

The Qualitative Report

Media Kit 2016-2017

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



Media Kit
2016-2017

Welcome to

The Qualitative Report

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“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 15,000 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 9,200 subscribers.

On January 1st 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 3 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.

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Distribution and Analytics

Distribution Facts

The Qualitative Report has a subscriber base of over 9,200 people who receive the weekly journal on a continual basis. In addition to our 9,200+ 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.

Facebook – 2700+ Page Likes



Twitter – 4500+ Followers



Analytics

- We average over 1000 unique visitors every week to our home page.
- Our journal receives over 8000 page views each month.
- Our social media platforms average over 1000 impressions a day.
- Every Monday our weekly newsletter is sent out to our subscriber database of over 9,200 people. In addition, we are distributed through a division of the APA association of over 1000 members every Monday.

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.

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Academic Journal Facts

- 238,130 papers downloaded in the last year
 - Over 650 papers downloaded each day
- TQR accounts for nearly 75% of all papers published in our discipline within BEPRESS (93 total institutions)

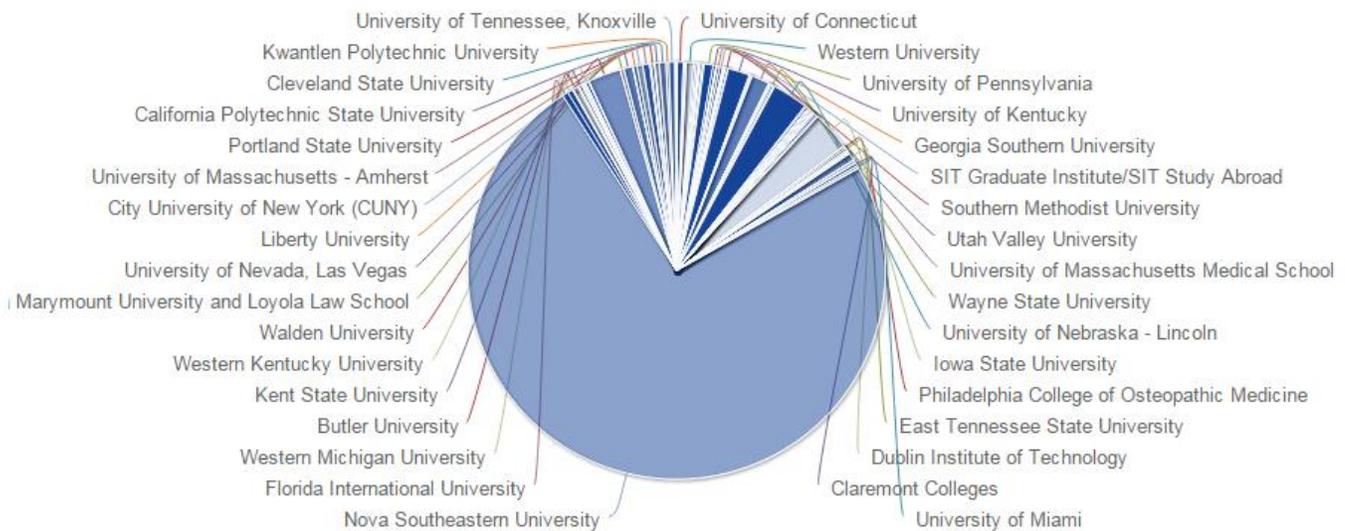
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Indexing Information

The Qualitative Report is indexed in Scopus, Google Scholar, Thomson Reuters' Emerging Sources Citation Index, ERIC, Cambridge Scientific Abstract's (CSA) Web Resources Database (WRD) for the Social Sciences, 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, Sociology Electronic Journals, e-journals.org, Intute: Social Sciences, and the Directory of Open Access Journals.

SCOPUS - ELSEVIER

- Grouped in with Cultural Studies
- Ranked in the 2nd Quartile (180/689 journals)



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Journal & Country
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Exact phrase

Qualitative Report

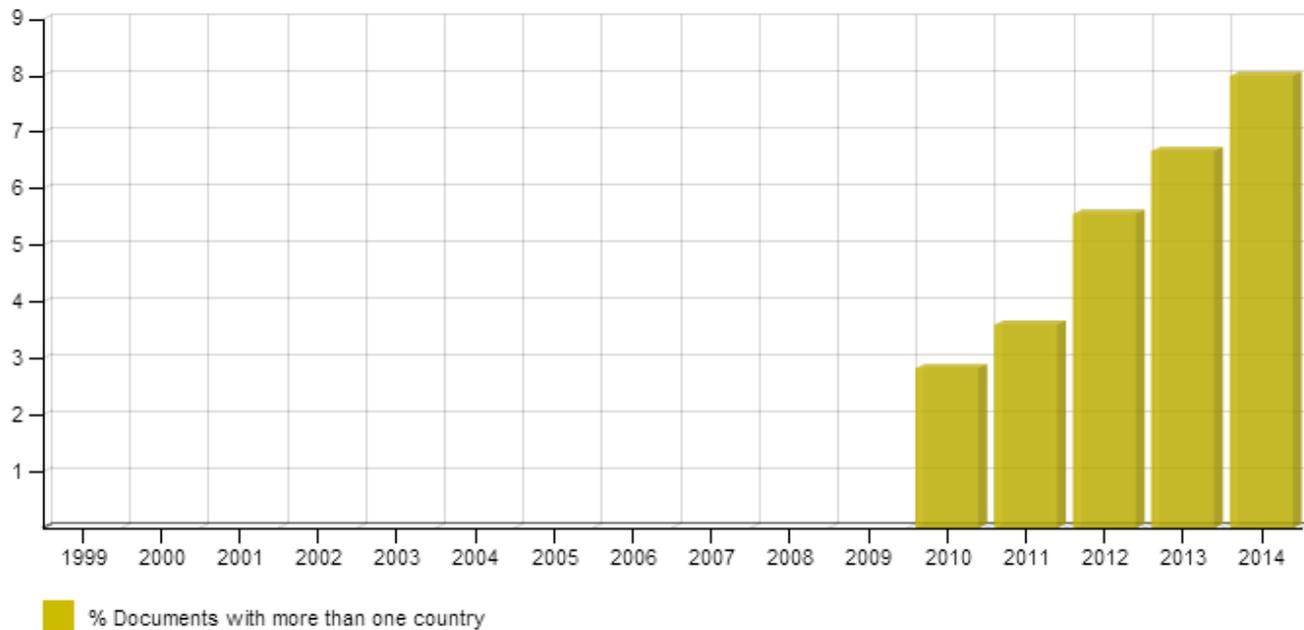
Country: United States

Subject Area: Psychology | Social Sciences

Subject Category:

Category	Quartile (Q1 means highest values and Q4 lowest values)															
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Cultural Studies												Q2	Q1	Q1	Q1	Q2
Education												Q4	Q3	Q3	Q3	Q3
Social Psychology												Q4	Q3	Q4	Q4	Q4

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.

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 7,200 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 website.

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