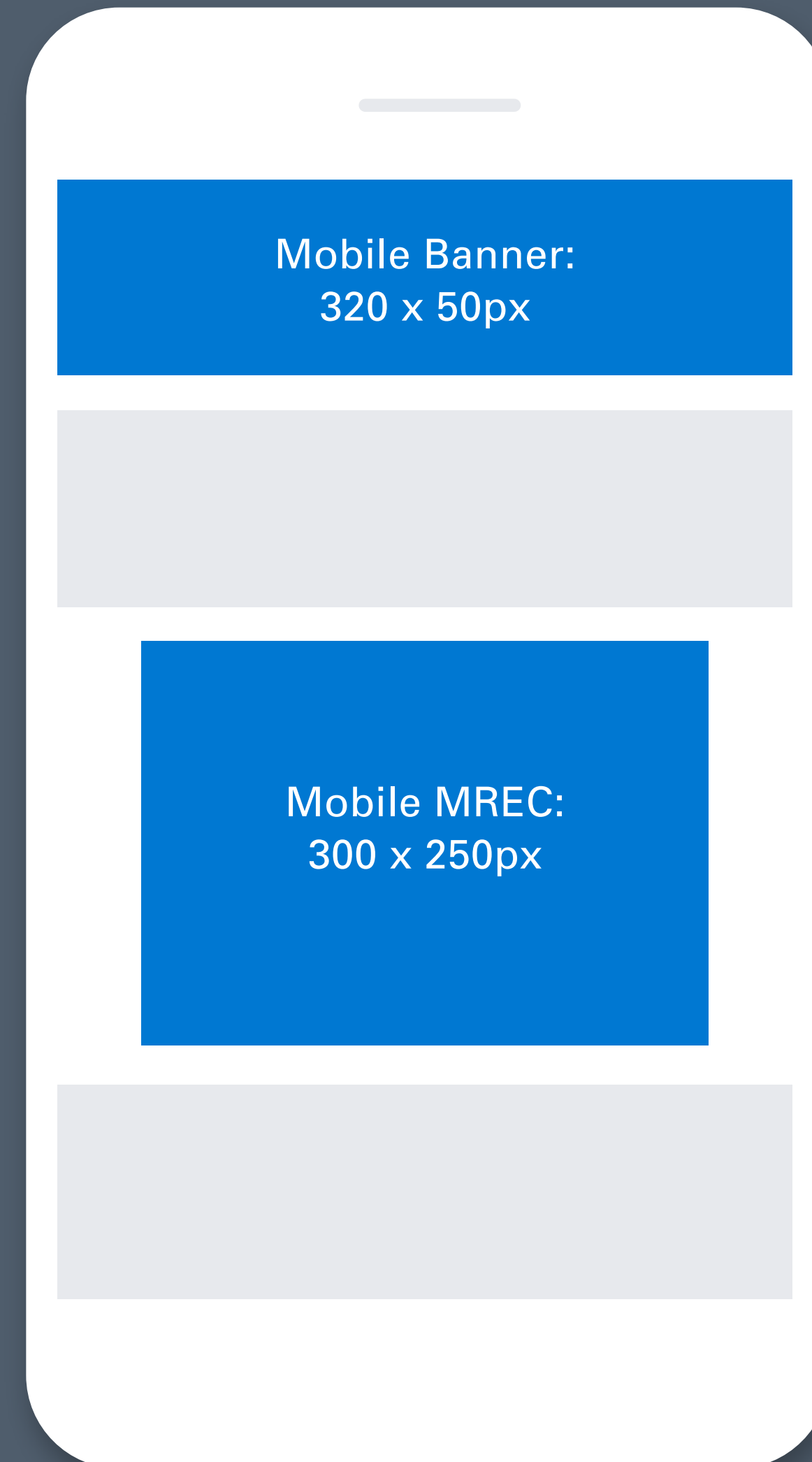
Height: 374mm



Full page

- Banner and MREC advertising in Quarterly Essay EDM (QE subscribers): \$1500
- Banner and MREC advertising in Friends of Quarterly Essay Newsletter: \$3000
- Banner and MREC advertising in Australian Foreign Affairs EDMs: \$800

All prices exclude GST.





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