QUARTZ
2020 MEDIA KIT

News for the next era, not the next hour

QUARTZ
qt.com
Global news and insights for a new generation of business leaders.
Quartz readers are young, global, and influential.

We have 16.3MM unique visitors to qz.com, 840k email subscribers, and we reach 31MM users on our social channels.

- Our users are influential—45% are business decision makers.
- Quartz is essential—60% of BDMs say we help them make business decisions.
- Our users are mobile first, with 74% accessing Quartz from a phone.

Reader profile:
- 60% male / 40% female
- 54% US / 46% ex-US
- Median age: 39
- Average annual HHI: $170k

Source: Google Analytics average Oct-Dec 2019, Quartz Global Audience Survey 2019, Google Analytics
Quartz is the publication of choice for the next generation of business leaders.

Our products

**Quartz**
Flagship home for business news and insights.

**Quartz at Work**
Management news, advice, and ideas for business leaders.

**Global editions**
Editions for Africa, India, and the UK lend a global lens on local news.

**Emails**
Elevating the most important and interesting news.
We structure our coverage around Obsessions—the topics driving the biggest shifts in business and the trends worth paying attention to in the year to come.

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We prioritize the user experience with elegant, edge-to-edge placements and provide 100% SOV when viewing.

We develop custom creative and provide an engaging canvas for existing creative. We also accommodate IAB, programmatic guaranteed, preferred deals, and private auction.

The ad sizes we accept are:

- IAB: 300x250 (mobile), 970x250 (desktop)
- Point-of-entry: 1280x720 (mobile), 3200x1040 (desktop)
- In-article: 1280x720 (mobile and desktop)
- Post-article: 720x860 (mobile), 3200x1040 (desktop)
Our in-house team of writers, designers, and developers will bring your story to life through lenses and formats native to Quartz.

We can either transform your company’s own content, or develop original pieces of thought leadership.
Quartz Daily Brief
The most important and interesting business news

WHAT TO WATCH FOR TODAY
Blue Origin launches again. The space company founded by Jeff Bezos plans to launch its third suborbital mission from its Texas spacecraft. The reusable New Shepard rocket is expected to fly just past the edge of space—about 66 miles up—for the sixth time in its career, carrying a cargo of scientific experiments and publicity stunts.

Lululemon posts earnings. Investors will be focused in part on whether the apparel company’s growing men’s division and international efforts can give a boost to sales. American Eagle also discloses results, offering some insight into consumer spending.

Fed talks. Traders are looking to see

Quartz Daily Obsession
An interactive email for curious minds

Speed reading
December 19, 2019

Speed bumps
If you want to read faster than most other people, there are plenty of books, classes, and videos offering to teach you how. Speed reading has been an international fixation since the 1950s, when American school teacher Evelyn Wood created a system teaching students how to read thousands of words per minute. She called it "Dynamic reading," but "speed reading" is the name that caught on.

The premise is simple: Using a few basic techniques, like eliminating distractions and reading large numbers of words at once, you can move through a text much faster, without sacrificing comprehension. Then readers...

Quartzy
How to live with good taste, health, and humor

Happy Friday!
I’m Oliver Storkey, Quartz’s New York-based culture and lifestyle editor. When it gets cold, I think about skiing, and for the last eight years, that means skiing with my two children.

Skiing with kids is not for the faint of heart. It often begins with a painful, pre-dawn wake up. Equipment must be accounted for, including the inevitably missing mittens and goggles. Snuggish children are roused from bed, pilled with breakfast, and shuffled into a freezing vehicle. Skis, boots, and poles are either schlepped perilously across a vast, icy (or muddy) parking lot, or procured after a long wait in the rental shop. More lines follow: first for lift tickets, then to get on the chairlift. The first ride up can be bottom-numbingly cold. There will be whining.

And then you arrive at the top. The air is clear, the snow is crisp, the kids are bursting with excitement. In front of you are miles of snowy slopes, hours of fun...

Vertical emails
Insights from the week in finance, climate tech and space business

Future of Finance
John Delaney
Future of finance reporter
Welcome back. If you've never signed up, here's how receive this free email every week.

Hello Quartz readers!
You may have heard that PayPal, the senior-acquisition vehicle that also does payments, is trying a company called Honey. PayPal is paying $4 billion for the Los Angeles-based startup, which provides a platform for coupons, rewards, and price-tracking.

I had never heard of Honey which is perhaps not surprising given that I'm a horseriding man. PayPal paid $10 billion to acquire eBay on Wednesday. That’s 75% of the $13.5 billion it is buying. And they are paying $4 billion for Honey, a consumer app that had 15 year-old daughter and friends “discovered” with the app.

Honey pays it automatically finds and applies coupons on more than 40,000 sites. It can also show an item’s price history. Helping a customer make an educated guess whether the price is likely to change, and to compare Amazon sales by how much they change for an item. The seven-year-old company gets paid and is compensated when a customer makes a purchase from one of its merchants.

Quartz Africa Weekly
News and innovation from the continent

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Advertising products: email sponsorships

One should never draw any significant conclusions from sentiment shared on social media, but sometimes a response is so overwhelming you can get some sense of how people might be feeling. That was the case with the news Nigeria is planning to allow all African passport holders to apply for a visa on arrival at a Nigerian port rather than go through the days, weeks or even longer it might take to apply ahead of travel at a Nigerian embassy.

There was much delight and praise for the plan, as much from Nigerians themselves as there was from other Africans. Nigerian passport holders, like other Africans, are quite familiar with the difficulty of cumbersome paperwork.

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