

2026 Advertising Prospectus



Join the Conversation in Qualitative Research


The Thought Leadership Destination for Qualitative Research

~ A Dynamic Digital Platform—across Formats, Voices, and Perspectives ~

QRCA *VIEWS* is the only content producer solely dedicated to qualitative research. In an industry built on insight, credibility matters. QRCA *VIEWS* is the trusted content hub where qualitative professionals turn for ideas, expertise, and advancement.

We deliver thought leadership across multiple formats designed for how today's professionals engage:

- **Read** – Expert-authored articles across 10 focused columns
- **Listen** – The *VIEWS* Podcast (*and coming: listen to our articles*)
- **View** – Coming: Engaging video content and engaging with the articles

 **Now a fully digital, always-on destination, QRCA *VIEWS* publishes fresh content monthly, while maintaining a robust, searchable archive of all past issues.**

Audience Reach

QRCA *VIEWS* connects you directly to a highly targeted and influential audience of professionals. Distribution channels include:

- Robust website featuring current and archived content, with nearly 56,000 annual page views and 36,000 users -- www.qrcaviews.org
- Nearly 3,300 opt-in email subscribers
- Social media platforms:



QRCA is a global network of qualitative research professionals, including market researchers, corporate researchers, agency leaders, UX, CX, insight professionals, sociologists, ethnographers, linguists, and other qualitative experts—decision-makers who invest in tools, technology, facilities, and services.





Channel	Opportunity	Price	Location
VIEWES e-newsletter , 3 month package with emails sent monthly	Banner Ad, top	\$900	Top/above content
	Banner Ad, mid-line	\$750	In between included articles
VIEWES website	Banner Ad	\$1,750	Homepage

A Strategic Platform for Industry Partners

QRCA *VIEWES* is not broad-reach media—it is precision access to qualitative research decision-makers.

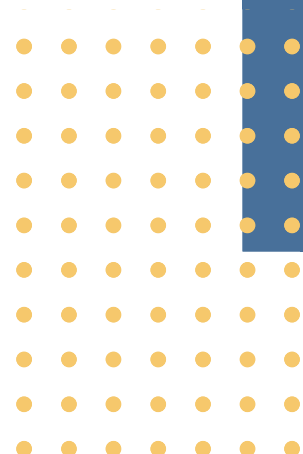
Advertising in QRCA *VIEWES* means:

- Aligning your brand with the thought leadership center of the qualitative research industry
- Sustained visibility in a multi-format exposure across digital platforms
- Demonstrating commitment to advancing qualitative excellence
- Building credibility in a high-trust, expertise-driven environment

This is where best practices and innovation are discussed.

This is where qualitative researchers engage.

If your growth depends on reaching qualitative professionals, QRCA *VIEWES* is where you belong.



**To purchase,
please contact**



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www.qrca.org