Our purpose is to make business better.

It’s a belief that companies should solve real problems without creating new ones.

To help leaders succeed in doing this, we equip them with progressive, global-minded, and solutions-oriented coverage.
Our Distinguished Regulars

We are the leading source of business analysis for a new generation of users. Among a global executive audience, we rank #1 against competitors for:

**Emerging leaders**  
C-suite, owner, or partner aged 25-44  
152 INDEX

**Influential minds**  
Strongly agrees with the statement “I influence other people’s behaviors, opinions, and thoughts on business”  
145 INDEX

**Progressive thinkers**  
Agrees with the statement that “rising wealth inequality puts progress at risk”  
113 INDEX

**Worldly explorers**  
Agrees with the statement “I prefer being part of a global community”  
115 INDEX

Source: Ipsos Global Business Influencers Survey 2020  
Our Bread and Butter

Editorial Sponsorships

We make your brand live effortlessly along our signature series, popular newsletters, and members-only perks.

From our Obsession
The Office

Illustration by Gosia Herba
Obsessions*

As the backbone of our editorial coverage, Obsessions represent the evolving phenomena reshaping our world and a new way to organize a newsroom in lieu of traditional beats. They also provide our advertising partners with contextually relevant editorial alignments.

**THE CLIMATE ECONOMY**
How the world is changing the way it produces and consumes energy, and the new markets this shift is creating.

**FUTURE OF FINANCE**
New technology is upending everything in finance, from saving to trading to making payments.

**RETHINKING CITIES**
The rise of cities and the pandemic presents new opportunities—smarter built environments, evolving transportation systems, creative new designs, and a growing sharing economy.

**FUTURE OF WORK**
Automation, AI, and the gig economy are dramatically changing the nature of work and what it means to be an employee.

**BORDERS**
How the global economy operates in the space between states—that is, what happens when companies, capital, and people cross borders.

**HOW WE SPEND**
The future of how and why we buy, explored through changing consumption habits and new means of delivery that transform industries, environments, and economies across the globe.

**BEYOND SILICON VALLEY**
The frontiers of everything from health tech, to AI, to communication, from Shenzen to Bangalore, Boston to Lagos.

**FIXING CAPITALISM**
How the systems that govern the economy are working now, how they might be improved, and actions readers can take to create change.

**POWER IN PROGRESS**
What happens when people of different races, genders, religions, sexual orientations, countries, political persuasions, or economic backgrounds come together in the pursuit of work?

**PRODUCTIVITY AND CREATIVITY**
Creative ways to become more productive, or productive exercises for boosting your creativity.

**THE OFFICE**
Workforces are more diverse and distributed. Technology is in the driving seat. And the concept of “career” is increasingly evolving.

**THE LIVES OF WORKING PARENTS**
What working parents want, need, and get—and what their employers, children, and communities are getting in return.

**THE PURPOSE OF COMPANIES**
The role of commercial enterprises in society is changing, and so are the motivations of entrepreneurs and employees as they make decisions about why and where to work.

*Browse the full list of 2021 Obsessions at qz.com/obsessions.*
Field Guides

Each week we publish a new Field Guide on the industries, companies, and phenomena changing the state of business, all exclusive to our members. Partners can take advantage of the deep-dives in two ways.

SPONSORED
Partners can unlock Field Guides—think topics ranging from running borderless teams to building anti-racist companies to leveraging Big Data—to make them available to the entire Quartz audience.

CUSTOM
Using the same native formats, we can craft a custom Field Guide for our partners, including original reporting, sharp trend forecasting, and in-depth explainers.

Email Sponsorships

We made our earliest mark with concise, informative emails. Now your brand can leave its own impression with our most loyal readers, right in their inboxes.

QUARTZ DAILY BRIEF
The most important and interesting news from the global economy. Delivered every Monday through Saturday morning.

QUARTZ WEEKLY OBSESSION
Quartz’s interactive email for curious minds. Escape the stale news cycle with forgotten histories, surprising facts, and vital stats. Delivered every Wednesday.

QUARTZ AT WORK: THE MEMO
This weekly newsletter is designed to be worthy of your time and inbox, with dispatches from the world of modern work and actionable advice—no matter where you are in the org chart—for creating more productive, creative, and compassionate work cultures. Delivered every Wednesday.

NEED TO KNOW: CORONAVIRUS
A few times a week, this newsletter will help you understand the ways in which one disease is impacting not just global health, but markets, industries, politics, and the way we live our lives.

QUARTZ AFRICA WEEKLY BRIEF
News and innovation from the continent. Delivered every weekend.

POP-UP BRIEF: WORLD ECONOMIC FORUM ANNUAL MEETING
Our journalists attend the annual conference in Davos and deliver updates and insights to your inbox.

Check out our growing library of Field Guides at qz.com/guides and scroll our newsletter offering at qz.com/emails.
We deploy digital ads to present your campaign message, promote your branded content, or capture useful intel right in the unit, prioritizing the user by limiting the amount of placements and the client by providing 100% SOV.

From our content campaign for WE
Illustration by Kim Salt
Brand Placements

We can create custom executions or resize your existing creative to fit our platform’s unique experience, whether it be with images, videos, or subtle animations.

**POINT-OF-ENTRY UNITS**
The first thing readers encounter, above the article.

**IN-ARTICLE UNITS**
Placed within the body of an article.

**POST-ARTICLE UNITS**
At the end of an article, before additional article recommendations.

**FULL-SCREEN UNITS**
A seamless transition from a Quartz article to your brand message.

**VIDEO SIGNATURE SERIES UNITS**
Our sleek templates make your video the star alongside your logo, tagline, and CTA and get your message into the market fast in up to 6 specs and 3 designs.

**OUTSTREAM VIDEO UNITS**
An effortless way to distribute your latest video.

**IAB UNITS**
Ads with industry standard specs, including 300x250 (mobile and tablet), 300x600 (mobile), 728x90 (tablet), and 970x250 (desktop).

**SELECT FROM OUR ENGAGEMENT FORMATS**
Custom units written and designed around simple, mobile-first storytelling.

**Toggle**
Switch the creative displayed with a button.

**Slide**
A slider that progressively changes the creative.

**Poll**
Select a response and see the results.

**Mosaic**
Tell a layered story with multiple, linked photos or videos in one unit.

**Carousel**
A rotating image or video journey in just a few clicks.

**Micro-Lesson**
Animated explainers designed to educate the audience on a single topic.

Programmatic Ads

With first- and third-party audience targeting, our programmatic ad-serving opportunities are turnkey solutions that don’t compromise the user experience.

**GUARANTEED**
*Reserved and guaranteed impressions.* Ability to serve custom Quartz display units (point-of-entry, in-article, post-article) as well as IAB sizes. Targeting opportunities include: Obsession sponsorships, takeovers, ROS, and topic-based.

**PREFERRED**
*Fixed price.* Ability to run IAB sizes. Targeting opportunities include ROS and topic-based.

**PRIVATE MARKETPLACE**
*Floor price.* Ability to run IAB sizes. ROS only.
Branded Content

Our in-house team of writers, designers, and developers will bring your story to life through lenses and formats native to Quartz.

From our content campaign for Prudential

Illustration by Kim Salt
Transformation Formats

We take your existing company content and repackage it into a narrative tailored for the Quartz audience. Transformation articles are perfect tools to get new messaging into the market ASAP and to seamlessly fit into the Quartz ecosystem.

**SYNDICATED ARTICLE**
Give us your finished content, and we’ll package it like a news piece native to Quartz.

**CONTRIBUTOR ARTICLE**
We’ll partner with your designated company executive on a first-person piece or interview.

**RESEARCH PRIMER**
We streamline your whitepapers and reports into timely, actionable, and easily digestible articles.

**EVENT RECAP**
An overview of the key moments, insights, and demos from your brand activations.

**CHART BOOK**
A complex topic distilled through your own datasets via a series of charts and analysis, all within a custom article.

**VIDEO ENHANCEMENT**
An immersive content experience uses new visuals and original reporting to build upon and shine a spotlight on your own video.
Custom Formats

We study your positioning goals, such as new company leadership, a major global initiative, or a fresh brand identity, and surgically craft a story pixel by pixel, interview by interview, for Quartz’s audience of emerging executives. Whatever the format—article, game, poll, online class—we promise it will be rigorous, relevant, and reader-first.

PULSE SURVEY
An easy-to-answer poll served to a subset of our readers or a wider demo of your choice, providing real-time insights for proprietary use or content creation.

ORIGINAL STORY
A new narrative or thought-leadership piece supported by photography, illustrations, and/or interactive elements.

INTERACTIVE OBSESSION
Pick a subject important to your business, and we will obsess over it using a combination of formats: timelines, slideshows, diagrams, FAQs, expert quotes, trivia, and more.

LEADERSHIP MANUAL
Step-by-step instructions toward self-improvement: your career, leadership, finances, real estate, travel, entrepreneurship, and more.

TAP COURSE
A fast-paced, educational presentation that invites users to click through a weighty topic with ease.

EXECUTIVE CHALLENGE
Quizzes, trivia, and other interactive challenges designed for business decision-makers.

QZ&A
An interview featuring the clients or company representatives who are authorities on a topic and make your business tick.

DATA VISUALIZATION
An animated or interactive story told through charts and graphs and related insights.

Get to know our clients and recent collaborations at qz.com/creative.
From our State of Play on the fashion industry

Illustration by Sonia Korshenboym
We use video to enliven your brand message in four distinct ways, each one true to the Quartz spirit. By putting your company’s idea into motion, these formats can grab and then captivate an audience.

### Content Formats

**QUARTZ SHORTS**
Punchy pieces that tell a quick story about a product or service with bits of usable info: research stats, event highlights, executive soundbites, or article snippets.

**QUARTZ GUIDES**
Multimedia how-tos for career, finances, travel, productivity, or entrepreneurship, intended for the individual, end user.

**QUARTZ CHATS**
Interviews or testimonials designed to educate viewers in an approachable, human-centered way and speak to a specific subject from the POV of a single personality.

**QUARTZ EXPLORES**
Narrative-style deep-dive in which we obsess over a single concept or object relevant to a company’s business or product through its history, data, trivia, expert voices, and more.
Quartz Events

Whether virtual or live, our sponsored experiences bring together readers, topical authorities, and your brand SMEs to discuss the drivers reshaping business, but always with a warmth that’s 100% Quartz.

Activation Formats

**QUARTZ AT WORK (FROM HOME)**
Lively discussions, including audience polls and brand interludes, designed to equip attendees with practical management advice to navigate the new normal of work.

**QUARTZ CONVERSATIONS**
Multipart panels with corporate and academic thought-leaders that are moderated by a Quartz journalist or business leader and tied to one of our editorial Obsessions—the big ideas that make Quartz hum.
TOAST OF THE TOWN

Our Chef’s Table

A few of the companies that trust us to tell their stories in a distinctly Quartz-y way.*

*QUARTZ-Y MEANS Sleek, oversized units
Uncluttered advertising environment
Editorially aligned creative
Expertly crafted to engage changemakers
From our Field Guide on ETFs

Illustration by Antonio Sortino
## À LA CARTE

### Your Order Card

**DENOTE YOUR INTERESTS TO RECEIVE A SAMPLING OF IDEAS, EXAMPLES, AND MARKET PRICES.**

### Editorial Sponsorship

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obsession</td>
<td>Topic __________________________</td>
</tr>
<tr>
<td>Email Sponsorship</td>
<td>Newsletter __________________________</td>
</tr>
<tr>
<td>Field Guide</td>
<td>Sponsored ______ Custom ________</td>
</tr>
</tbody>
</table>

### High-Impact Display

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Placements</td>
<td>Specs __________________________</td>
</tr>
<tr>
<td>IAB Units</td>
<td>Specs __________________________</td>
</tr>
<tr>
<td>Engagement Formats</td>
<td>Type __________________________</td>
</tr>
<tr>
<td>Programmatic Ads</td>
<td>Type __________________________</td>
</tr>
</tbody>
</table>

### Branded Content: Transformation

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syndicated Article</td>
<td>Featured Content __________________________</td>
</tr>
<tr>
<td>Contributor Article</td>
<td>Executive Name __________________________</td>
</tr>
<tr>
<td>Research Primer</td>
<td>Report Title __________________________</td>
</tr>
<tr>
<td>Event Recap</td>
<td>Event Name __________________________</td>
</tr>
<tr>
<td>Chart Book</td>
<td>Topic __________________________</td>
</tr>
<tr>
<td>Insight Cards</td>
<td>Display ______ Content __________________________</td>
</tr>
<tr>
<td>Video Enhancement</td>
<td>Video Spec __________________________</td>
</tr>
</tbody>
</table>

### Branded Content: Custom

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulse Surveys</td>
<td>Audience ______ Topic ______</td>
</tr>
<tr>
<td>Original Story</td>
<td>Topic __________________________</td>
</tr>
<tr>
<td>Interactive Obsession</td>
<td>Topic __________________________</td>
</tr>
<tr>
<td>Manager Manuals</td>
<td>Topic __________________________</td>
</tr>
<tr>
<td>Tap Course</td>
<td>Topic __________________________</td>
</tr>
<tr>
<td>Executive Challenge</td>
<td>Topic __________________________</td>
</tr>
<tr>
<td>QZ&amp;A</td>
<td>Interviewee Name __________________________</td>
</tr>
<tr>
<td>Data Visualization</td>
<td>First-Party ______ Third-Party ______</td>
</tr>
</tbody>
</table>

### Custom Video

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quartz Shorts</td>
<td>Product ______ Service ______</td>
</tr>
<tr>
<td>Quartz Chats</td>
<td>Spokesperson Name __________________________</td>
</tr>
<tr>
<td>Quartz Guides</td>
<td>Topic __________________________</td>
</tr>
<tr>
<td>Quartz Explores</td>
<td>Topic __________________________</td>
</tr>
</tbody>
</table>

### Quartz Events

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quartz at Work (from Home)</td>
<td>Audience ______ Topic ______</td>
</tr>
<tr>
<td>Quartz Conversations</td>
<td>Audience ______ Topic ______</td>
</tr>
</tbody>
</table>