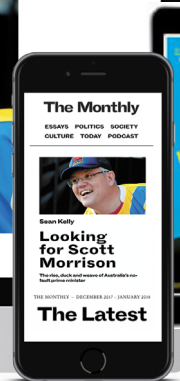


Media Kit 2019

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 more than 600 of Australia's most awarded and respected writers – all edited with a rare commitment to perfection. 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

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.



The image displays a multi-platform presence for 'The Monthly'. On the left is a print magazine cover featuring a portrait of Scott Morrison with the headline 'We can all be winners'. In the center is a desktop computer monitor showing the website's homepage with a navigation menu (ESSAYS, POLITICS, SOCIETY, CULTURE, TODAY, PODCAST) and a large photo of a man in a blue cap. To the right of the monitor is a tablet displaying the magazine cover, and in front of it is a smartphone showing a 'The Monthly' app interface with a 'Looking for Scott Morrison' article. Further right is another smartphone displaying an email newsletter titled 'The Monthly Today' with a 'Unfriendly competition' article. On the far right are the Facebook and Twitter social media icons.

Magazine **Website & app** **Email** **Social media**

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.

by Ceridwen Dovey 22

THE FOUNTAIN OF YOUTH

**David Sinclair
believes age is a disease
we can treat**



THE MONTHLY — ESSAY David Sinclair © Nil Water / Puffin Media 23

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: 52 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.

239,000

cross-platform audience

150,000

print readership

171,000

web and app readership

45/55%

desktop and tablet/mobile

2.7%

app advertising CTR

27,000

daily email subscribers

38,000

weekly email subscribers

2000+

retail outlets

SOURCES:

Roy Morgan Research, March 2019.

Google Analytics, Dec 2018.

Campaign Monitor, Dec 2018.

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 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.

54

average age *

51/49%

male / female*

40%

skilled professionals

Age breakdown

28% 18 – 34

20% 35 – 49

22% 50 – 64

30% 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, Sept 2018.

Affluent

\$434,000

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

7.5x more likely to be in the “New School Cool” persona*

Intelligent

95%

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

82% are university educated

54% have a postgraduate degree

58% are in the “Socially Aware” values segment*

8x more likely to have ethical equity funds/trusts*

Engaged

89mins

spent reading an issue on average

98% trust rating, more trusted than the ABC

52% do not read *The Sydney Morning Herald*, *The Age*, *The Australian* or *The Australian Financial Review* 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 OS*

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% |

Specifications (H x W mm)

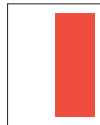
| PAGE | TRIM SIZE | BLEED SIZE | TYPE AREA |
|--------------------------------|--------------|------------|--------------|
| Full page (outside back cover) | 275 x 210 | 285 x 220 | 265 x 200 |
| Full page | 263 x 198 | No bleed | 253 x 188 |
| Double-page spread | 263 x 408 | No bleed | 253 x 398 |
| 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.)



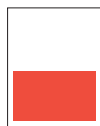
QUARTER PAGE (VERT.)



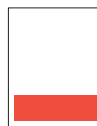
FULL PAGE



HALF PAGE (HORI.)



QUARTER PAGE (HORI.)



Deadlines

| ISSUE | ON-SALE DATE | BOOKING DEADLINE | MATERIAL DEADLINE | INSERTS DEADLINE |
|---------------------|--------------------|--------------------|--------------------|--------------------|
| May 2019 | 2 May, 2019 | 10 April, 2019 | 15 April, 2019 | 12 April, 2019 |
| June 2019 | 3 June, 2019 | 15 May, 2019 | 20 May, 2019 | 17 May, 2019 |
| July 2019 | 1 July, 2019 | 12 June, 2019 | 17 June, 2019 | 14 June, 2019 |
| August 2019 | 29 July, 2019 | 10 July, 2019 | 15 July, 2019 | 12 July, 2019 |
| September 2019 | 2 September, 2019 | 14 August, 2019 | 19 August, 2019 | 16 August, 2019 |
| October 2019 | 30 September, 2019 | 11 September, 2019 | 16 September, 2019 | 13 September, 2019 |
| November 2019 | 28 October, 2019 | 9 October, 2019 | 14 October, 2019 | 11 October, 2019 |
| Dec 2019 – Jan 2020 | 2 December, 2019 | 13 November, 2019 | 18 November, 2019 | 15 November, 2019 |
| 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 |

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 Reading Issue (December–January)

The annual bumper-sized issue mixes fiction and nonfiction 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

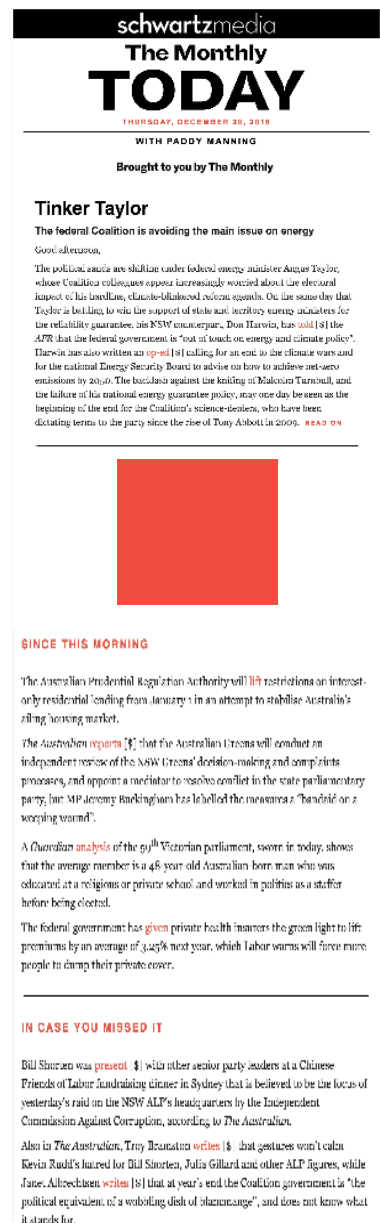
4PM WEEKDAYS

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 / app



PREMIUM — \$170 CPM, 100% SOV

Desktop and tablet display:

- Billboard
- Half page
- Leaderboard



BASIC — \$120 CPM, 100% SOV

Desktop and tablet display:

- Leaderboard
- MREC
- Leaderboard



MOBILE — \$120 CPM, 100% SOV

Mobile display:

- Mobile banner
- MREC
- Mobile banner

APP — \$2500, FULL PAGE

- iPad/iPhone
- Android

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

Advertisement Specs

| WEBSITE | SIZES (w x h px) | ACCEPTED FILE TYPES | ADVERTISER'S NOTE |
|---|------------------|---------------------------------------|---|
| Billboard | 970 x 250 | jpg, gif, html5, third-party | On our website, one advertiser exclusively occupies all ad slots on a single page. This provides maximum engagement between brands and readers. |
| 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 | | | BOOKING DEADLINE |
| Full page | 768 x 1024 | jpg, png, gif, html5 (no third-party) | 5 days prior to activity start date |
| EDM | | | MATERIAL DEADLINE |
| MREC | 300 x 250 | png or gif only | 3 days prior to activity start date |
| “Brought to you by <Advertiser>” banner | 300 x 50 | png (solid background colour RGB) | MATERIAL DISPATCH |
| | | | jadeb@schwartzmedia.com.au |

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.

Schwartz Media

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