

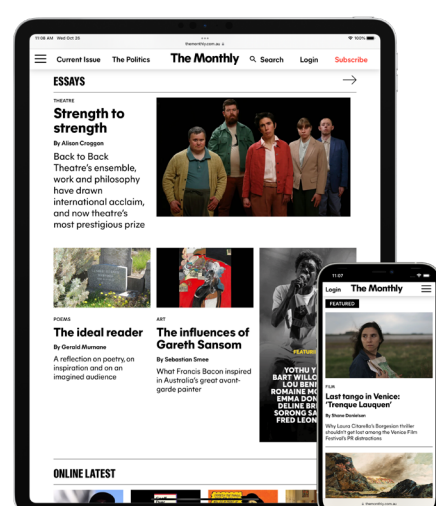


TM We believe an intelligent, thoughtful magazine attracts a very particular kind of reader.

The Monthly is one of Australia's boldest voices, providing enlightening commentary and vigorous debate on the issues that affect the nation. Home to our finest thinkers, journalists and critics, including David Marr, Helen Garner, Don Watson and Anna Goldsworthy, the magazine offers a mix of investigative reportage, critical essays and thoughtful reviews.

Readers of *The Monthly* are in the top-tier in education, income and occupation. They typically hold high-level 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.



The Monthly readers are highly educated, affluent and influential.

They enjoy high-status careers and command significant purchasing power.



59%

aged 25-54

51%

degree qualified

80%

consider Schwartz Media essential reading

99%

believe arts and culture is essential to life

66%/34%

metro/regional

46%

full-time workers

80%

main grocery buyers

92%

consider *The Monthly* a trusted news source

142k

average HH income

51%

are "big spenders"

99%

choose brands based on their environmental responsibility

SOURCES:

Roy Morgan Research, Jun 2023.
Reader Survey, 2022.



**A premium audience
(you won't find anywhere else).**

264,000

cross-platform audience

187,000

print readership

253,000

web and app readership

45%/55%

desktop and tablet/mobile

117 mins

average reading p/month

31,000

daily email subscribers

38,000

weekly email subscribers

2000+

retail outlets

SOURCES:

Roy Morgan Research, Jun 2023.
Google Analytics, Sep 2023.
Campaign Monitor, Sep 2023.