

WIKIPEDIA

# Quartz (publication)

**Quartz** is a news website.<sup>[2]</sup> It launched in 2012 and operates editions in Africa and India.<sup>[3]</sup> The *Quartz* website and newsletters are free digital news publications with no paywalls nor registration requirements. In 2018, *Quartz* was sold to Uzabase, a Japanese business media company, for between \$75 and \$110 million.<sup>[4][5]</sup>

*Quartz* targets high-earning readers, calling itself a "digitally native news outlet for business people in the new global economy".<sup>[6][7]</sup> Sixty percent of its readers access the site via mobile devices and forty percent of its readers are outside the United States.

In August 2017, *Quartz's* website saw more than 22 million unique visitors.<sup>[8]</sup> More than 700,000 people subscribe to its roster of email newsletters, which includes its flagship *Daily Brief*.<sup>[9]</sup>

According to *AdAge*, *Quartz* made around \$30 million in revenue in 2016, and employed 175 people.<sup>[10]</sup> The same year, Harvard's Nieman Lab described *Quartz* as "among the fastest-growing and most closely watched digital news sites".<sup>[11][12]</sup>

## History

According to a press release, the name *Quartz* was chosen for reasons related to its branding and the unusual combination of two infrequently used letters, *q* and *z*, in the title.<sup>[6]</sup>

On September 24, 2012, *Quartz* launched its website, *qz.com* (*http://www.qz.com*). The site was designed to deliver content primarily to mobile and tablet users. Its founding team members were from news organizations including Bloomberg, *The Economist*, *The New York Times*, and the *Wall Street Journal*.<sup>[13][14]</sup> According to its website, Quartz's team reports in 115 countries and speaks 19 languages.<sup>[15]</sup> The publication was initially led by Kevin Delaney, a former managing director of *WSJ.com*, Zach Seward, a former *WSJ* social media editor, and Gideon Lichfield, a global news editor from *The Economist*, among other editors.<sup>[6]</sup>

*Quartz's* main office is located in New York. It also has correspondents and staff reporters based in Hong Kong, India, London, Los Angeles, Thailand, Washington, DC, and elsewhere.<sup>[15]</sup>

According to *Mashable*, *Quartz* surpassed the United States web traffic of *The Economist* in 2013, and was closing in on that of the *Financial Times*.<sup>[16]</sup>

In 2014, *Quartz* expanded into India, launching *Quartz India*. In 2015, it launched *Quartz Africa*.<sup>[17][18]</sup>

In 2015, it launched Atlas, a chart-building platform.<sup>[19]</sup> The publication has since launched *Quartz at Work*, a vertical that focuses on careers and the workplace, and *Quartzzy*, a culture and lifestyle vertical.

In July 2018, Japanese company Uzabase acquired *Quartz* from Atlantic Media.<sup>[20]</sup>

Quartz

|                     |   |
|---------------------|---|
| <b>Q U A R T Z</b>  |   |
| <b>Available in</b> | English   |
| <b>Owner</b>        | Uzabase, Inc. via Quartz Media, Inc.                        |
| <b>Editor</b>       | Kevin J. Delaney  |
| <b>Key people</b>   | Jay Lauf  |
| <b>Website</b>      | qz.com ( <i>http://qz.com/</i> )                            |
| <b>Alexa rank</b>   | <span>▼</span> 2,487 <sup>[1]</sup> (global, November 2018) |
| <b>Commercial</b>   | Yes   |
| <b>Launched</b>     | September 24, 2012  |

# Content

---

In traditional newspaper "beats", news is divided into sections such as domestic, business and finance, and world economy. However, *Quartz* is structured around a collection of phenomena or "obsessions".<sup>[21]</sup> *Quartz* global news editor Gideon Lichfield wrote that instead of using a fixed beats structure, its newsroom is structured around a collection of phenomena or patterns, trends, and seismic shifts that shape the world its readers live in. That structure, according to Lichfield, allows the organization to follow larger phenomena and adapt to pattern changes more quickly.<sup>[22]</sup>

*Quartz* extensively uses charts, created through their Atlas tool. The tool is also now used by many media organizations, including *CNBC*, *FiveThirtyEight*, *NBC News*, *New Hampshire Public Radio*, *NPR*, *The New Yorker*, *The Press-Enterprise*, *CEOWORLD magazine*, and *The Wall Street Journal*.<sup>[23][24]</sup>

# References

---

1. "qz.com Site Info" (<https://www.alexa.com/siteinfo/qz.com>). *Alexa Internet*.
2. "About" (<https://qz.com/about/>). *Quartz*. Retrieved 4 November 2015.
3. Jackson, Jasper (3 November 2015). "Quartz Africa site to launch in June" (<https://www.theguardian.com/media/2015/mar/11/quartz-africa-launch-june-kenya-nigeria-south-africa>). *The Guardian*. ISSN 0261-3077 (<https://www.worldcat.org/issn/0261-3077>). Retrieved 25 October 2017.
4. Purdy, Chase (2 July 2018). "Quartz is being sold to Uzabase, a Japanese business media company" (<https://qz.com/1319054/quartz-sold-by-atlantic-media-to-uzabase-of-japan/>). *Quartz*. Archived (<https://web.archive.org/web/20180702080434/https://qz.com/1319054/quartz-sold-by-atlantic-media-to-uzabase-of-japan/>) from the original on 2 July 2018.
5. Heath, Thomas (2 July 2018). "Atlantic Media sells Quartz to Japanese media company" (<https://www.seattletimes.com/business/wapoatlantic-media-sells-quartz-to-japanese-media-company/>). *The Seattle Times*. Archived (<https://web.archive.org/web/20180703180217/https://www.seattletimes.com/business/wapoatlantic-media-sells-quartz-to-japanese-media-company/>) from the original on 3 July 2018.
6. Sonderman, Jeff (17 September 2012). "5 things journalists should know about *Quartz*, Atlantic Media's business news startup" (<http://www.poynter.org/2012/5-things-journalists-should-know-about-quartz-atlantic-medias-business-news-startup/188712/>). *Poynter*. Retrieved 11 August 2017.
7. "About Quartz" (<https://qz.com/about/>). *Quartz*. Retrieved 28 May 2018.
8. "Thank you, readers: Quartz is turning five years old. Here's what comes next" (<https://qz.com/1069982/thank-you-readers-quartz-is-turning-five-years-old-heres-what-comes-next/>). *Quartz*. Retrieved 28 May 2018.
9. "Why Quartz has gone niche with newsletter topics" (<https://digiday.com/media/quartz-gone-niche-newsletter-topics/>). *Digiday*. Retrieved 28 May 2018.
10. "Quartz said to near \$30 million in revenue, without clickbait or standard ad units" (<http://adage.com/article/media/quartz-driven-8x-increase-revenue-launch/304925/>). *AdAge*. Retrieved 28 May 2018.
11. "Thank you, readers: Quartz is turning five years old. Here's what comes next" (<https://qz.com/1069982/thank-you-readers-quartz-is-turning-five-years-old-heres-what-comes-next/>). *Quartz*. Retrieved 28 May 2018.
12. "Quartz sees its readers' behaviors evolving, so it's evolving with them: It's launching its first major app" (<http://www.niemanlab.org/2016/01/quartz-sees-its-readers-behaviors-evolving-so-its-evolving-with-them-its-launching-its-first-major-app/>). *Nieman Lab*. Retrieved 28 May 2018.
13. "The Atlantic Launches Mobile-First Business Publication" (<https://mashable.com/2012/09/24/quartz-the-atlantic/?europa=true&#tBhK1uuCOPqb>). *Mashable*. 24 September 2012. Retrieved 28 May 2018.
14. "Atlantic Media business website, Quartz, staffs up and strategizes" (<https://www.politico.com/media/story/2012/05/atlantic-media-business-website-quartz-staffs-up-and-strategizes-000524>). *Politico*. 28 May 2012. Retrieved 28 May 2018.
15. "Welcome to Quartz" (<https://qz.com/about/welcome-to-quartz/>). *Quartz*. Retrieved 4 November 2015.
16. "'Quartz' Passes 'The Economist' in U.S. Web Traffic, 'Mashable'" (<https://mashable.com/2013/08/15/quartz-tops-economist-traffic/?europa=true&#3xiv7jjNYEqw>). *Mashable*. 15 August 2013. Retrieved 28 May 2018.

17. Jackson, Jasper. "Quartz Africa site to launch in June" (<https://www.theguardian.com/media/2015/mar/11/quartz-africa-launch-june-kenya-nigeria-south-africa>). *The Guardian*. Retrieved 4 November 2015.
18. "Africa rising: Why and how Quartz, GE (Media) want in" (<http://www.fipp.com/news/features/africa-rising-why-and-how-quartz-ge-want-in>). *fipp.com*. Retrieved 4 November 2015.
19. "Quartz's Atlas becomes open platform for building charts, data visualizations" (<https://ijnet.org/en/blog/quartzs-atlas-becomes-open-platform-building-charts-data-visualizations>). *ijnet.org*. Retrieved 25 October 2017.
20. "Japan's Uzabase to acquire online news platform Quartz" (<https://apnews.com/30a073c215be4382991e57ffdf23b1b6>). *The Associated Press*. July 3, 2018.
21. "The newsonomics of Quartz, 19 months in" (<http://www.niemanlab.org/2014/05/the-newsonomics-of-quartz-19-months-in/>). *Nieman Lab*. Retrieved 25 October 2017.
22. "What happens when news organizations move from "beats" to "obsessions"?" (<http://www.niemanlab.org/2012/09/what-happens-when-news-organizations-move-from-beats-to-obsessions/>). *Nieman Lab*. Retrieved 25 October 2017.
23. "The most important things we learned in our first two years of chartbuilding" (<http://quartzthings.tumblr.com/post/122253112014/the-most-important-things-we-learned-in-our-first>). *quartzthings.tumblr.com*. Retrieved 4 November 2015.
24. "Quartz maps a future for its interactive charts with Atla" (<http://www.niemanlab.org/2015/06/quartz-maps-a-future-for-its-interactive-charts-with-atlas/>). *Nieman Lab*. Retrieved 28 May 2018.

---

Retrieved from "[https://en.wikipedia.org/w/index.php?title=Quartz\\_\(publication\)&oldid=877544816](https://en.wikipedia.org/w/index.php?title=Quartz_(publication)&oldid=877544816)"

---

**This page was last edited on 9 January 2019, at 09:59 (UTC).**

Text is available under the [Creative Commons Attribution-ShareAlike License](#); additional terms may apply. By using this site, you agree to the [Terms of Use](#) and [Privacy Policy](#). Wikipedia® is a registered trademark of the [Wikimedia Foundation, Inc.](#), a non-profit organization.