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.

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
2012-2013
Distribution and Marketing

Distribution Facts

*The Qualitative Report* has a subscriber base of over 6,200 people that receive the weekly journal on a continual basis. In addition to our 6,200+ subscribers, we have a social media following of over 2,500 people between our Facebook and Twitter.

According to Google, TQR is the eleventh highest ranked web page when searching for "qualitative research". When searching for “Qualitative Research Resources” TQR is ranked number 1 in Google and Bing.

Analytic Facts

- We average 2500 page views every week.
- Our social media platforms average over 1000 impressions a day.
- Nearly 50% of our visitors also access content from mobile phones.
- 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 53 other nations from around the world. Here is a list of those countries:

Argentina, Australia, Belgium, Bolivia, Botswana, Brazil, Canada, China, Czech Republic, Denmark, Ethiopia, Fiji, Finland, France, Germany, Great Britain, Greece, Guyana, Hong Kong, Hungary, India, Iran, Ireland, Israel, 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, The Netherlands, Turkey, Uganda, Wales, and Zambia.
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 well be established on a custom basis.

Social Media Ads
Our social media platforms account for over 2200 followers making it a desired advertising platform. We can post videos, ads, pictures, links, and more.

The Qualitative Report
Advertising Prices

Banner Ads
Prices depend upon the size and length of the advertisement.

Text Ads
Prices depend upon placement of ad.

Wallpaper Ad
Price just based off how long you advertise in this spot.

Rich Media Ads
Prices based off size of advertisement.

Sponsors and Partnerships
Prices vary.

***All prices are based on length of time your ad is placed (e.g. weekly, monthly, etc.)

Sincerely,
Ron Chenail
TQR Editor
Adam Rosenthal
Web Coordinator

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