

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.

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.

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 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

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

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

805k

cultural getaways

13

cinema visits

125k

overseas trips

9

art exhibitions

57k+

business class flights

8

museum visits

40k+

home loans

6

theatre visits

9,750

postgraduate enrolments

4

classical concert visits

\$441m

in donations to charity organisations

5

music concerts

\$205m

spent on red wine



Juliana Lorenzovich on history, art and insight
Donna Connolly on the ARIA and post-psycho

Don Morrison on the folly of AI/ML
Plus Kate Grenville, James Bradley and more

The Monthly

by Judith Brett

August 2023 - \$16.95

An analysis of The Monthly's readers

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

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

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

Affluent	Engaged, informed and cultured*	
\$450k average savings and investments*	95% are CEOs, MDs, chairs, managers, entrepreneurs, academic or skilled professionals	2.8m yearly combined attendances at galleries, lms, concerts, operas, ballets, arts festivals
29% > \$100,000 p/a	79% are university educated	98% actively follow poltics
15% > \$130,000 p/a	48% have a postgraduate university qualification	63% don't read anything else on weekends
6% > \$200,000 p/a	55% are in the "Socially Aware" values segment*	117 minutes spent reading an issue on average
1.2% > \$300,000 p/a	6× more likely to have ethical equity funds/trusts*	94% trust rating

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
in donations
to charity organisations

\$205m
spent on
red wine

and a yolk

Sour cream Japanese egg salad with shaved cauliflower and potatoes and pickles

Serves 6

Time: 40 minutes (plus two hours for
charred spring onions)

8 x 8-minute eggs refreshed and
peeled, used warm
1 granny smith apple, 2mm dice
50ml white rice vinegar
7 feferoni (pickled chilli)

Potato salad
5 spring onions (whites for salad,
green tops for optional garnish)
600g kipfler potatoes
50ml virgin olive oil
50ml white rice vinegar
1/4 raw cauliflower, finely sliced
salt and pepper

Egg dressing
3 tbsp sour cream
3 tbsp thickened yoghurt
3 tsp English mustard
1 1/2 tsp brown sugar
1 1/2 tsp salt flakes
60ml virgin olive oil
20 grinds black pepper

1. Preheat the oven to 160°C.
2. Cut the green tops off the spring onion
and place on a lined baking tray. Cook
for two hours, until deep green-brown.
(This is optional but makes a great
garnish.)

3. Place kippers in cold salted water and
boil until very tender.
4. Very finely slice the white ends of the
spring onions.

5. Peel and slice the potatoes into three-
centimetre rounds. Splash with 50
millilitres of white rice vinegar and the
same oil virgin olive oil. Add the sliced
spring onions. Cover and keep warm.

6. Crack and peel the eggs and chop or
crush with a fork a little.

7. Dice the apple and cover with 50
millilitres of white rice vinegar. Set aside
for five to 10 minutes.

8. Add all the dressing ingredients to
a bowl and stir to incorporate.
9. Fold the chopped egg into the dressing
and mash with a fork a little more.

10. Remove the apple from the vinegar and
add to the dressing mix.
Shave the cauliflower with a mandolin
or slice with a very sharp knife. Set this
in a dish, then add the potato and finally
spoon over the egg mixture. Garnish
with charred spring onion and a few
feferoni.

Photography by Tim Carter



Overestimation
Mizic-Murray on
the campaign

Unjust and unfair
Daniel James on why treaty
has never been further away
15 | COMMENT

Paper

\$5.00



An analysis of The Saturday Paper’s readers

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Age breakdown		15% Academics
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	22% 35 – 49	8% Senior Management
Location		7% Chair/CEO/MD
	VIC	35.5%
	N.S.W	34%
	QLD	10%
	A.C.T	10%

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	2.8m yearly combined attendances at galleries, lms, concerts, operas, ballets, arts festivals
29% > \$100,000 p/a	79% are university educated	98% actively follow poltics
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6% > \$200,000 p/a	55% are in the “Socially Aware” values segment*	117 minutes spent reading an issue on average
1.2% > \$300,000 p/a	6× more likely to have ethical equity funds/trusts*	94% trust rating

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.



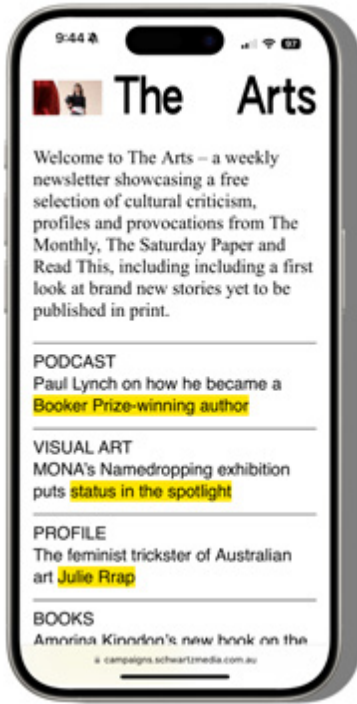
Valuable online touchpoints

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 Oprey carefully curates the day's best content and delivers

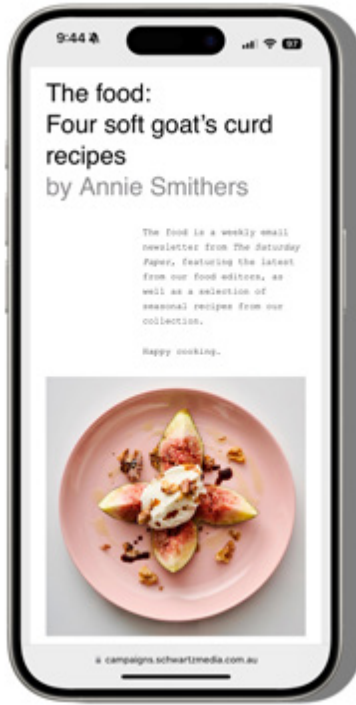
it with a strong analytical voice and plenty of personality.

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

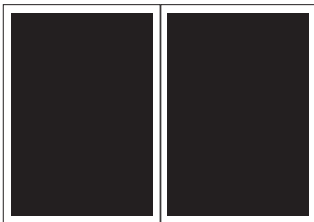
The food 
A weekly email bringing
you the latest recipe
from The Saturday
Paper's food editors,
along with a selection of
other seasonal recipes.



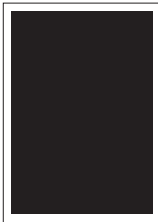
Sunday Reads 
A weekly selection of the
latest essays, commentary,
arts reviews and more from
The Monthly.

Print Advertising

The Monthly




DPS
374x540



Full page
374x260



Mini strip
45x260



Quarter page
92x260



Mini strip
45x260

The Saturday Paper



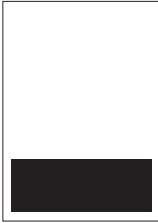
DPS
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92x260



Mini strip
45x260

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

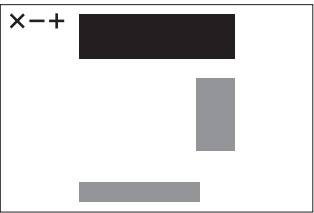
Material deadline
is midday Wednesday in the
week of publication.

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



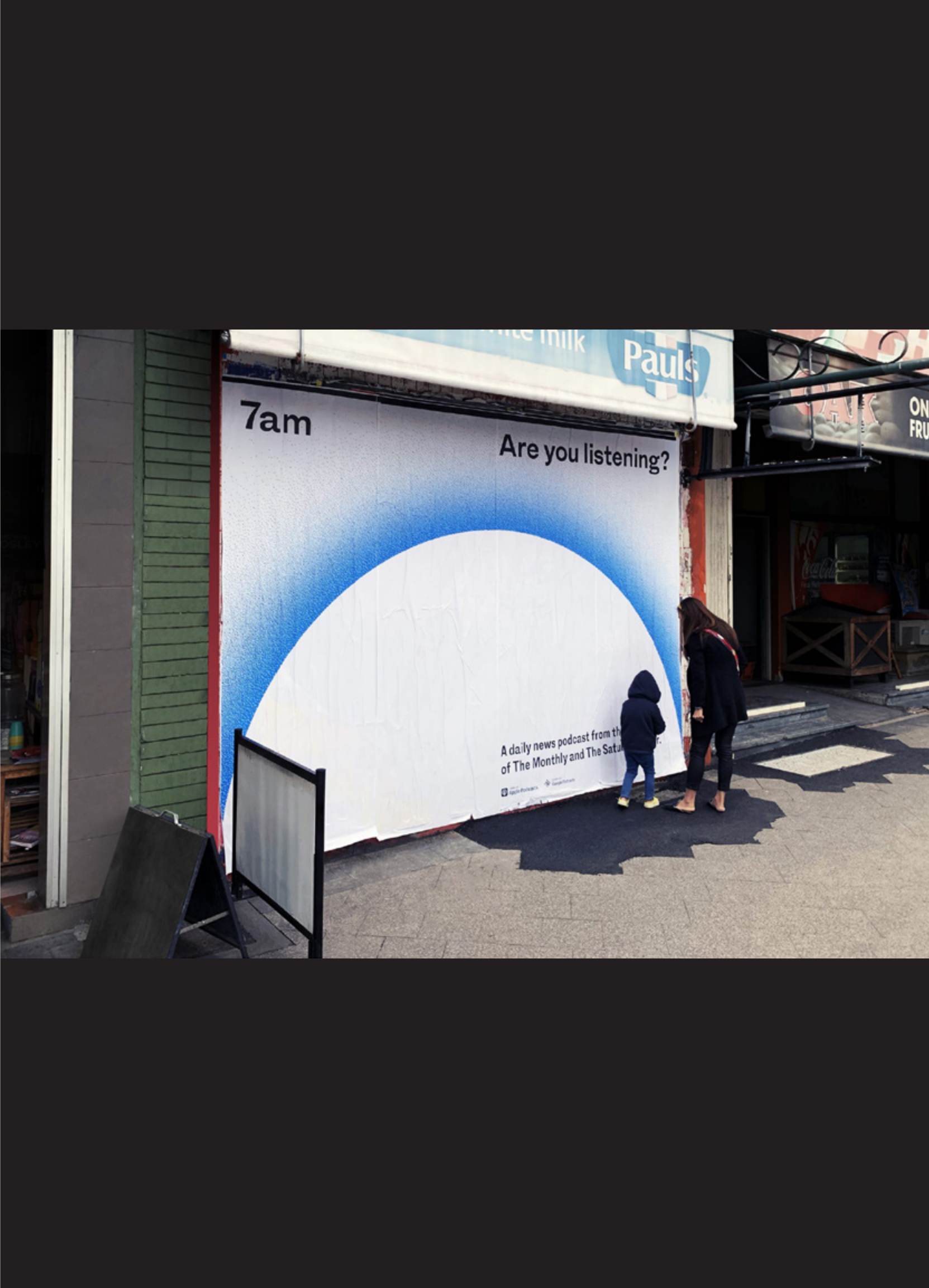
Full full advertising rates, specifications
and deadlines, scan the QR code or vist
schwartzmedia.com.au/advertise



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.

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

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%	83%
listen to each 7am episode entirely	were made more aware of a brand after hearing their ad on 7am
90%	86%
of 7am listeners actively support brands whose values they agree with	of 7am listeners choose brands based on their social and environmental credentials
94%	49%
discuss the podcast with friends and family	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.

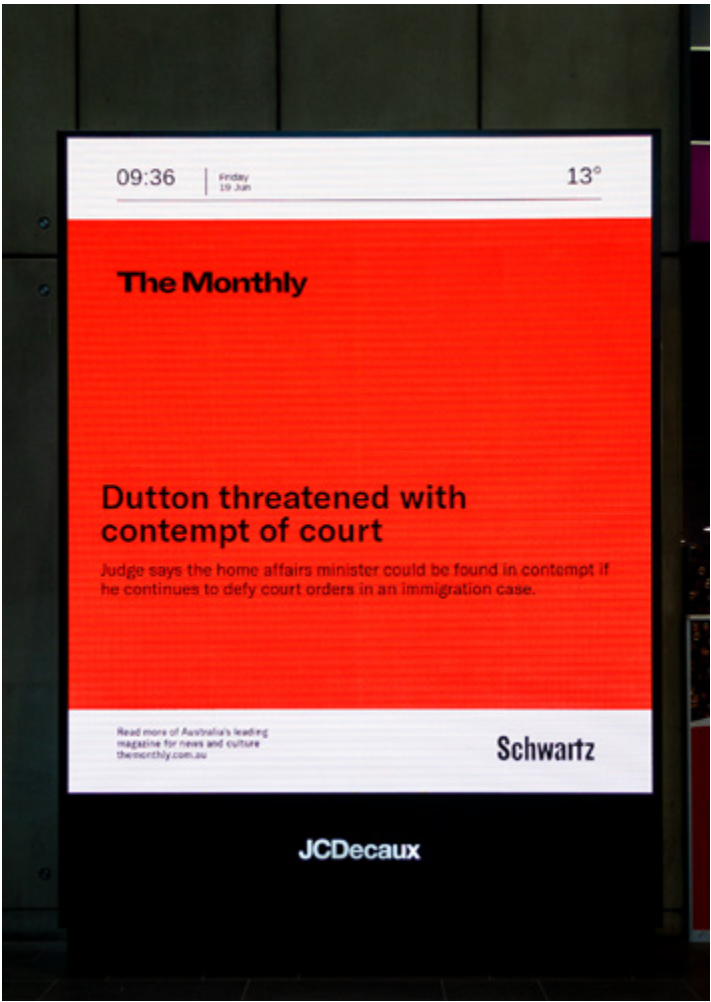
Art Gallery of NSW	Brisbane Writers Festival	Horizon Festival
Australian Brandenburg Orchestra	Bundanon	Jewish International Film Festival
Australian Centre of Contemporary Art (ACCA)	Byron Writers Festival	Jewish Museum of Australia
Australian Centre of the Moving Image (ACMI)	Canberra Writers Festival	Madman Entertainment Museum of Contemporary Art (MCA)
Australian Chamber Orchestra (ACO)	Museums and Collections, University of Melbourne	Malthouse
Australian Dance Theatre	Environmental Film Festival Australia	Melbourne Art Fair
Australian Museum	Flickerfest	Melbourne Recital Centre
Australian World Orchestra	French Film Festival	Melbourne Fringe
Bell Shakespeare	Gertrude Contemporary	Melbourne International
Biennale of Sydney	Griffin Theatre Company	Film Festival
	Heide Museum of Modern Art	Melbourne Queer Film Festival

Melbourne Theatre Company	Sydney Film Festival
Monash University	Red Stitch Theatre Company
Museum of Art (MUMA)	Semi Permanent
MPavilion	State Library of Victoria
Midsumma Festival	Sydney Writers' Festival
Museum of Brisbane	TarraWarra Museum of Art
National Indigenous Art Fair	Triple R
National Museum of Australia (NMA)	University of NSW Galleries
Palace Cinemas	Victorian Opera
Perth Institute of Contemporary Arts (PICA)	WOMADelaide
	AND MORE

Content Partnerships



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



Schwartz Media and JCDecaux



Schwartz Media and JCDecaux

Media

22-24 Northumberland St,
Collingwood VIC 3066