

THE CONVERSATION

Share knowledge. Inform decisions.

UNE's growing global reach

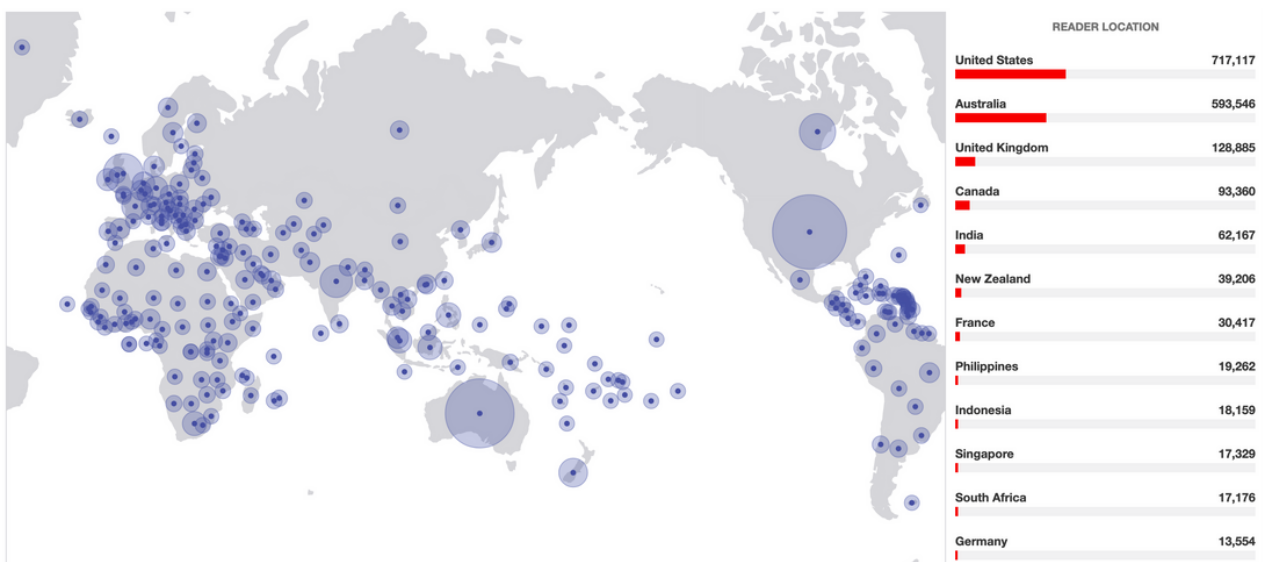
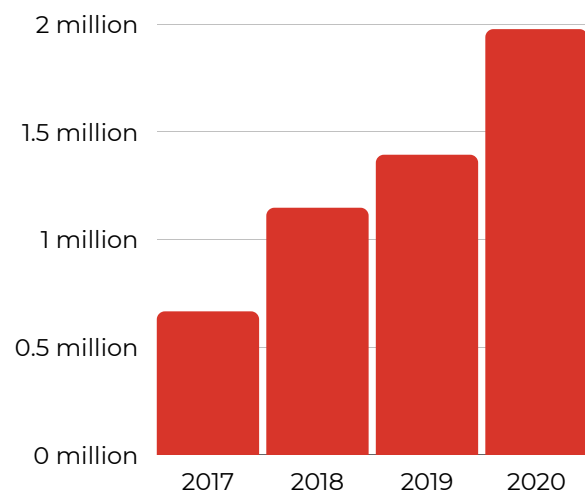


Your highlights over the last 12 months* include:

- Audience for UNE articles increased by 41% to 1,975,867.
- 40 articles published by 36 academics.
- 65% of readers of UNE articles were from countries outside Australia.
- The most-read UNE article by John Paterson reached an audience of more than 406 thousand with 91% of readers from countries outside Australia.

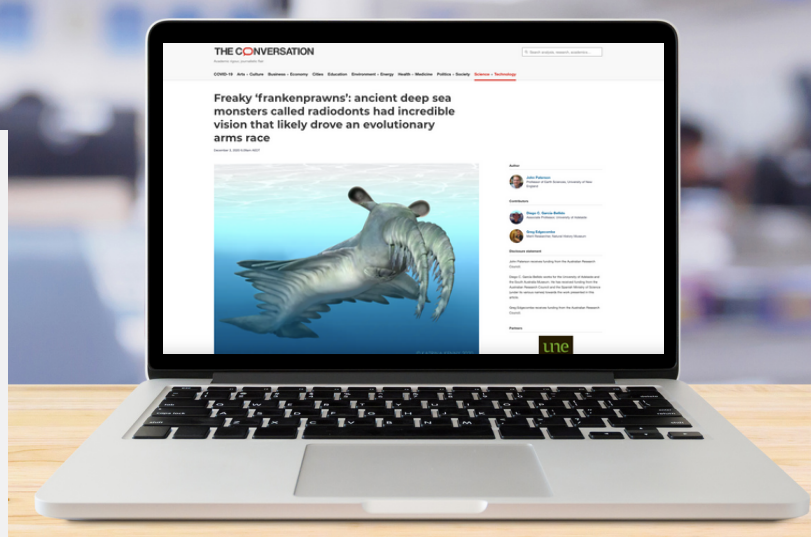
*1 May 2020-30 April 2021

UNE's rising readership



Readers' choice

The most-read articles by UNE academics in last 12 months*



Date	Author	Article	Reads*
2 December 2020	John Paterson, Greg Edgecombe, Diego C. García-Bellido	Freaky 'frankenprawns': ancient deep sea monsters called radiodonts had incredible vision that likely drove an evolutionary arms race	406,230
25 May 2016	Xanthe Mallett	Psychology of a paedophile: why are some people attracted to children?	104,922 (1,429,006 in total)
3 July 2020	Russell Dean Christopher Bicknell, Patrick Mark Smith	Giant sea scorpions were the underwater titans of prehistoric Australia	79,157
3 October 2017	Gisela Kaplan	Magpies can form friendships with people - here's how	78,424 (317,318 in total)
25 February 2019	John Malouff	Health Check: how often do people have sex?	68,766 (347,330 in total)
19 February 2017	Xanthe Mallett	Women also sexually abuse children, but their reasons often differ from men's	54,343 (205,722 in total)
11 November 2018	Stephen G Bosi	Curious Kids: How and why do magnets stick together?	52,267 (85,034 in total)
29 December 2020	Chris Wacker	Torpor: a neat survival trick once thought rare in Australian animals is actually widespread	50,503
1 June 2020	Gisela Kaplan	What Australian birds can teach us about choosing a partner and making it last	48,846

*Reads 1/5/2020–30/4/2021

Access to our large, diverse audience

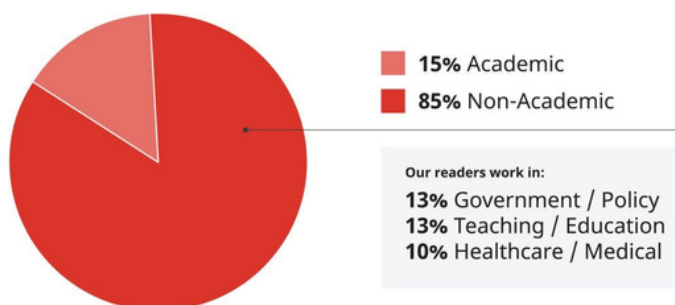
Free to read
Free to republish

All articles we publish at The Conversation are free for other media outlets around the world to republish under Creative Commons. It's our way of ensuring good, evidence-based information has as great a reach as possible.

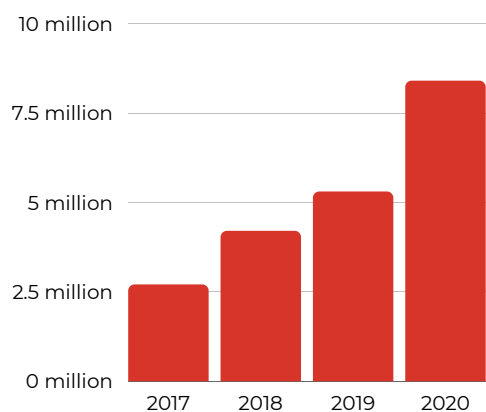
The top republishers of UNE articles in the last year were Medical Xpress, ABC, Science Alert, Flipboard and Stuff (NZ).



The Conversation is different to other media, because we only publish stories by academics and researchers. But our audience is much more diverse than that. Our readers include time-poor policymakers looking for useful research (13%), teachers looking for credible but clearly written teaching resources (13%), students, people in the health sector, business, and beyond.

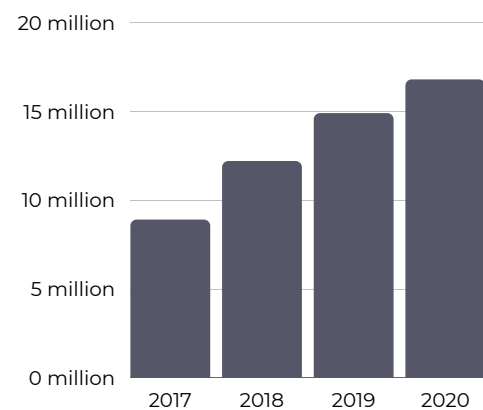


8.3 million readers per month



Average monthly reads at theconversation.com

16.8 million readers per month



Average monthly reads through republishing

Real-world impacts for your authors

Producers and journalists use The Conversation as a valuable resource to find experts who can provide evidence-based commentary.

After publishing with The Conversation, 68% of Australian authors report being contacted by media for follow up, including interviews on TV, radio, online, print or elsewhere.

Other ways that our authors have impact include being contacted by government (10%), invited to speak at conferences (13%), contacted for research collaboration (20%), approached for business consultation (14%), sparked discussions with students (32%) and others (76%).

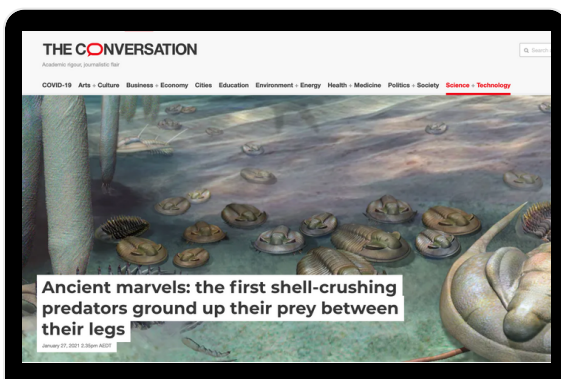


"I've authored several articles now for The Conversation and each time it has been a very rapid and enjoyable experience, especially dealing with the editors. Each editor has always been supportive of my initial ideas and drafts and have taken a really considerate and balanced approach to editing my stories. They definitely know how to help you tease out the best narrative to achieve ultimate impact.

"I will continue to contribute to The Conversation, not only because of the positive experiences I have had so far, but because I think it is one of the best places to communicate research to a global audience. The authors are essentially in the driver's seat, and with the help of fantastic editors, their stories can be told accurately and effectively."

John Paterson

Professor of Earth Sciences



Global media project

Eight editions around the world

The Conversation now has eight separate editions – in multiple languages – based in the US, Canada, UK, France, Spain, sub-Saharan Africa, Indonesia, and Australia & New Zealand, reaching 64.4 million readers per month via republication.

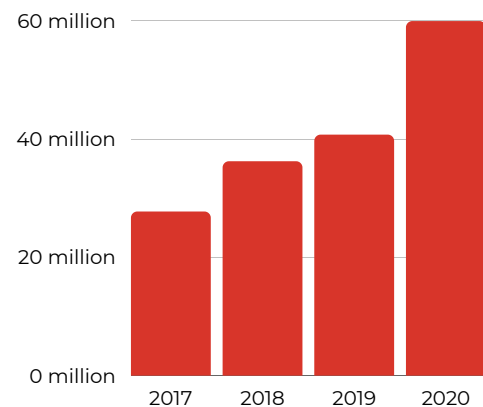
Our international editions often translate and republish Australian content so your academics reach an even larger international audience.

Our team works with our international colleagues to ensure articles reach large influential audiences through global publishers like CNN, El País and The South China Morning Post.

The Conversation articles have been translated into 28 languages and republished in 97 countries to date – from Algeria, Argentina and Azerbaijan, to Venezuela, Vietnam and Zambia.

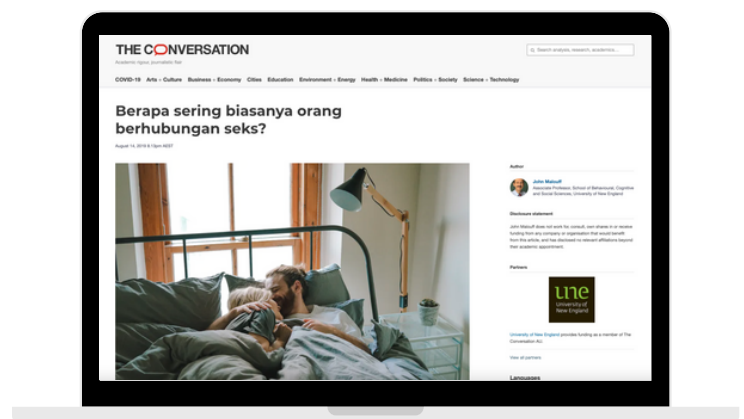


64.4 million readers per month



Average monthly reads through republication

John Malouff's article about intercourse was translated and republished by The Conversation Indonesia where it reached an additional audience of more than 11.5 thousand in countries across the globe including Indonesia, USA, Singapore and the Netherlands.



Membership benefits

Cost-effective national and international reach



As a not-for-profit, The Conversation's goal is to collaborate with universities to make more knowledge free to read and republish. From industry and academic sites to global news outlets, more than 20,000 sites republish our articles. Your membership benefits include:

- **Eligibility for researchers and academics to publish with The Conversation.**
- Access to professional editorial service delivered by our team of 26 professional journalists.
- Final say by academic author before publication to ensure research is accurately presented.
- Access to a large and fast-growing global readership.
- Access to the expert callout sent daily to media teams.
- Access to 20,000 global republishers.
- A customisable widget enabling you to easily republish articles by your academics.
- Training for staff from The Conversation's editorial team ranging from free one hour talk, to comprehensive masterclasses.
- Prominent branding and acknowledgement alongside other university partners.
- Detailed metrics and author dashboards providing detail on republishing and readership.
- Notification when one of your academics is published and/or commissioned by The Conversation.
- Qualitative feedback on other aspects of impact, such as increased citation for journal articles or influence on policy formation.
- Promotion of your articles to print and broadcast media via our daily Morning Story Brief email.
- Social media promotion of your articles to The Conversation's extensive following on Twitter, Facebook and Instagram and via The Conversation daily newsletter (165K subscribers).
- Free event and short course listings on The Conversation Events and Courses page.

For more information about member benefits or to sign up for real-time audience metrics, please contact:

Susan Hornbeck
Strategic Partnerships Manager
susan.hornbeck@theconversation.edu.au