

# The Qualitative Report

Media Kit 2018-2019

<http://tqr.nova.edu/>

<https://nsuworks.nova.edu/tqr/>

<http://tqr2019.com/>



# TQR

WHERE THE WORLD COMES TO LEARN  
QUALITATIVE RESEARCH

**Media Kit**  
2018-2019

# Welcome to

## ***The Qualitative Report***

Advertise your business online

“Where the world learns Qualitative Research”

[The Qualitative Report](#) (ISSN 1052-0147) is a peer-reviewed, on-line monthly 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 18,000 people every week. Whether these consumers are researchers, teachers, students, professors, scholars, or practitioners they make up a vast audience of your target market.

In October of 2008, a weekly newsletter component was introduced, serving as a way to keep readers and subscribers updated with aggregated qualitative research information more often. Due to the popularity of the weekly, 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 to three New articles per week allowing us to circulate accepted articles sooner and to bring new papers each week to our over 9,000 subscribers.

On January 1<sup>st</sup> 2015, *The Qualitative Report* went through another transformation. The [academic portion](#) of the journal transitioned back to a monthly publication for indexing and status purposes. It was during this time that a formal community “[weekly](#)” page was also developed to better leverage the resources and opportunities that TQR provides. The weekly community page features articles from the upcoming monthly journal publication, thus keeping the original weekly publication idea moving forward. With two distinguished platforms developed, TQR now has the ability to serve multi functions at a more effective and efficient level.

### 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, arts-based, and critical study.

#### **Mailing Address**

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In October of 2017, TQR Weekly went through a website overhaul, creating a more interactive and engaging presence. This new website enabled us to publish a more efficient amount of aggregated qualitative research information to our audience. It is during this process that we also used the time to try and clean up and update old links and pages of past resources.

# Distribution and Analytics

## Distribution Facts

*The Qualitative Report* has a subscriber base of over 9,000 people who receive the weekly journal on a continual basis. In addition to our subscribers, we have vast and distinguished social media following between our [Facebook](#) and [Twitter](#). Our weekly newsletter is also distributed through different qualitative based listservs. Once the weekly newsletter is published on Monday, different pieces of information are then spread through our social media platforms.

**Facebook** – 3700+ Page Likes



**Twitter** – 5900+ Followers



## Weekly Website Basic Analytics

- 4,000+ Monthly Page Views
- 1500+ Monthly Users
- 2000+ Monthly Sessions

## Conference Website Basic Analytics

- Nearly 2,000 Monthly Page Views
- Nearly 500 Monthly Users
- 700+ Monthly Sessions

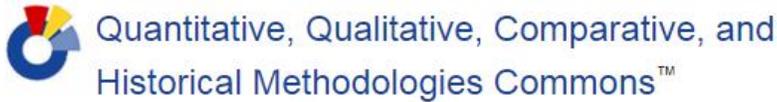
### ***The Qualitative Report*** **Around the Globe!**

Since January 2002 we have received over 2000 original manuscripts from authors living in the United States, Puerto Rico, and 70 other nations from around the world. Here is a list of those countries:

Argentina, Australia, The Bahamas, Bangladesh, Belgium, Bolivia, Botswana, Brazil, Canada, China, Czech Republic, Denmark, Dubai, Ecuador, Egypt, Estonia, Ethiopia, Fiji, Finland, France, Germany, Great Britain, Greece, Guatemala, Guyana, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Jamaica, Japan, Kenya, Lebanon, Macau, Malaysia, Mexico, Myanmar, Nepal, The Netherlands, New Guinea, New Zealand, Nigeria, Norway, Oman, Pakistan, Peru, The Philippines, Poland, Portugal, Puerto Rico, Romania, Russia, Singapore, South Africa, South Korea, Scotland, Spain, Sweden, Switzerland, Taiwan, Tanzania, Thailand, Trinidad and Tobago, Turkey, Uganda, United States, the Virgin Islands, Wales, and Zambia.

# Academic Journal Facts

- Over 920,000 papers downloaded in the last year
  - Over 2000 papers downloaded each day
- TQR accounts for nearly 75% of all papers published in our discipline within BEPRESS (93 total institutions)



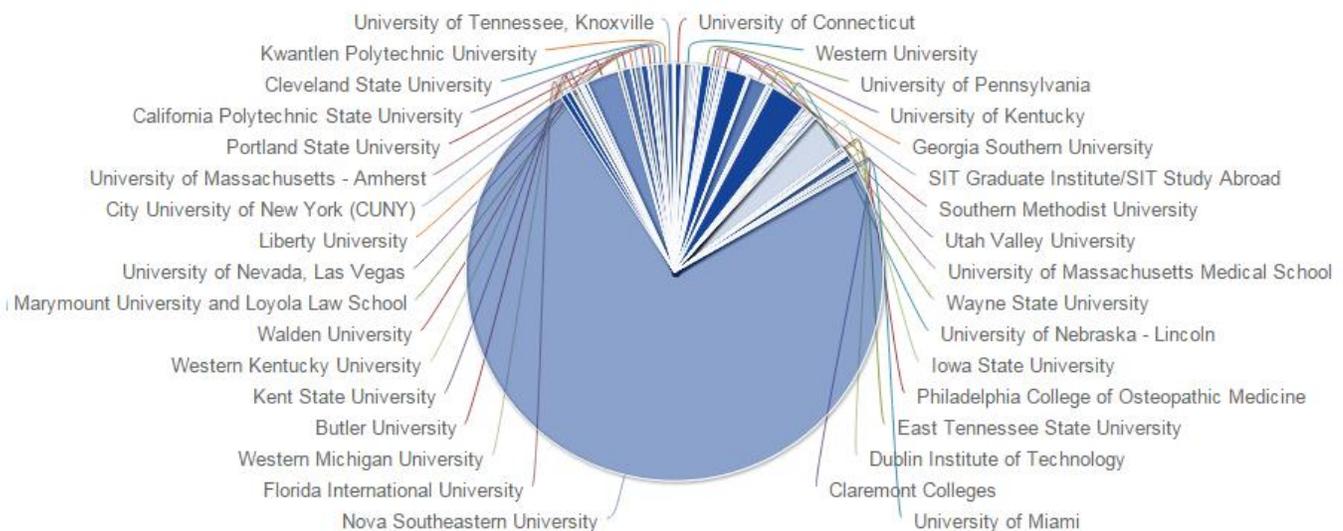
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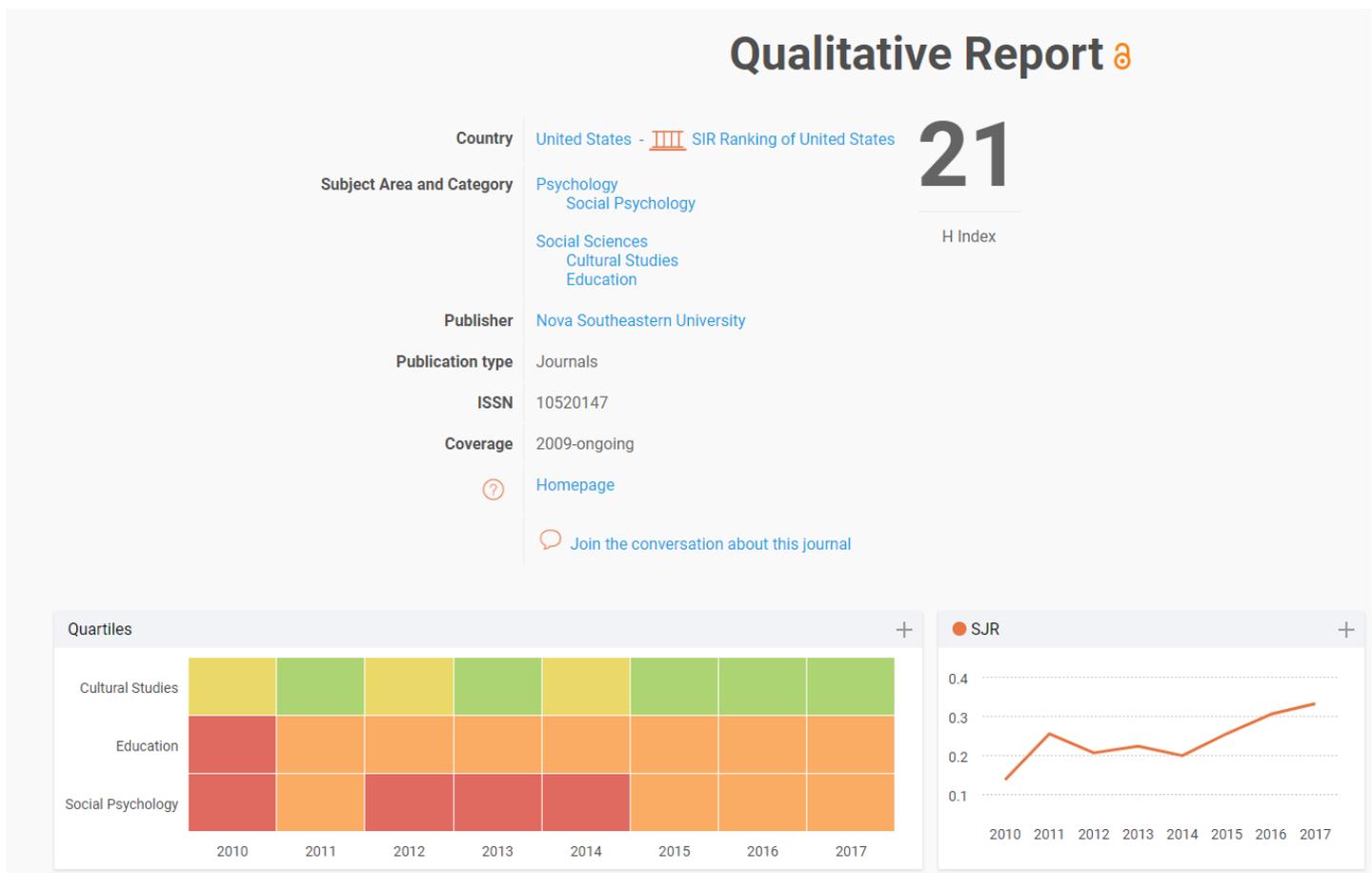
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# Indexing Information

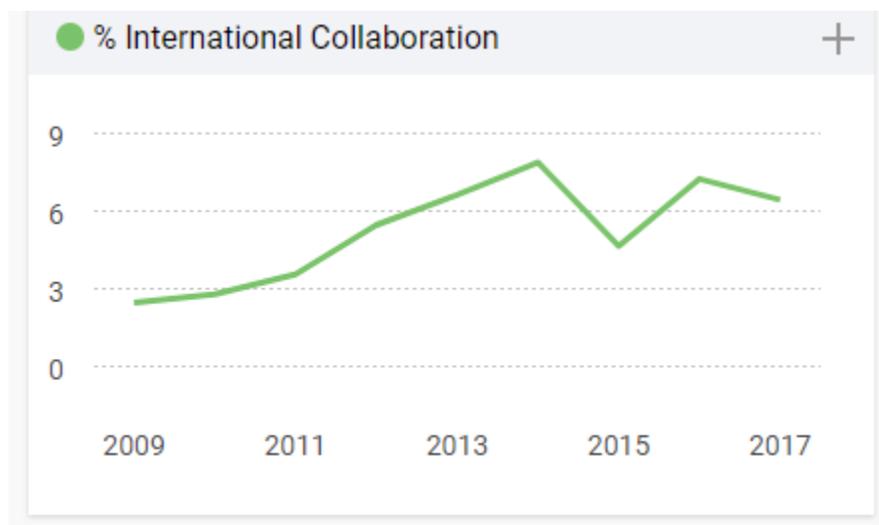
The Qualitative Report is indexed in Scopus, Google Scholar, ERIC, ProQuest, Gale's Academic OneFile, EBSCO Open Access Journals, Open Science Directory, SocioSite, and All Academic. The Qualitative Report is listed in Ulrich's Periodicals Computer Library Center, The University of Georgia's Libraries Electronic Journal Locator, Open J-Gate, the World Wide Web Virtual Library's Social Sciences Electronic Journals, e-journals.org, Intute: Social Sciences, and the Directory of Open Access Journals. In addition, The Qualitative Report is a proud member of the Society for Scholarly Publishing.

## SCOPUS - ELSEVIER

- Grouped in with Cultural Studies
- Ranked in the 1st Quartile (150/756 journals)



# International Collaboration



International Collaboration accounts for the articles that have been produced by researchers from several countries. The chart shows the ratio of a journal's documents signed by researchers from more than one country; that is including more than one country address.

Year	International Collaboration
2009	2.50
2010	2.83
2011	3.60
2012	5.50
2013	6.67
2014	7.92
2015	4.69
2016	7.28
2017	6.47

# How Can **We** Help? Let's Have a **Conversation**

## **Consulting**

- Analytics / Future trends
- Blogs
- Community Building

## **Banner Images**

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 can vary.

## **Text Ads**

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.

- Jobs
- Events
- Blog postings
- News articles
- Tutorials

## **Sponsorships and Partnerships**

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

## **Social Media Campaign**

Our social media platforms account for over 9,100 followers making it a desired advertising platform. Tailored social media strategies can be created.

## **Annual Conference**

This form of advertisement depends on the company, and we'll be established on a custom basis.

**Sincerely,**

Ron Chenail

Adam Rosenthal

## ***The Qualitative Report***

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Please contact us to discuss pricing.

Ask us about other advertisement/sponsorship opportunities for our academic journal and conference website.

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