

AUSTRALIAN FOREIGN AFFAIRS

MEDIA KIT 2020

Our place in the world

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TRUMP IN ASIA THE NEW WORLD DISORDER

MICHAEL WESLEY
The pivot to chaos: Asia, Australia and the president without a plan

KIM BEAZLEY & L. GORDON FLAKE
North Korea's missile stand-off: Prepare for war

ANDREW DAVIES
Can Australia fight alone?
The cost of the military's US dependency

DAVID KILCULLEN
Letter from Washington: The Trump effect



THE BIG PICTURE TOWARDS AN INDEPENDENT FOREIGN POLICY

PAUL KEATING
In conversation

LINDA JAKOBSON
On what China wants

ALLAN GYNGELL
Risk and reward in the time of Trump

JAMES CURRAN
The US alliance revamped: Surviving the 45th President

GEORGE MEGALOGENIS
The changing face of Australia

JOHN DELURY
North Korea report: Can Kim Jong-un be stopped?



ARE WE ASIAN YET? HISTORY VS GEOGRAPHY

DAVID WALKER
Significant Other: Anxieties about Australia's Asian future

LINDA JAIVIN
Red detachment: Is Chinese culture beyond reach?

SARAH TEO
Can Australia be one of us? The view from Asia

GEORGE MEGALOGENIS
The Rookie PMs: How Canberra's leadership circus is damaging ties with Asia

PLUS **CHRISTOS TSIOLKAS** on identity politics
AND new feature **THE FIX**



OUR SPHERE OF INFLUENCE RIVALRY IN THE PACIFIC

HUGH WHITE
In denial: Defending Australia as China looks south

KATERINA TEAIWA
No distant future: Climate change as an existential threat

JENNY HAYWARD-JONES
Cross purposes: Why is Australia's Pacific influence waning?

SEAN DORNEY
The Papua New Guinea awakening: Inside the forgotten colony

PLUS **ELIZABETH BECKER** on foreign correspondents
AND new feature **THE FIX**

Morry Schwartz, the publisher of Australian Foreign Affairs 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 first foreign affairs journal, Schwartz Media also publishes the groundbreaking weekend newspaper, *The Saturday Paper*; the country's leading current affairs magazine, *The Monthly*; the agenda-setting journal *Quarterly Essay*; and books under the Black Inc. imprint.

AUSTRALIAN FOREIGN AFFAIRS

OUR PLACE IN THE WORLD

QUARTERLY ESSAY

Australia's leading journal of politics, culture and debate

THE SATURDAY PAPER

The Monthly

AUSTRALIAN FOREIGN AFFAIRS

EDITED BY JONATHAN PEARLMAN

The world is changing, and so is Australia's place in it.

Australian Foreign Affairs, published three times a year, makes foreign affairs available and accessible to a large audience. The journal encourages debate and is open to divergent views. The style and presentation is clear, succinct and free of jargon. Our readers need no other qualification than an interest in significant foreign developments affecting Australia and the region, and a curiosity about the possible outcomes and responses.

Each themed issue of Australian Foreign Affairs features four to five long-form in-depth articles by our best thinkers, as well as reviews, correspondences and "The Fix": a column that proposes a solution to a foreign policy problem. The writing is topical and wide-ranging, and often challenges conventional wisdom.

Contributors to Australian Foreign Affairs include former Australian prime minister, Paul Keating; Allan Gyngell, one of the country's most experienced foreign affairs experts; Linda Jakobson, one of the world's leading China

watchers; George Megalogenis, a journalist, political commentator and expert analyst of changes in Australia's social fabric; John Delury, a world expert on North Korea; Michael Wesley, one of Australia's leading experts of foreign policy, international relations and strategic affairs as well as Christos Tsiolkas, Santilla Chinagaipé, Jennifer Rayner and many others.

“ The standard of journalism is high and gives me a little hope for the future*

“ I look forward to each issue and often it is the basis of discussion with friends and colleagues*

* Reader feedback from Australian Foreign Affairs reader and subscriber survey, 2018



Julie Bishop at the launch of AFA1, with editor Jonathan Pearlman and publisher Morry Schwartz

When Australian Foreign Affairs launched in October 2017, the aim was to encourage conversation about international events and their impact on Australia. So it has been a pleasure to see the ideas, arguments and reporting in AFA prompt debate in the media, among MPs and experts, and at universities. The journal's impact indicates a strong desire for reliable, engaging, evidence-based analysis of Australia's relationships with its neighbours.

AFA features leading thinkers in Australia and abroad, from Hugh White, Linda Jaivin and George Megalogenis in Australia to Jane Perlez in China and Andrew J. Bacevich in the United States. We hold regular events across the country, featuring politicians, diplomats, journalists and leading experts on topics such as North Korea's missiles, Indonesia's ties with Australia, and international human rights. To continue the conversation between issues, we publish AFA Weekly, which keeps us in touch with readers.

AFA's range of writers, topics and formats will continue to expand because, as global wealth and power shift to the Asia-Pacific, any attempt to understand Australia will depend on understanding changes in this region and beyond.

Jonathan Pearlman
Editor, Australian Foreign Affairs

ABOUT THE EDITOR

Jonathan Pearlman is the editor of Australian Foreign Affairs, world editor for *The Saturday Paper*, and is a correspondent for the *Telegraph* (UK) and the *Straits Times* newspaper (Singapore). He previously worked at *The Sydney Morning Herald*, covering foreign affairs and politics from Canberra and Sydney.



Tarun Nagesh, AFA publisher Morry Schwartz, Ruth McDougall, Sue Trevaskes, Caitlin Byrne, and AFA editor Jonathan Pearlman at the Brisbane launch of AFA5, at the Gallery of Modern Art. Image credit: Joe Ruckli

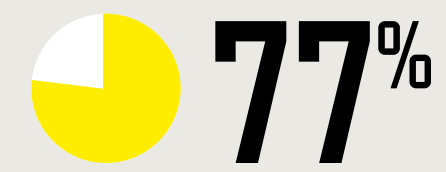
Our readers are politically minded, and passionate about foreign affairs and Australia's place in the world. They are highly educated, with refined tastes.

* Source: Australian Foreign Affairs reader and subscriber survey, 2018

71% Male*

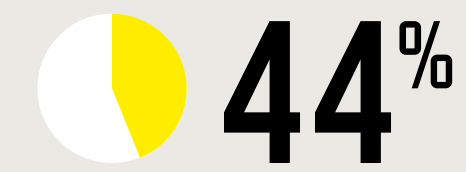
Female* **27%**

AGE



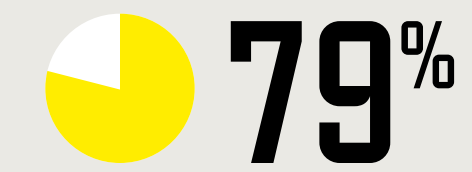
Aged 45+*

PROFESSION

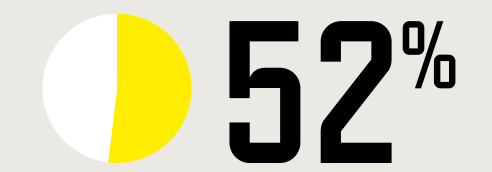


Professionals or managers*

EDUCATION



Have a university education



Hold a postgraduate degree

HOBBIES



Buy books every month



Buy wine/spirits/beer every month



Attend arts and cultural events every month



Read newspapers every day



Read journals and magazines every day



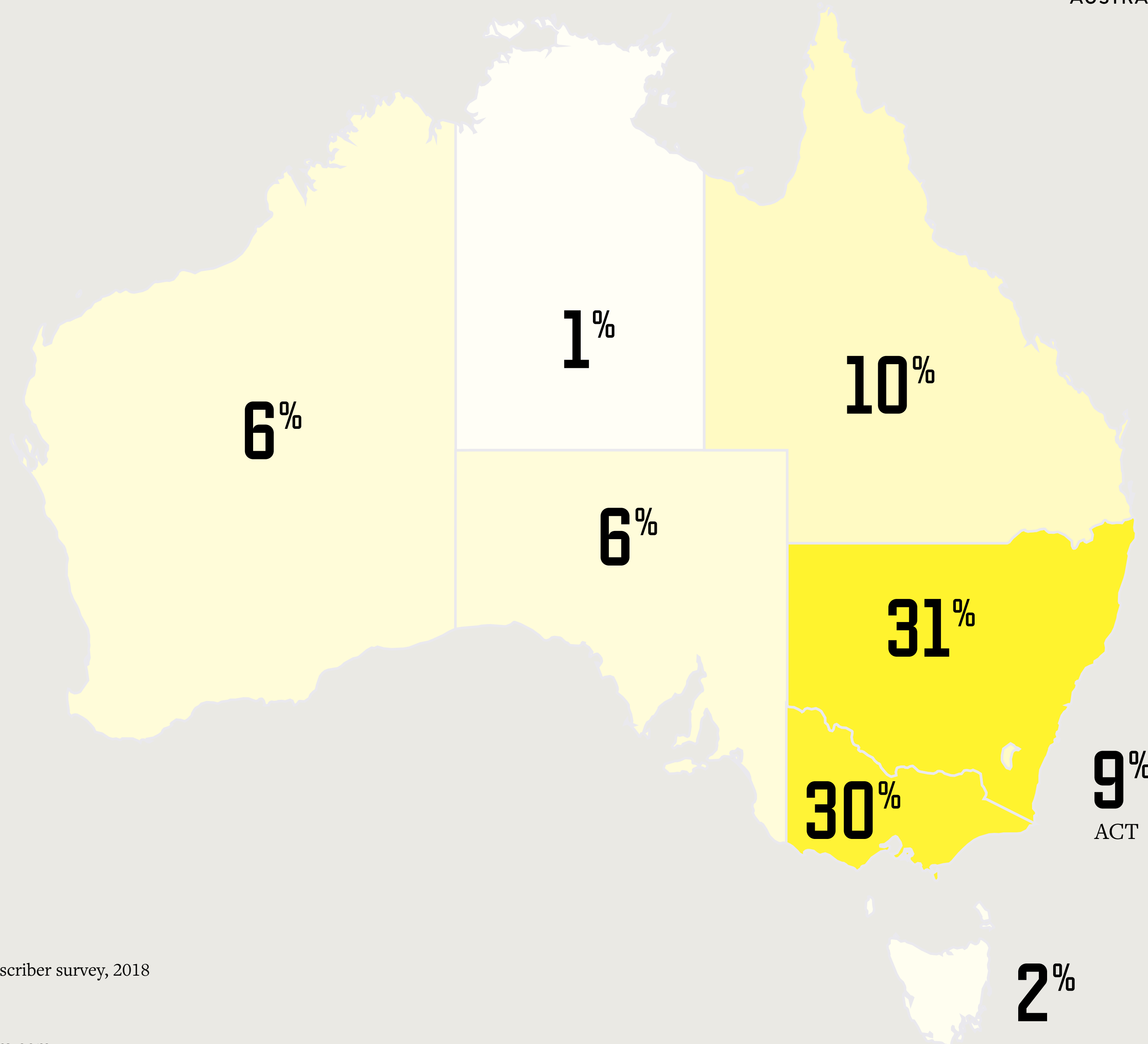
Read books every day



Would recommend Australian Foreign Affairs to their friends and family

READER LOCATION

5%
OVERSEAS



* Source: Australian Foreign Affairs reader and subscriber survey, 2018

AUSTRALIAN FOREIGN AFFAIRS REACH

APRIL 2019 STATISTICS

Australian Foreign Affairs is available in bookshops and newsagents nationally, on all eBook platforms, and via print and digital subscriptions.

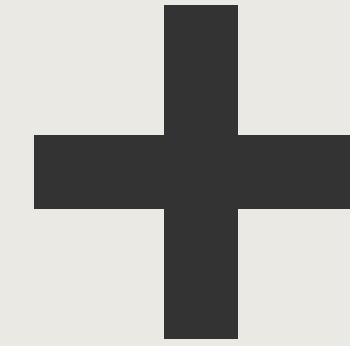
Distributed in conjunction with Black Inc. and Quarterly Essay, Australian Foreign Affairs benefits from the established branding and presence of these imprints, and has been embraced enthusiastically by booksellers, newsagents and subscribers. AFA's Twitter numbers are growing daily, with followers having increased by 104% since January 2018.

With an ever-expanding readership and online engagement rate, Australian Foreign Affairs is the perfect partner for advertisers to target a sophisticated and exclusive audience.



29.63%

click-through rate for AFA Weekly



5500+

digital AFA Weekly subscribers



10,000+

print copies of Australian Foreign Affairs distributed



20,000

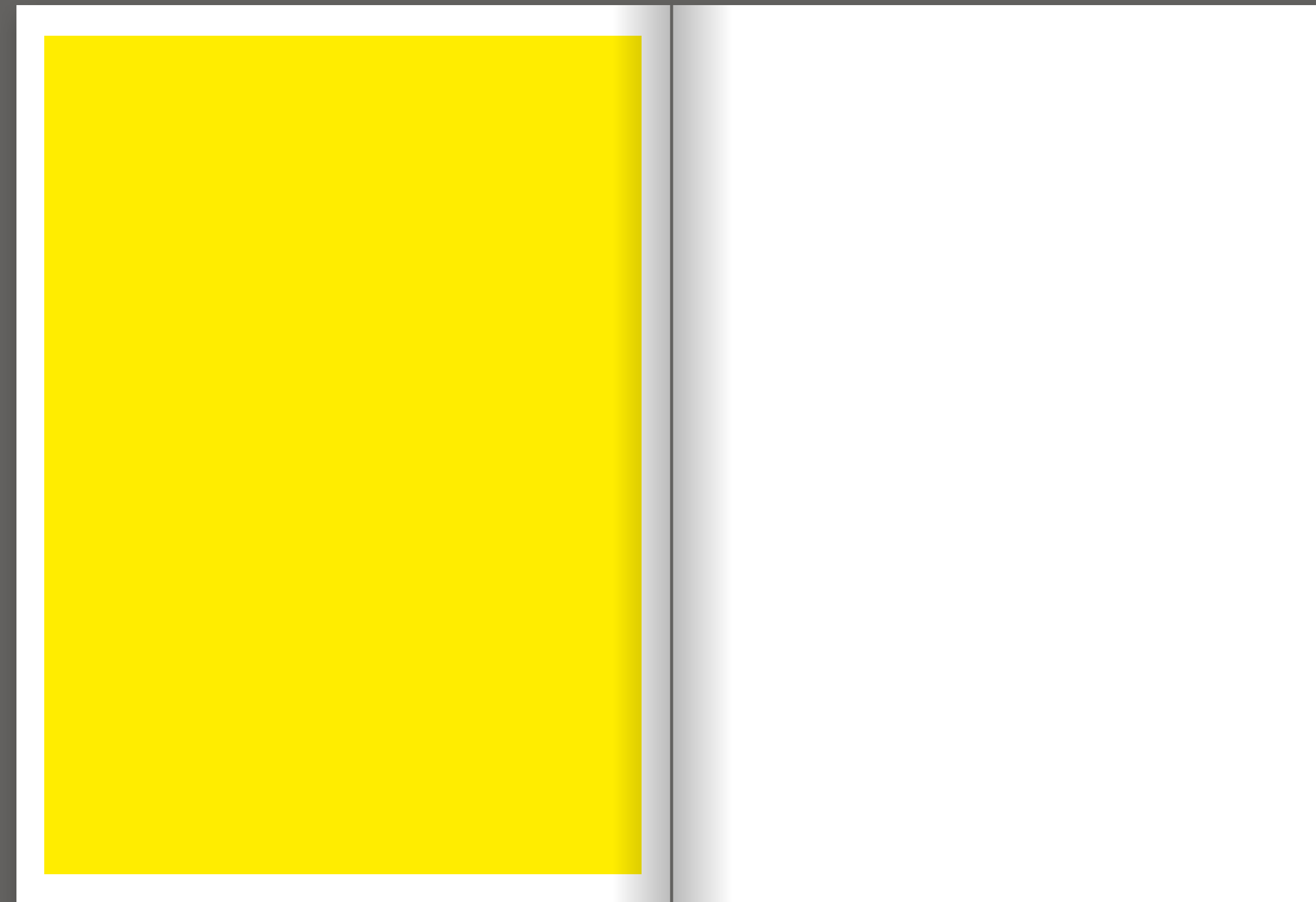
average monthly web page views

- Full-colour advertisement on the inside front cover of Australian Foreign Affairs (distribution approximately 10,000 copies): \$5000
- Insert in Australian Foreign Affairs subscriber copies (insert supplied by sponsor; approximately 2000 copies): \$300 CPM (\$600 TOTAL)

All prices exclude GST.

Height: 374mm

Width: 260mm



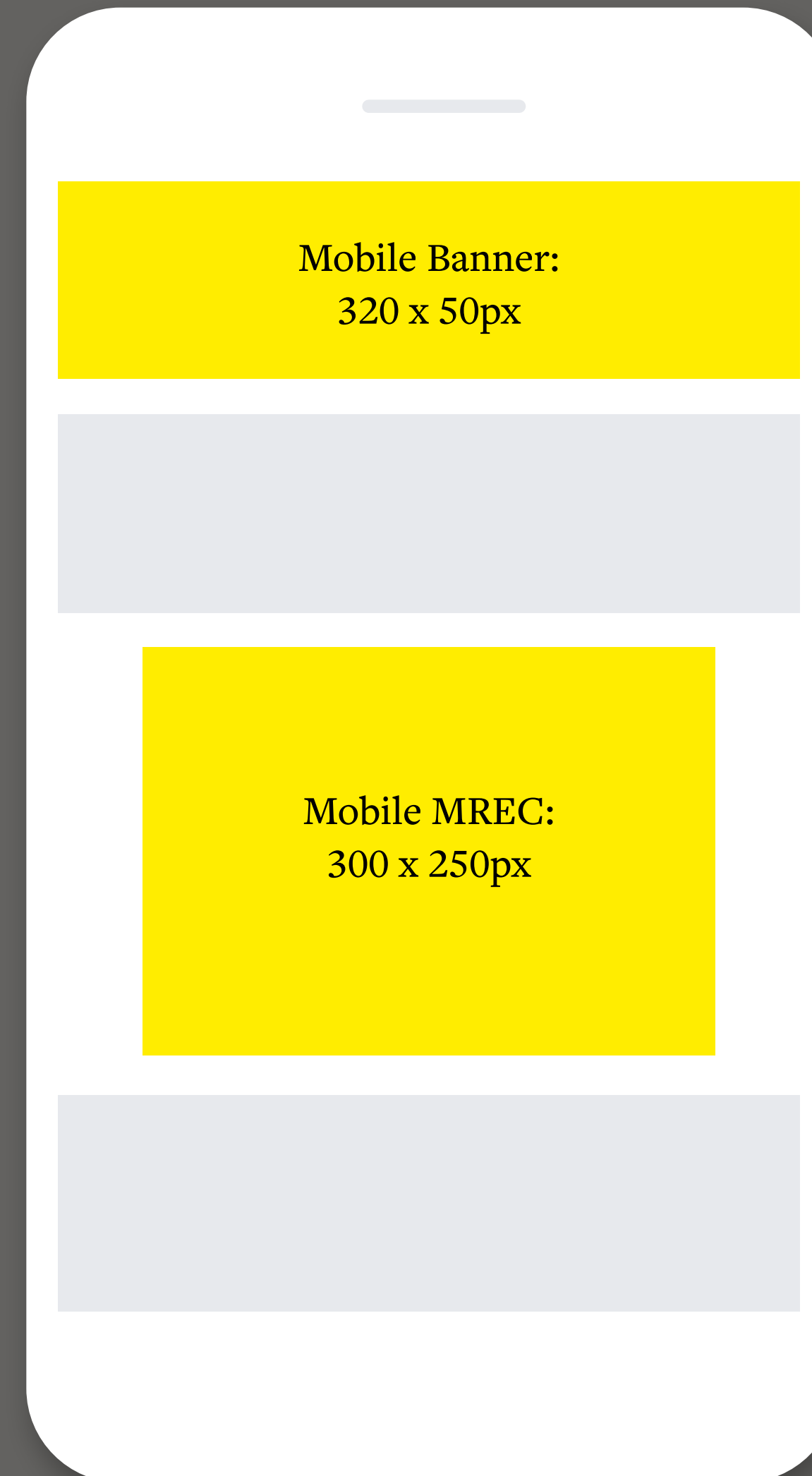
Full page

- Banner and MREC advertising in Australian Foreign Affairs EDMs: \$800
- Banner and MREC advertising in Friends of Quarterly Essay EDM (one email per list): \$3000

AFA WEEKLY DIGITAL ADVERTISING

- 3 month advertising package in AFA Weekly (Banner and 3x MRECs in total 12 EDMs): \$5000
- 1 month advertising package in AFA Weekly (Banner and 3xMRECs in total 4 EDMs): \$2200
- Single EDM advertising in AFA Weekly (Banner and 3xMRECs in total 1 EDM): \$600

All prices exclude GST.



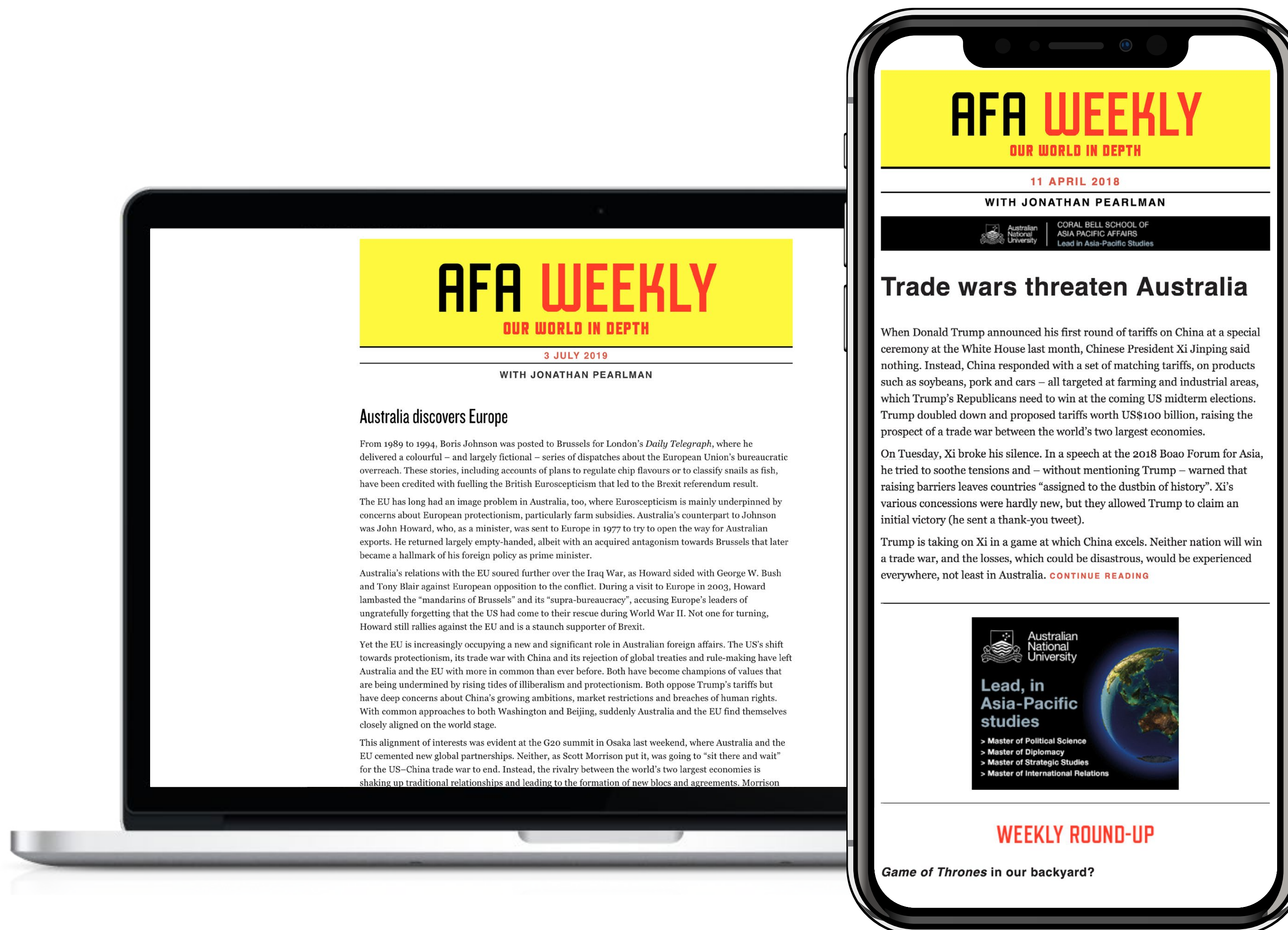
AFA Weekly is a free digital newsletter published each Wednesday by Schwartz Media's Australian Foreign Affairs journal.

Written and curated by editor Jonathan Pearlman, it features news and insights on crucial world events and their effect on Australia.

It includes links to commentary and reporting by leading foreign policy thinkers from Australia and around the world.

ADVERTISING HIGHLIGHTS

- Monthly buyouts
- Casual bookings available
- 4 premium ad spots per newsletter (1 banner and 3 MRECs)



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