

# QUARTZ

Media Kit

# QUARTZ

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## INTRODUCTION

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**Quartz is the guide to the new global economy for people who are excited by change.**

Since our launch in 2012, we've been a leader in mobile first web design, custom ad formats, email newsletters, apps, social video, data visualization, format-agnostic digital journalism, and international readership.

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## EDITORIAL PRODUCTS

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We guide our readers by **focusing on what matters to them.**



### Qz.com

Our flagship website, built to be fully responsive across devices; including regional Africa and India editions



### Quartz at Work

Our guide to leading, building and navigating the modern workplace



### Quartzzy

Our guide to living well in the new global economy

By **understanding the forces** that are shaping their world.



### Bot Studio

Our bot studio experiments with building bots to improve journalism and storytelling



### Quartz Index

A mobile-native site highlighting statistics that show how the global economy is changing



### Atlas

Our platform for creating and sharing charts and data

By building in the forms that **fit into their lives.**



### Daily Brief

The most important and interesting news from the global economy, in your inbox each morning



### Obsession

An in-depth exploration of an interesting topic, in your inbox just in time for the evening commute



### Quartzzy

Our weekly dispatch about living well in the global economy



### Index Email

Weekly updates on our collection of metrics that show how the global economy is fundamentally changing



### Africa Weekly Brief

The most important and interesting news from around the continent, delivered to your inbox once a week



### Amazon Echo Briefing

Ask Alexa to read you the news and hear today's top stories from the Quartz app



### Quartz on Facebook watch

Our video team's ambitious video series are published native to Facebook on the new Watch platform



### Quartz app for iPhone and Android

Named one of Apple's Best Apps of 2016, the Quartz app uses a conversational interface to share news updates and surprising discoveries throughout the day

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We reach **over 100 million people** around the world.

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**22MM**

People visit our websites each month

**680K**

Get our email newsletters

**5MM**

Read Quartz on Apple News, Flipboard, and Google Newsstand

**745K**

Get our app notifications throughout the day

**85MM**

See our posts and watch our videos on Facebook and Twitter

Sources: Omniture (August 2017); Mailchimp and SendGrid (September 2017); iOS and Google app stores (August 2017); Apple News, Flipboard, and Google Newsstand (August 2017); Facebook and Twitter, (August 2017).

# QUARTZ

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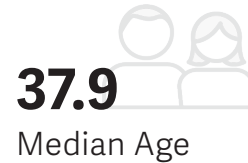
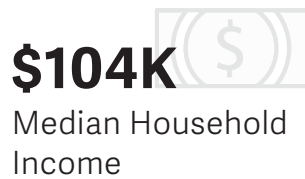
Our audience is shaping the new global economy.

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## OUR AUDIENCE

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Sources: Omniture (Jan - June 2017 average); comScore (Jan - June 2017 average).

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**Quartz users are C-suite executives, up-and-coming business leaders, and the next wave of mobile-native strategists and innovators.**

Quartz indexes #1 against competitors for :

**193** Index  
C-suite executives age 25 - 44 who believe technology will fuel the future growth of their company

**165** Index  
Always the first to have the latest tech products

**113** Index  
C-suite executives

**147** Index  
Plans to purchase a luxury watch in the next year

Sources: Ipsos Global Business Influencers Study, 2017; Competitors included in ranking: Bloomberg, Economist, Financial Times, Forbes, NYT, WSJ.

# QUARTZ

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Quartz Creative integrates brand experiences holistically across the Quartz platforms.

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## OUR SOLUTIONS

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### Discovery

Bold and sophisticated visual units

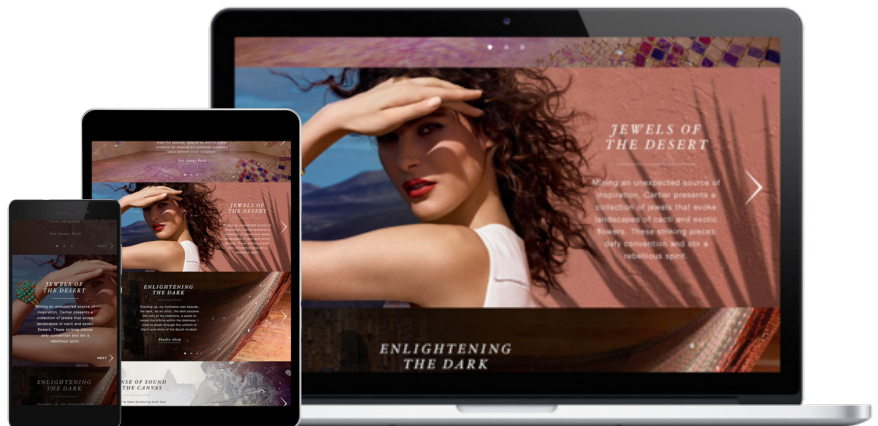


We create full-bleed, responsive units designed to grab attention and interaction.

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### Branded Content

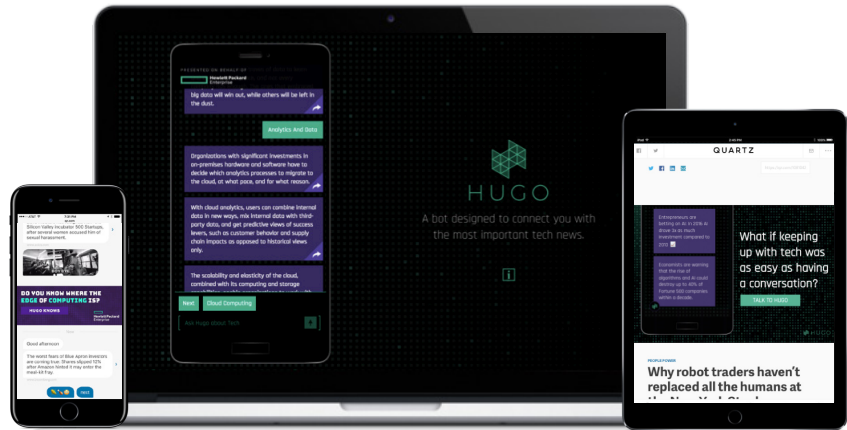
Branded storytelling built to be experienced



We approach branded content the same way we approach editorial - user centered experiences at the intersection of the brand and the audience's obsessions.

## Technology-led partnerships

Brand experiences built with product value



We create new value with brand partnerships that leverage the opportunity of cutting edge technology to redefine brand experiences.

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Here are ways to keep in touch.

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### SOCIAL

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**Facebook** [@quartznews](#) [@qznews](#)  
[@quartzatwork](#) [@qzy](#)

**Twitter** [@qz](#) [@quartzatwork](#)

**Instagram** [@qz](#) [@quartzzy](#)

**Youtube** [YouTube.com/user/quartznews](https://www.youtube.com/user/quartznews)

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### CONTACT

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Design and development specifications and FAQs [here](#)

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Still have questions?

Email [ads@qz.com](mailto:ads@qz.com)