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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Media Kit
2016-2017
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.

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**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, 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)
Indexing Information


SCOPUS - ELSEVIER

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

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- 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

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