

Schwartz

# The Saturday Paper

The whole story.

thesaturdaypaper.com.au

*The Saturday Paper* is a quality weekly newspaper dedicated to narrative journalism.

It offers the biggest names and best writing in news, culture and analysis. It's an effortlessly stylish print and digital newspaper that features generous use of white space, a mastery of language and a commitment to telling the whole story. This is the type of reading that you seek out, that you want to spend time with and enjoy.



## Exclusive reach

An audience you can't find anywhere else

**351,000**

cross-platform audience

**273,000**

Roy Morgan print readership

**427,000**

web and app readership\*

**45%/55%**

desktop and tablet/mobile

**100 mins**

average reading p/month

**42,000**

daily email subscribers

**60,000**

weekly email subscribers

**2000+**

retail outlets

SOURCES:

Roy Morgan Research, Oct 2023.  
Google Analytics, Dec 2023.

Campaign Monitor, Dec 2023.

\*Monthly.



## 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 buy, with a particular focus on sustainable qualities. They lead fast-paced lives and typically spend 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 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 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.

**44%**

aged 25-54

**49%**

degree qualified

**43%**

full-time workers

**94%**

consider *The Saturday Paper* a trusted news source

**67%/33%**

metro/regional

**43%**

are "big spenders"

**80%**

consider Schwartz Media essential reading

**99%**

choose brands based on their environmental responsibility

**\$131k**

average HH income

**81%**

main grocery buyers

**99%**

believe arts and culture is essential to life

SOURCES:

Roy Morgan Research, Sept 2023.