

Schwartz

The Saturday Paper

7am

The Monthly

² Contents

Our Craft	1
The Monthly	
Reach	2
Audience	3
Print Advertising	4
Deadlines	5
Essential Emails	6
Digital Advertising	7
The Saturday Paper	
Reach	8
Audience	9
Print Advertising	10
Deadlines	11
Essential Emails	12
Digital Advertising	13
Audio	
Reach	14
Audio Advertising	15
Contact us	

22-24 Northumberland St,
Collingwood VIC 3066



Our craft

The making of quality media

Distinction

Schwartz Media offers comprehensive long-form journalism – content that is sadly neglected elsewhere in the media landscape.

With a range of unique voices, Schwartz Media publications also maintain 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.

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.

Influence

Schwartz Media 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 Schwartz Media's publications are always the first choice for both writers and readers.

Experience

With more than 40 years of experience curating and editing Australia's most influential writing and journalism, Schwartz Media has a longstanding reputation for excellence.

As well as publishing the country's leading current affairs magazine, *The Monthly*, 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*.

The Monthly

Long-form journalism from top Australian writers and thinkers, covering politics, culture, and ideas.



The Monthly

The Monthly is a proud celebration of print and the written word. The design of the magazine 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.

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 have been readers for five years and devote an incredible 117 minutes to every issue.

As well as a loyal and engaged audience, The Monthly provides access to an exclusive and elusive reader: 63 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: 78 percent of readers say The Monthly has content they can't find anywhere else.

236,000 monthly readers cross-platform

20 years in 2025

98.2% find The Monthly trustworthy

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.

16
books purchased

13
cinema visits

9
art exhibitions

8
museum visits

6
theatre visits

4
classical concert visits

5
music concerts

805k
cultural getaways

125k
overseas trips

57k+
business class flights

40k+
home loans

9,750
postgraduate enrolments

\$441m
in donations to charity organisations

\$205m
spent on red wine



by Judith Brett

Don Watson on the folly of AUKUS
Plus Kate Grimble, James Broder and more

AUNG SAN SUU KIY: The last days of a political icon

¹² An analysis of
The Monthly's
readers

Average age*	Male/Female*	Employment
52	47/53%	45% Skilled professional
Age breakdown		
23% 14 - 34	26% 50 - 64	15% Academics
22% 35 - 49	29% 65+	5% Owner/Partners/GM
Location		
VIC	35.5%	8% Senior Management
N.S.W	34%	7% Chair/CEO/MD
QLD	10%	
A.C.T	10%	

Sources

Roy Morgan Research, June 2020.
Google Analytics, June 2020.
Campaign Monitor, June 2020.

¹³ We believe an intelligent, thoughtful magazine attracts a very particular kind of reader – one who expects both excellence and elegance.

The Saturday Paper

A weekly newspaper that provides in-depth coverage of the week's key events.



News, opinion, life and world

The Saturday Paper is the finest example of the craft of news publishing in Australia today. It's an effortlessly stylish print and digital newspaper that features generous use of white space, a mastery of language and a burning desire to tell the whole story.

This is the type of reading that you seek out, that you want to spend time with and enjoy. The fully responsive website and app have been designed to put content front and centre, with layouts that are respectful of advertising space and that provide an uncluttered environment for seamless navigation.

In a world that seems harder to understand with every passing day, readers are demanding more – they demand news with substance, depth, insight and intelligence. But more than that, they demand journalism that treats them with respect.

The Saturday Paper has an extraordinarily loyal and engaged readership. On average, each person spends 103 minutes reading each issue. The reason is simple: 78% of our readers tell us that The Saturday Paper has content they can't find anywhere else.

374,000 monthly readers
cross-platform

**Multi-award winning
journalism**

98.4% find The Saturday
Paper trustworthy

Our advertisers reach an exclusive and unique audience. For many readers, The Saturday Paper is now the only commercial media they consume. In fact, 55% of readers do not read The Sydney Morning Herald, The Age, The Australian or The Australian Financial Review on weekends.

This is a newspaper for brands that aim to start conversations in an exclusive, premium segment of the media market. This is a newspaper for brands that want to influence, not just advertise.

16
books
purchased

13
cinema
visits

9
art
exhibitions

8
museum
visits

6
theatre
visits

4
classical
concert visits

5
music
concerts

805k
cultural
getaways

125k
overseas
trips

57k+
business
class flights

40k+
home
loans

9,750
postgraduate
enrolments

\$441m
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\$205m
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red wine

An analysis of The Saturday Paper's readers

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QLD	10%	
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Sources

Roy Morgan Research, June 2020.
Google Analytics, June 2020.
Campaign Monitor, June 2020.

Our readers are highly educated, affluent and influential, with senior positions in business, education, health, government, law, social enterprise, media and the arts.

They command significant purchasing power and prefer the highest quality brands with bespoke, artisan and sustainable qualities.

Their spare time is spent on conferences, travel, culture, dining out, reading and postgraduate studies. Their aim is to be a positive influence on society and look to The Saturday Paper to add insight to their understanding of the world.

Affluent	Engaged, informed and cultured*
\$450k average savings and investments*	95% are CEOs, MDs, chairs, managers, entrepreneurs, academic or skilled professionals
29% > \$100,000 p/a	79% are university educated
15% > \$130,000 p/a	48% have a postgraduate university qualification
6% > \$200,000 p/a	55% are in the "Socially Aware" values segment*
1.2% > \$300,000 p/a	6x more likely to have ethical equity funds/trusts*

Essential Emails

Post
Weekday mornings
41,000 subscribers

The Saturday Briefing
Weekends
61,000 subscribers

The Arts
Weekly
35,000 subscribers

The food
Weekly
63,000 subscribers

Sunday Reads
Weekends
38,000 subscribers



Post A daily newsletter from The Saturday Paper.
Get the news you need to your inbox every weekday morning.

The Saturday Briefing
Editor's highlights from each week's edition of The Saturday Paper.



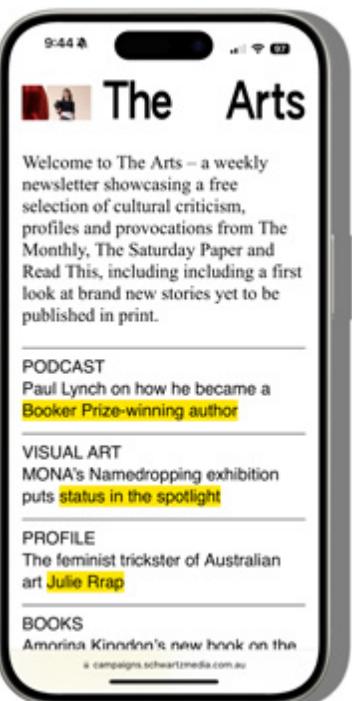
Valuable online touchpoints

The Saturday Briefing and The Briefing are essential guides to news, politics and culture, delivered directly to inboxes all over the country.

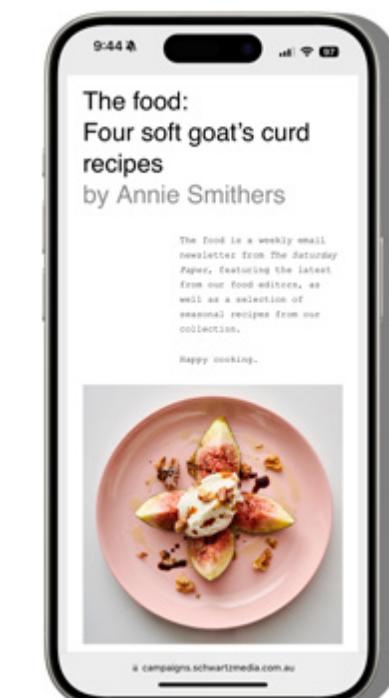
Post is the first email you'll open each morning. Max Opray carefully curates the day's best content and delivers

it with a strong analytical voice and plenty of personality.

The Saturday Briefing represents the highlights from each issue of The Saturday Paper. It is a taste of the weekend essentials on news, comment, culture and life.



The Arts
A weekly selection of cultural criticism, profiles and provocations from The Monthly and The Saturday Paper



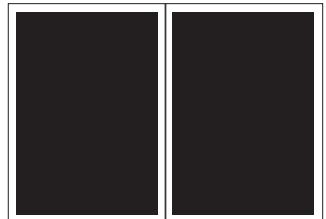
The food
A weekly email bringing you the latest recipe from The Saturday Paper's food editors, along with a selection of other seasonal recipes.



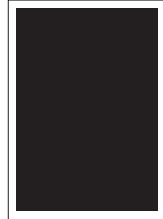
Sunday Reads
A weekly selection of the latest essays, commentary, arts reviews and more from The Monthly.

Print Advertising

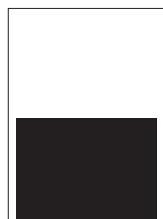
The Monthly



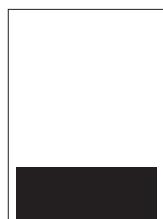
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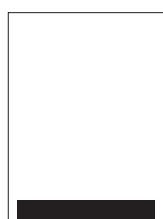
Full page
374x260



Mini strip
45x260

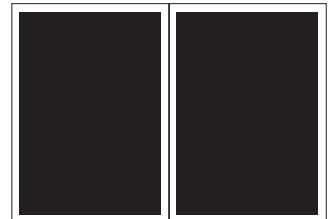


Quarter page
92x260

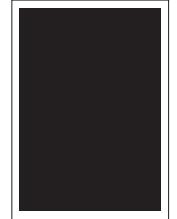


Mini strip
45x260

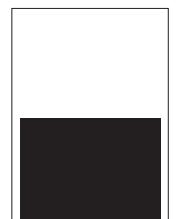
The Saturday Paper



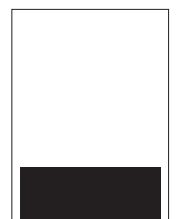
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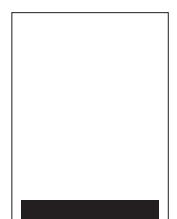
Full page
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Mini strip
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Quarter page
92x260



Mini strip
45x260

Booking deadline
is 5pm Monday in the week of publication.

Material deadline
is midday Wednesday in the week of publication.

Insert deadline
is 2 weeks prior to the publication date.

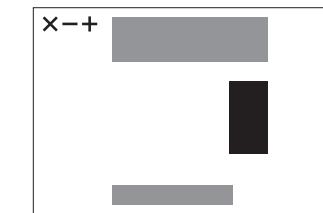
Digital Advertising

Roadblocks

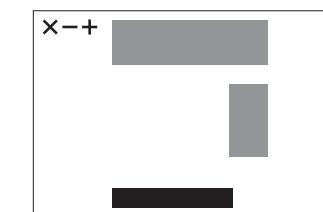
Desktop & Tablet



Billboard
970x250



Half page
600x300



Leaderboard
728x90

Mobile



MREC
250x300



Mobile
320x50

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



Full advertising rates, specifications and deadlines, scan the QR code or visit schwartzmedia.com.au/advertise



7am

Are you listening?

30,000

subscribers

#5

on the Australian
Podcast ranker

49,000

downloads per
episode

Top 10

listened to news
podcasts on Spotify

95%

completion rate



1.15m

Downloads per month

Well researched, thorough.
An excellent podcast for Australian
current and political affairs.



In-depth interviews and sharp analysis

On May 27, 2019 Schwartz Media launched a daily news podcast, 7am. Each weekday 7am tells the news through in-depth, energetic interviews and sharp analysis, all in time for the morning commute. It presents new voices and new ways of telling stories; these are conversations you join.

7am takes a single story and unpacks it with Schwartz Media's award-winning team of journalists and contributors – scenes unfold, detail by detail. Aided by music and archival material, 7am brings together news and narrative to answer the big questions facing our country.

Running for 12 to 18 minutes, 7am gives listeners context, narrative and insight. It is idiosyncratic, accessible, inquisitive and trustworthy. This is the intelligence of Schwartz Media, out loud.

7am is made for educated professionals or creatives, aged 25 to 65, with a busy work/life schedule who are in search of the full story.

This is a sophisticated audience that consumes news, mostly on their phone, during the gaps in their day – during the morning commute, on their lunchbreak or in the car.

They are likely already listening to high-quality narrative podcasts made overseas, from outlets such as the BBC, The New York Times, Gimlet and NPR. This audience is desperately seeking a local alternative. They want to hear what's going on day to day, and they want to know what to make of it.

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 brands with bespoke, artisan and sustainable qualities.

This podcast offers a very real opportunity to become an essential part of this demographic's daily routine, by offering smart, concise and informative insight on the news as it affects this country.

93%

listen to each 7am episode entirely

83%

were made more aware of a brand after hearing their ad on 7am

90%

of 7am listeners actively support brands whose values they agree with

86%

of 7am listeners choose brands based on their social and environmental credentials

94%

discuss the podcast with friends and family

49%

say they are usually the first to know about things

Location

VIC	35.5%
N.S.W	34%
QLD	10%
A.C.T	10%

Average age of listener

33 years of age

Partnering with the foremost art and cultural institutions in the country.

Art Gallery of
NSW

Australian
Brandenburg
Orchestra

Australian Centre
of Contemporary
Art (ACCA)

Australian Centre
of the Moving
Image (ACMI)

Australian
Chamber
Orchestra (ACO)

Australian Dance
Theatre

Australian
Museum

Australian World
Orchestra

Bell Shakespeare

Biennale of
Sydney

Brisbane Writers
Festival

Bundanon

Byron Writers
Festival

Canberra Writers
Festival

Museums and
Collections,
University of
Melbourne

Environmental
Film Festival
Australia

Flickerfest

French Film
Festival

Gertrude
Contemporary

Griffin Theatre
Company

Heide Museum
of Modern Art

Horizon Festival

Jewish
International
Film Festival

Jewish Museum
of Australia

Madman
Entertainment
Museum of
Contemporary
Art (MCA)

Malthouse

Melbourne Art
Fair

Melbourne
Recital Centre

Melbourne Fringe

Melbourne
International

Film Festival

Melbourne Queer
Film Festival

Melbourne
Theatre
Company

Monash
University

Museum of Art
(MUMA)

MPavilion

Midsumma
Festival

Museum of
Brisbane

National
Indigenous Art
Fair

National
Museum of
Australia (NMA)

Palace Cinemas

Perth Institute of
Contemporary
Arts (PICA)

Sydney Film
Festival

Red Stitch
Theatre
Company

Semi Permanent

State Library of
Victoria

Sydney Writers'
Festival

TarraWarra
Museum of Art

Triple R

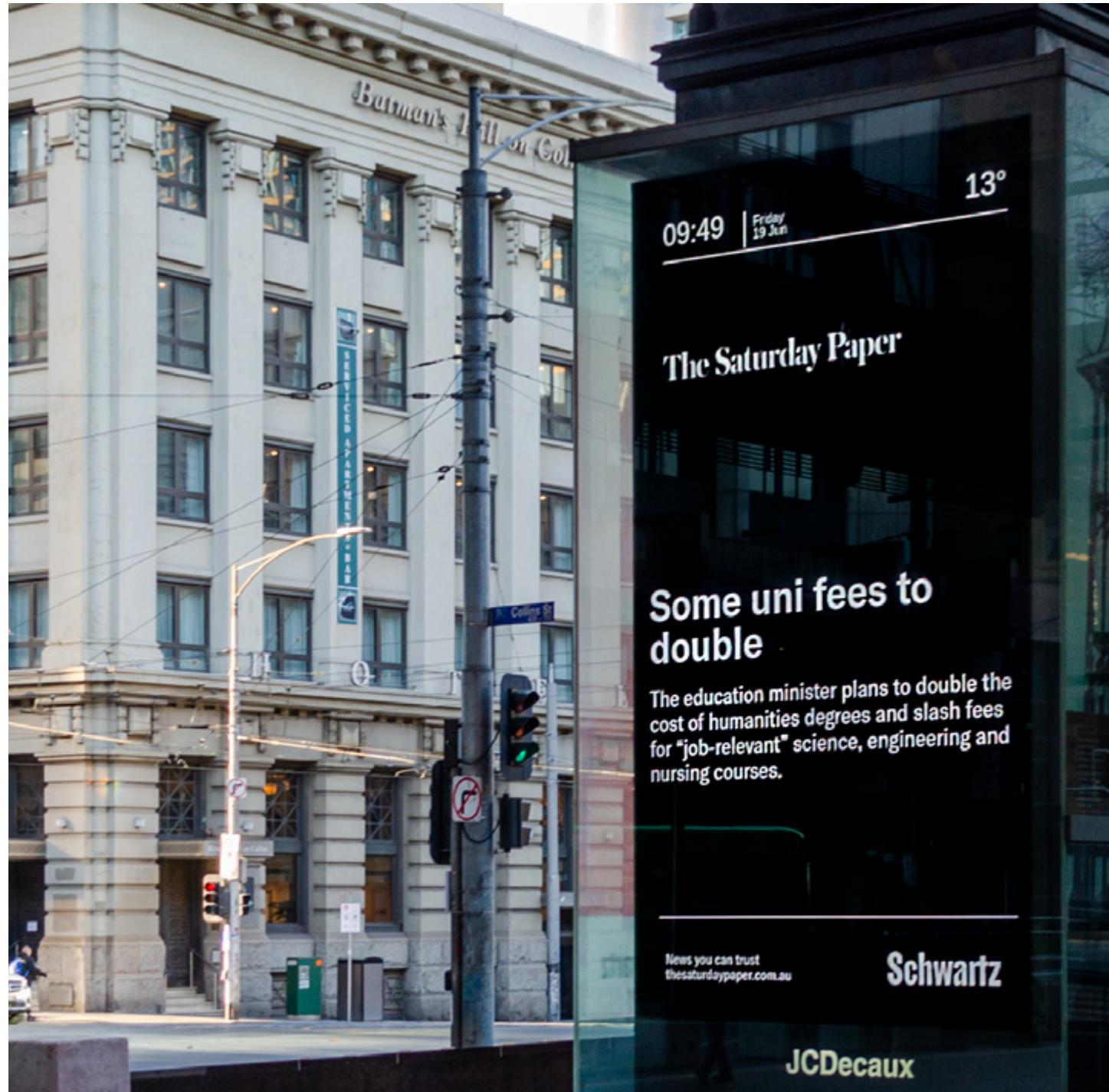
University of
NSW Galleries

Victorian Opera

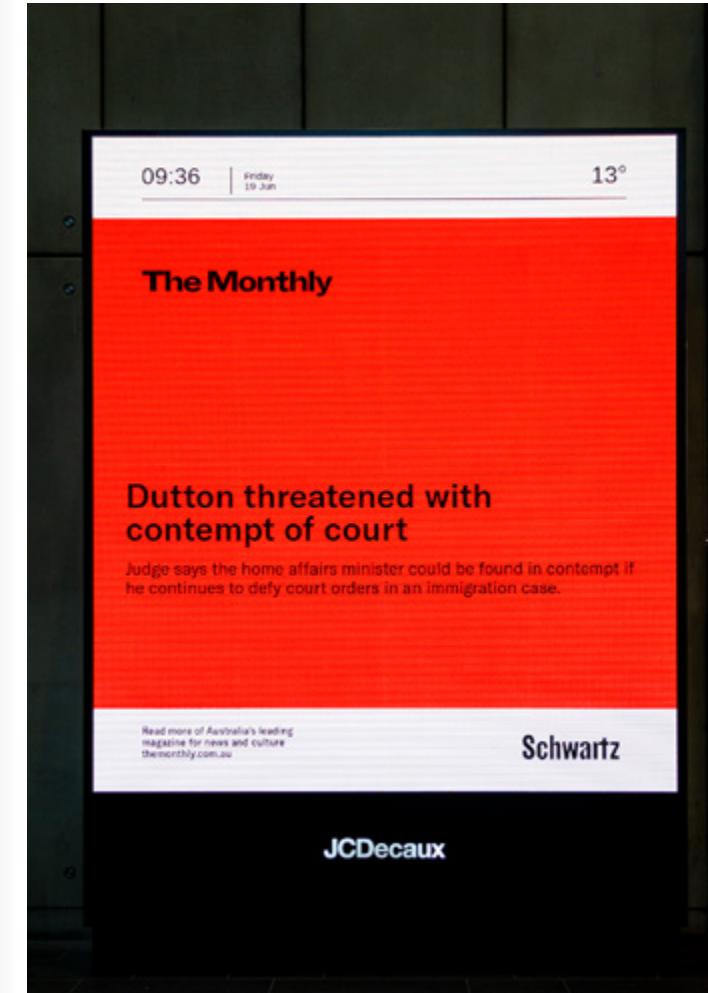
WOMADelaide

AND MORE

Content Partnerships



Schwartz Media has established content partnerships with Apple, Google and JCDecaux as part of our audience engagement and digital news strategy.



Schwartz Media and JCDecaux



Schwartz Media and JCDecaux

Media

22-24 Northumberland St,
Collingwood VIC 3066