Welcome to Quartz

Our 2022 media kit
We are a digital media company built on innovation for purpose-driven leaders.

from The Quitting Economy by Bratislav Milenkovic
Our mission is to make business better.

tech-enabled.
sustainable.
inclusive.
successful.
We analyze the major trends in business—we call them Obsessions.

Beyond Silicon Valley
How we spend
Because China

Immersive internet
The climate economy
Future of finance

Getting there
Future of work
Rethinking cities
These Obsessions guide our in-depth coverage.

Including:
- Industry reports
- Technology forecasts
- Cross-disciplinary investigations
We also translate these trends into management advice.
This gives business leaders the tools to take action.

To modern workers everywhere,

It's a tough time to be a middle manager right now, down in the trenches daily with employees who are ready to quit or just desperate to get their old verve back. Managers may wonder if there's anything they can do about the apparent shortage of motivation, given the state of the world. Besides is it even possible to make work feel more meaningful for someone else?

Yes, it is, according to Ayelet Fishbach, a professor of behavioral psychology at the University of Chicago Booth School of Business, who has studied motivation for 20 years.

Including:
Weekly newsletter, management how-tos, and expert contributors in the field

How to lead in a crisis

Watch: How to master the art of connecting and networking
Including:
Audio storytelling, members-only newsletter suite, and contextually relevant Essentials modules.

This focus drives us to constantly experiment with how we deliver analysis and advice.
Quartz reaches 
13.6MM global users.

OUR USER DEMOS:

35-44 is the median age range
71% consume Quartz via mobile
54% identify as male
46% identify as female
48% have a HHI of $100K+
20% have a net worth of $1MM+

8MM
unique monthly 
visitors to qz.com

1MM
subscribers to 
Quartz emails

1MM
Unique monthly 
readers of Quartz
on Apple News 
and Flipboard

3.6MM
Quartz social 
followers (Facebook, 
Twitter, LinkedIn, 
and Instagram)

Source:
Quartz Global Audience Survey, 21. Google 
Analytics, Quantcast, SendGrid, Apple News 
Publisher, Flipboard, social platforms (March, 22).
We attract a new era of purpose-driven leaders*

98% say they want to effect change in the world through their work

95% believe organizations should be mission-driven

The top areas they are most motivated to effect change within include:

64%: Climate action

47%: Social inclusion

42%: Equitable cities and infrastructure

*Contributors, interview subjects, and show guests balance executives, authors, and academia
...with a core composition of younger, affluent and successful business professionals.

**Empowered**
- **139 INDEX**
- *Leading* businesses as a C-Suite-level executive, owner, or partner

**Influential**
- **169 INDEX**
- *Impacting* other people’s behaviors, opinions, and thoughts on business

**Tech-driven**
- **142 INDEX**
- *Viewing* technology as an opportunity

**Affluent**
- **164 INDEX**
- *Having* a net worth/liquid assets of $1M+

*Source: Ipsos GBI survey, 2021, ages 25-44*
We offer advertisers a diverse menu of creative solutions.

Custom display suites

Editorial sponsorships

Syndicated content

5 innovations defining the next decade of work

A sweeping guide to the technologies and talents driving disruption in our office cultures, hiring practices, and economic opportunities
Discover more of our latest advertising collaborations

Contact our global partnerships team at ads@qz.com.