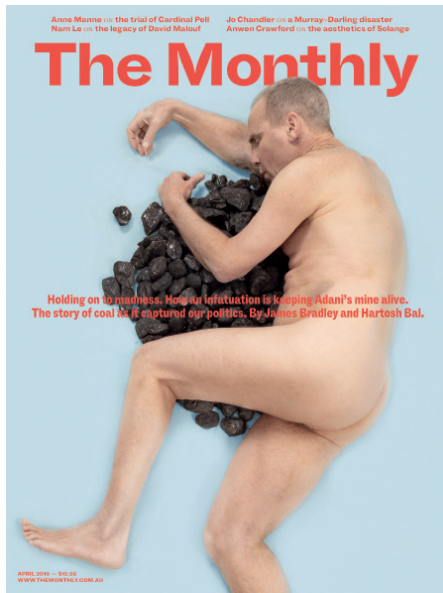


Media Kit 2020

# The Monthly



# Our craft

The creation of quality media

**The Monthly** is a stunning success and a stand-out achiever as both a print and digital brand. The overarching philosophy of *The Monthly* comes from Schwartz Media's commitment to uncompromising quality, and is best summarised by four key elements.

## Passion

Morry Schwartz, the founder of Schwartz Media, 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 magazine or a newspaper, every publication is still created with the individual care and attention it deserves.

## Experience

With more than 40 years of experience curating and editing Australia's most influential writing and journalism, Schwartz Media has a long reputation for excellence. As well as publishing the country's leading current affairs magazine, Schwartz Media publishes the groundbreaking weekend newspaper, *The Saturday Paper*, and sits proudly alongside an experienced book publisher, Black Inc., and the agenda-setting Quarterly Essay.

## Distinction

*The Monthly* offers comprehensive long-form journalism – content that is sadly neglected elsewhere in the media landscape. With a range of unique voices, *The Monthly* also maintains a sense of trust and independence that can't be imitated. Its bold design and premium production are merely an extension of this commitment to quality journalism.

## Influence

*The Monthly* has lasting relationships with Australia's most awarded and respected writers – all edited with a rare commitment to excellence. The mix of experienced contributors and fresh talent ensures *The Monthly* is always the first choice for both writers and readers.

## The Monthly

THE  
**SATURDAY PAPER**

7am

**QUARTERLY ESSAY**

AUSTRALIAN  
**FOREIGN  
AFFAIRS**

# Ongoing conversations

The best writing on Australian politics, society and culture

**The Monthly** is a proud celebration of print and the written word. The design of the magazine itself is always elegant and tactile.

In an increasingly disposable culture, the things we keep define us. Our readers revisit each issue over and over, taking time to engage with it on a more meaningful level. And when they're finally finished with it, they prefer to hold on to it or to share it with friends and family.

As well as being delivered to subscribers and newsagents right across Australia, *The Monthly* has a digital offering with the same commitment to quality. While the print magazine and app foster a strong monthly touchpoint with our readers, our website, emails and social media channels foster ongoing daily relationships.



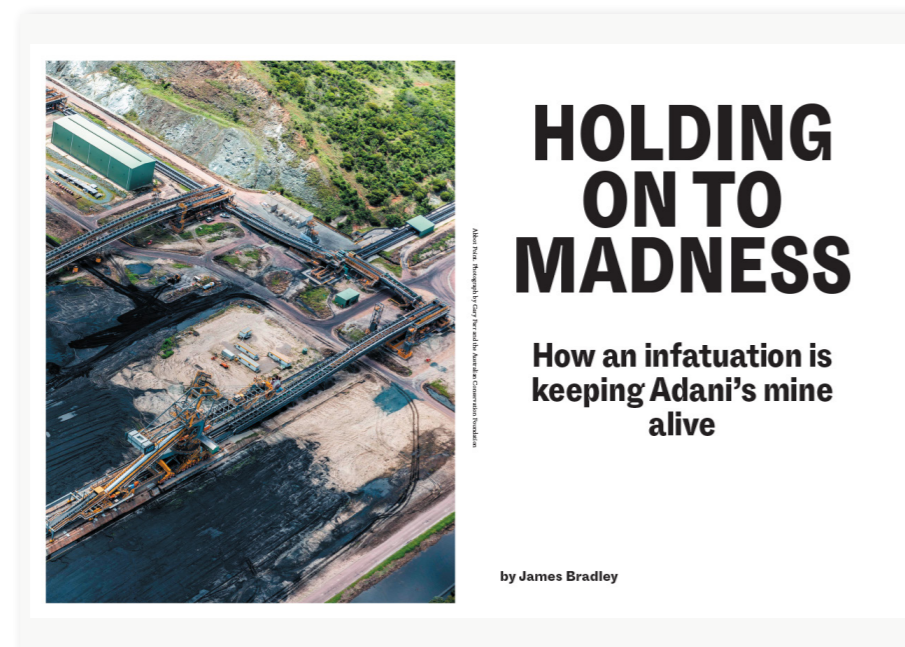
# A simple idea

**A smarter magazine attracts  
a premium audience**

**We believe** an intelligent, thoughtful magazine attracts a very particular kind of reader – one who expects both excellence and elegance.

*The Monthly* is a carefully crafted and curated magazine that attracts readers who, in an increasingly one-dimensional culture, seek a greater level of depth and nuance to their understanding of the world.

With the nation's finest writers covering the very latest in politics, arts and culture, it's no surprise that our readers can be found at the very pinnacle of their fields – from business leaders and senior journalists to CEOs and prime ministers.



# Exclusive reach

**An audience you won't  
find anywhere else**

**Any brand** that hopes to influence the premium segment of the market first has to find it. *The Monthly* attracts a highly engaged and incredibly loyal audience. On average, they've been readers for five years and devote an incredible 89 minutes to every issue.

As well as a loyal and engaged audience, *The Monthly* provides access to an exclusive and elusive reader: 61 per cent don't read *The Sydney Morning Herald*, *The Age*, *The Australian* or *The Australian Financial Review* on weekends. And why is that? Simple: 88 per cent of readers say *The Monthly* has content they can't find anywhere else.

**254,000**  
cross-platform audience

**162,000**  
print readership

**139,000**  
web and app readership

**43/57%**  
desktop and tablet/mobile

**2.7%**  
app advertising CTR

**27,000**  
daily email subscribers

**36,000**  
weekly email subscribers

**2000+**  
retail outlets

SOURCES:  
Roy Morgan Research, December 2019.  
Google Analytics, November 2019.  
Campaign Monitor, November 2019.

# Premium audience

## Meet The Monthly's readers

The Monthly's readers are highly educated, affluent and influential. They enjoy high-status careers and command significant purchasing power.

They typically hold top-tier 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. They're in their peak earning years, with a range of investments and a mortgage on an inner-city home. Although they're steady consumers, they prefer high-quality, luxury brands with bespoke, artisan and sustainable qualities.

**51**

average age \*

**50/50%**

male / female\*

**40%**

skilled professionals

### Age breakdown

28%	18 – 34
20%	35 – 49
26%	50 – 64
26%	65 +

### Location

33%	Victoria
33%	New South Wales
10%	Queensland
7%	Western Australia
6%	South Australia
6%	ACT
4%	Tasmania
1%	Northern Territory

### Employment

40%	Skilled professional
14%	Owner/partner
10%	Mid-management
10%	Skilled worker
9%	Academic
7%	Senior management
5%	Admin/office clerk
5%	Chair/CEO/MD

SOURCES: *The Monthly* reader survey, 2017.  
\* Roy Morgan Research, September 2019.

### Affluent

**\$462,000**

average savings and investments\*

33%	earn more than \$100,000 per year
18%	earn more than \$130,000 per year
8%	earn more than \$200,000 per year

### Informed

**98%**

are well informed about politics

92%	are regular book buyers
67%	are passionate about culture and the arts

### Cultured

**6.7m**

combined attendances at galleries, films, concerts and performances per year

2x	more likely to be in the “Leading Lifestyle” and “Metrotechs” personas*
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### Intelligent

**95%**

are CEOs, MDs, chairs, managers, entrepreneurs or skilled professionals

82%	are university educated
54%	have a postgraduate degree
52%	are in the “Socially Aware” values segment*
7x	more likely to have ethical equity funds/trusts*

### Engaged

**89mins**

spent reading an issue on average

98%	trust rating, more trusted than the ABC
61%	do not read <i>The Sydney Morning Herald</i> , <i>The Age</i> , <i>The Australian</i> or <i>The Australian Financial Review</i> on weekends*

### A year in the life

The average reader generates the following activity over the course of a year:

19	books purchased
12	cinema visits
8	art exhibition visits
6	museum visits
5	theatre visits
4	classical concert visits

The volume of the readership's purchasing over the course of a year equates to:

24,420	new cars (European car bias)
768,000	trips booked in Australia and overseas*
104,000	interstate cultural getaways
8500+	postgraduate enrolments
15,000	home loans
6800	new homes
\$283m	in donations to charities

# Print advertising

## Rates and specifications

### Print rates\*

PAGE	CASUAL	x3	x6	x12	PREMIUM POSITIONING	
Double-page spread	\$10,500	\$9975	\$9450	\$8925	Outside back cover	+50%
Full page	\$6500	\$6175	\$5850	\$5525	Opposite Contents	+30%
Half page (vertical or horizontal)	\$4500	\$4275	\$4050	\$3825	Opposite Contributors	+25%
Quarter page (vertical or horizontal)	\$2500	\$2375	\$2250	\$2125	Inside front cover DPS	+25%
Limited inserts available	POA				Early RHP	+20%
Flysheet advertising available	POA				Early LHP	+15%
					Other guaranteed positioning	+10%

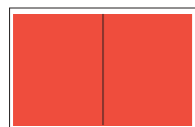
\*All rates include agency commission but exclude GST.

### Specifications (H x W mm)

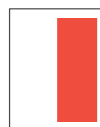
PAGE	TRIM SIZE	BLEED SIZE	TYPE AREA
Full page (outside back cover)	275 x 210	285 x 220	265 x 200
Full page	263 x 198	No bleed	253 x 188
Double-page spread	263 x 408	No bleed	253 x 398
Half page (vertical)	248.5 x 89.5	No bleed	238.5 x 88.5
Half page (horizontal)	123 x 185	No bleed	113 x 175
Quarter page (vertical)	123 x 89.5	No bleed	113 x 88.5
Quarter page (horizontal)	59 x 185	No bleed	49 x 175

### Print

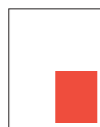
DPS



HALF PAGE (VERT.)



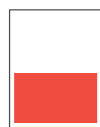
QUARTER PAGE (VERT.)



FULL PAGE



HALF PAGE (HORI.)



QUARTER PAGE (HORI.)



### Deadlines

ISSUE	ON-SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERTS DEADLINE
February 2020	3 February, 2020	15 January, 2020	20 January, 2020	10 January, 2020
March 2020	2 March, 2020	12 February, 2020	17 February, 2020	14 February, 2020
April 2020	30 March, 2020	11 March, 2020	16 March, 2020	13 March, 2020
May 2020	27 April, 2020	8 April, 2020	13 April, 2020	9 April, 2020
June 2020	1 June, 2020	13 May, 2020	18 May, 2020	15 May, 2020
July 2020	29 June, 2020	10 June, 2020	15 June, 2020	12 June, 2020
August 2020	3 August, 2020	15 July, 2020	20 July, 2020	17 July, 2020
September 2020	31 August, 2020	12 August, 2020	17 August, 2020	14 August, 2020
October 2020	28 September, 2020	9 September, 2020	14 September, 2020	11 September, 2020
November 2020	2 November, 2020	14 October, 2020	19 October, 2020	16 October, 2020
Dec 2020 – Jan 2021	30 November, 2020	11 November, 2020	16 November, 2020	13 November, 2020

### Dispatch

To minimise error and to ensure accurate reproduction, we require delivery of material via Adstream or Adsend:

SERVICE	PUBLICATION	BOOKING NO.	WEBSITE
Adstream	The Monthly	Provided by Schwartz Media	adstream.com.au
Adsend	The Monthly	Provided by Schwartz Media	adsend.com.au

### Print specs

Artwork files should be supplied in press-ready PDF format in accordance with these guidelines:

Fonts:	All fonts embedded
Resolution:	All images 300 DPI at 100% of printed size
Colour:	Full CMYK
Max ink weight:	280%
Crop marks:	None (except for full page OBC)

Ads will be published with a 5mm white border.

### Special bumper issues

#### Arts Issue (October)

The October issue combines ambitious essays with reviews and profiles of our most innovative artists and organisations. Target: 35+, highly educated, arts and culture consumers.

#### Summer Issue (December–January)

The annual bumper-sized issue draws from our best writers to create the perfect holiday read. Target: 35+, highly educated, general interest readers.

# Essential emails

## Valuable online touchpoints

As with the print and online magazine, an email from *The Monthly* is defined by its high editorial standards. Whether it's the most important news of the day or a personalised introduction to the latest issue, whatever *The Monthly* sends is sure to stand out in a crowded inbox.

### Advertising highlights

- Premium packages with exclusivity
- Daily, weekly or monthly buyouts
- Casual bookings available

### The Monthly Today

4PM WEEKDAYS

The Monthly Today is the essential account of the day's politics, published in the afternoon to make sense of everything that has happened since breakfast. It also provides highlights from the magazine and the latest culture reads.

### Sunday Reads

6AM SUNDAYS

Sunday Reads draws together the best of *The Monthly* from the past week. It's the perfect platform for catching up on the latest political news, commentary, arts reviews and more.



# Digital advertising

## Website roadblock



PREMIUM — \$150 CPM, 100% SOV

- Desktop and tablet display:
- Billboard
  - Half page
  - Leaderboard



MOBILE — \$150 CPM, 100% SOV

- Mobile display:
- Mobile banner
  - MREC
  - Mobile banner

## App



APP — \$2500, FULL PAGE

- iPad/iPhone
- Android

## Advertisement Specs

WEBSITE	SIZES (w x h px)	ACCEPTED FILE TYPES
Billboard	970 x 250	jpg, gif, html5, third-party
Half page	300 x 600	jpg, gif, html5, third-party
Leaderboard	728 x 90	jpg, gif, html5, third-party
Mobile banner	320 x 50	jpg, gif, html5, third-party
MREC	300 x 250	jpg, gif, html5, third-party
APP		
Full page	768 x 1024	jpg, png, gif, html5 (no third-party)
EDM		
MREC	300 x 250	png or gif only
“Brought to you by <Advertiser>” banner	300 x 50	png (solid background colour RGB)

### Standard display ad requirements:

- Creative material must not contain flashing / strobing effects or rapid image sequences.
- Animated GIF ads can only loop twice.
- Maximum animation time is 15 seconds. All animation, including loops, must stop within 15 seconds.

## Email



### THE MONTHLY TODAY

MREC 1:	\$1000
MREC 2:	\$500
MREC 3:	\$250

### SUNDAY READS

MREC 1:	\$1500
MREC 2:	\$1000
MREC 3:	\$500

### THE MONTHLY TODAY EMAIL

SPONSOR — \$2500

- “Brought to you by <Advertiser>”
- All ad units, 100% SOV

SUNDAY READS EMAIL SPONSOR — \$3500

- “Brought to you by <Advertiser>”
- All ad units, 100% SOV

All rates include agency commission but exclude GST.

### ADVERTISER'S NOTE

On our website, one advertiser exclusively occupies all ad slots on a single page. This provides maximum engagement between brands and readers.

### BOOKING DEADLINE

5 days prior to activity start date

### MATERIAL DEADLINE

3 days prior to activity start date

### MATERIAL DISPATCH

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