

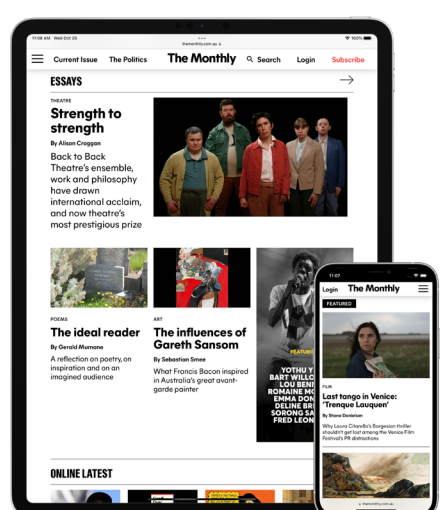


**TM** We believe an intelligent, thoughtful magazine attracts a very particular kind of reader.

*The Monthly* is one of Australia's boldest voices, providing enlightening commentary and vigorous debate on the issues that affect the nation. Home to our finest thinkers, journalists and critics, including David Marr, Helen Garner, Don Watson and Anna Goldsworthy, the magazine offers a mix of investigative reportage, critical essays and thoughtful reviews.

Readers of *The Monthly* are in the top-tier in education, income and occupation. They typically hold high-level positions in the fields of business, law, social enterprise, government, education, health, media and the arts.

They're driven by the need to make a positive impact on the world – and they're paid well to do so. Our readers lead busy lives of conferences, travel, culture, reading and postgraduate studies.



**The Monthly readers are highly educated, affluent and influential.**

They enjoy high-status careers and command significant purchasing power.



**51%**  
aged 25-54

**53%**  
degree qualified

**80%**  
consider Schwartz Media essential reading

**99%**  
believe arts and culture is essential to life

**66%/34%**  
metro/regional

**48%**  
full-time workers

**80%**  
main grocery buyers

**92%**  
consider *The Monthly* a trusted news source

**146k**  
average HH income

**49%**  
are "big spenders"

**99%**  
choose brands based on their environmental responsibility

SOURCES:  
Roy Morgan Research, Sept 2023.  
Reader Survey, 2022.



**A premium audience (you won't find anywhere else).**

**276,000**  
cross-platform audience

**192,000**  
print readership

**253,000**  
web and app readership

**45%/55%**  
desktop vs tablet/mobile

**117 mins**  
average reading p/month

**55%/45%**  
digital vs print readership

**38,500**  
weekly email subscribers

**2000+**  
retail outlets

SOURCES:  
Roy Morgan Research, Sept 2023.  
Google Analytics, Dec 2023.  
Campaign Monitor, Dec 2023.