Welcome to

**The Qualitative Report**

Advertise your business online at the place
“Where the world comes to learn Qualitative Research”

*The Qualitative Report* (ISSN 1052-0147) is a peer-reviewed, on-line weekly journal devoted to writing and discussion of and about qualitative, critical, action, and collaborative inquiry and research.

These pages are open to a variety of forms: original, scholarly activity such as qualitative research studies, critical commentaries, editorials, or debates concerning pertinent issues and topics; news of networking and research possibilities; and other sorts of journalistic and literary shapes which may interest and pique readers.

*The Qualitative Report* reaches over 10,000 people every week. Whether these consumers are researchers, teachers, students, professors, scholars, or practitioners they make up a vast audience of your target market.

On February 20, 2012, *The Qualitative Report* TQR became the world’s first weekly qualitative research journal. By publishing *TQR* 52 weeks a year we are able to release two new articles per week allowing us to circulate accepted articles sooner and to bring new papers each week to our over 6,200 subscribers.

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**About**

*The Qualitative Report*

The Qualitative Report, the oldest multidisciplinary qualitative research journal in the world, serves as a forum and sounding board for researchers, scholars, practitioners, and other reflective-minded individuals who are passionate about ideas, methods, and analyses permeating qualitative, action, collaborative, and critical study.

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**Media Kit**

2014-2015
Distribution and Marketing

Distribution Facts

*The Qualitative Report* has a subscriber base of over 7,300 people that receive the weekly journal on a continual basis. In addition to our 7,300+ subscribers, we have a social media following of over 4,300 people between our [Facebook](https://www.facebook.com) and [Twitter](https://twitter.com).

When searching for “Qualitative Research Resources” TQR is ranked number 1 in [Google](https://www.google.com) and [Bing](https://www.bing.com).

Analytic Facts

- We average over 1100 unique visitors every week.
- Our journal receives over 2600 page views each week as well.
- Our social media platforms average over 1000 impressions a day.
- Where is our traffic derived from?

  - 32.11% - Search Traffic
  - 39.44% - Referral Traffic
  - 28.45% - Direct Traffic

The Qualitative Report

Around the Globe!

Since January 2002 we have received over 1500 original manuscripts from authors living in the United States, Puerto Rico, and 58 other nations from around the world. Here is a list of those countries:

Argentina, Australia, Belgium, Bolivia, Botswana, Brazil, Canada, China, Czech Republic, Denmark, Ecuador, Ethiopia, Fiji, Finland, France, Germany, Great Britain, Greece, Guyana, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Jamaica, Japan, Kenya, Lebanon, Malaysia, Mexico, Nepal, New Guinea, New Zealand, Nigeria, Norway, Pakistan, Peru, Philippines, Poland, Romania, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Tanzania, The Netherlands, Trinidad and Tobago, Turkey, Uganda, Wales, and Zambia.

Media Kit

2014-2015
Website Advertisements

Banner Ads
Usually these ads are pictures or buttons that lay across the top or bottom of the webpage. They can also be formatted to flow down the side of the webpage. Sizes range.

Text Ads
Most of the time text ads consist of a few carefully chosen words that best represent your product or your business. These words are hyperlinked to the product of your choice, or to the homepage of the website.

Wallpaper Ad
Wallpaper Ads are pictures that serve as the wallpaper of the website. Each page within the website can be different.

Rich Media Ads
These ads usually contain some sort of multimedia aspects within them. Whether the ad is moving or is a video of sort these ads require plug-ins most of the time.

Sponsorships and Partnerships
This form of advertisement depends on the company, and will be established on a custom basis.

Social Media Ads
Our social media platforms account for over 4,300 followers making it a desired advertising platform. We can post videos, ads, pictures, links, and more.

The Qualitative Report
Advertising Prices

Prices are based off the standard half and full banner sizes and are subject to change.

Half Size Banner (250 X 500)
$900 for 6 months
$1750 for 1 year

Full Size Banner (250 X 1000)
$1500 for 6 months
$2400 for 1 year

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Sincerely,
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