

THE CONVERSATION

# Media Kit

Last updated: May 2023



# About The Conversation

The Conversation is the world's leading publisher of research-based news and analysis.

A unique collaboration between academics and journalists.

Free to read.

Free to republish.

**THE CONVERSATION**

<https://theconversation.com/au>

## Our audience

**4.3**

million onsite  
readers per month

**185k**

Subscribed to our  
daily newsletter

### Young(ish)

61% under 44 years old

### Engaged

49% visit our website daily; 71% visit us for information they can trust

### Influential

15% academics, 13% government, 13% education, 10% medical

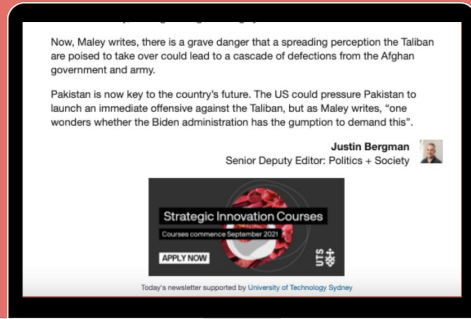
### Committed

91% would recommend The Conversation

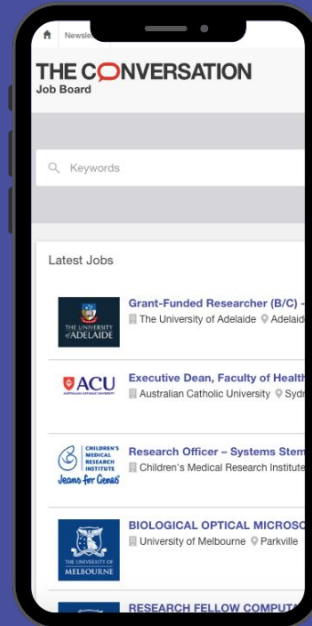
Analysts  
CEOs  
Consultants  
Directors  
Editors  
Engineers  
Executives  
Journalists  
Lecturers  
Managers  
Nurses  
Policy Officers  
Politicians  
Professors  
Project Officers  
Researchers  
Teachers  
Scientists  
Writers

# We offer three different ways for you to reach our large, educated and engaged audience.

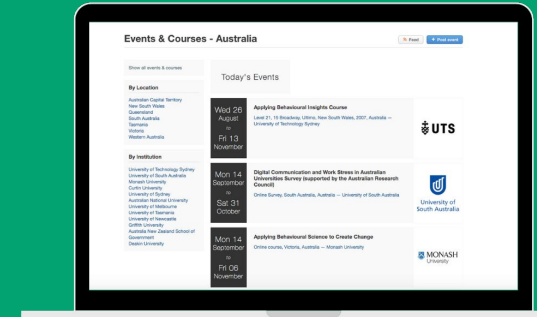
## Newsletter Ads



## Job Board



## Events & Courses Board



# Newsletter advertising

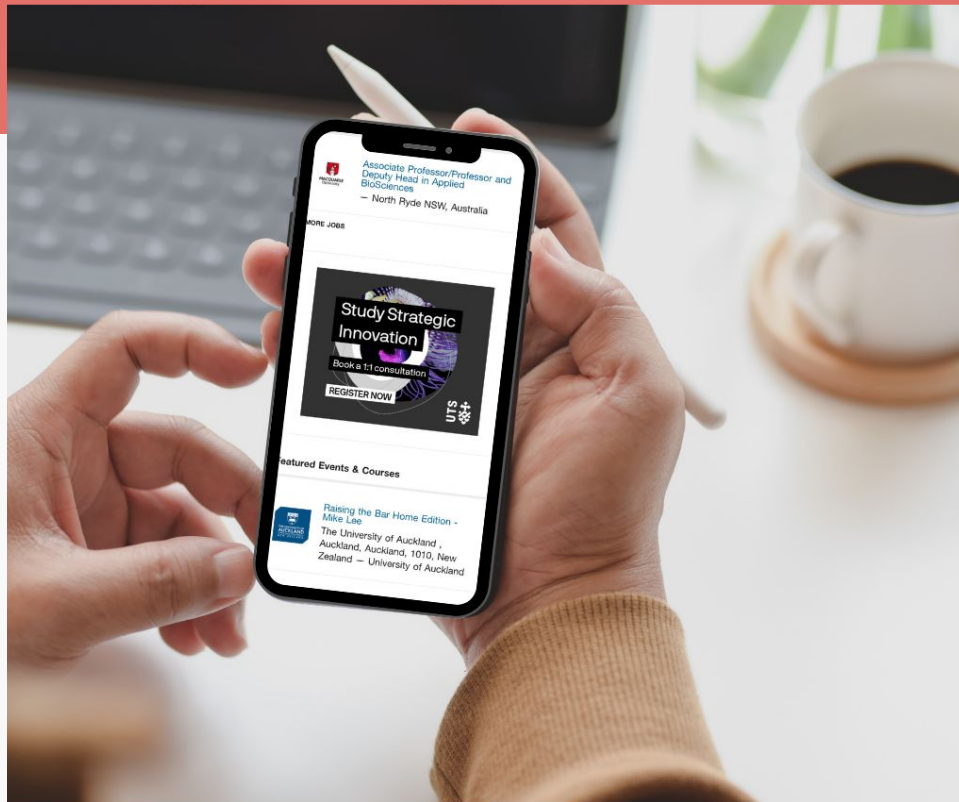
Our Daily Newsletter (Monday-Friday) has over **185,000** subscribers.

In addition, we have a special Weekender newsletter (Saturday) with **190,000** subscribers.

We only allow one advertiser per day, so you will have 100% of our readers' attention.

## You will have:

- Your banners listed in **two large ad spots**, linking directly to your organisation's webpage, event or campaign.
- Your name credited as the sponsor of the newsletter.
- A post-campaign performance report



**[View the newsletter here](#)**

# Newsletter advertising



We launched a brand new weekly newsletter in March 2023, **Science Wrap**. Edited by our Science and Technology Editor, Science Wrap comes out every Tuesday and will feature a selection of the best coverage of science, health, technology and the environment from Australia and across The Conversation's global network.

**Science Wrap** has already gained **14,800 subscribers** since March 2023.

Similar to the Daily and Weekender newsletters, we only allow one advertiser per newsletter.



# Newsletter advertising

The Conversation's daily newsletter has an **average open rate of 44.4%**. This is more than double the industry rate that [Campaign Monitor reports](#) for newsletters in general (21.5%) and close to double for Media (23.9%).

We also have a very high click rate on links and articles in the newsletter – **8.1%** compared to the industry rate of 2.3%.

We accept advertising from universities, research institutes, some not-for-profit organisations, government and corporates with aligned community responsibility messages.

View in browser

AU Edition | 6 September 2022


## THE CONVERSATION

Liz Truss has become the UK's third ever female prime minister, after she was elected to the leadership of the Conservative Party by its grassroots members. So what can we expect from her?


Ben Wellings writes that Truss won the vote by being seen as the "continuity" candidate from Boris Johnson. But "in electing Truss as leader, Conservative members have increased their party's chances of losing the next general election" for precisely the same reason: that she offers more of the same.

For Australia, the switch from Johnson to Truss is unlikely to have major implications, as Truss, like Johnson, is a big fan of Australia. This means the free trade agreement between Australia and the UK and the AUKUS agreement – the strategic alliance between Australia, the UK and the US – will remain the same.

Back home, the sailing will not be so smooth, with Britons facing several serious problems, most urgently a cost of living crisis that will only intensify as winter approaches.




**Amanda Dunn**  
Politics + Society Editor



OUT NOW  
The story of Melbourne's pandemic experience  
A behind-the-scenes and detailed examination  
of the lockdown and its impact on the city  
CHIP LE GRAND  
The Conversation AU


Today's newsletter supported by Monash University Publishing



### Who is Liz Truss, the new UK prime minister?

Ben Wellings, Monash University

Liz Truss has defeated Rishi Sunak to become the next prime minister – but her victory makes the Conservatives much more likely to lose the next election.



## Business + Economy

### Lifting migration was easy – now Australia faces two tougher choices on migrant income and residency

Brendan Coates, Grattan Institute; Tyler Reysenbach, Grattan Institute

One challenge is the minimum wage for temporary skilled migrants; another is the pathway from temporary to permanent residency.

### Qantas, the trying kangaroo: why things won't get better any time soon

Peter Galvin, Edith Cowan University


there are no easy solutions to the problems Qantas faces. It must balance the cost cutting required with further aggravating its workforce.

## Featured jobs

[View all](#)


[Marketing & Campaigns Coordinator TCAU/NZ](#)

The Conversation AU  
Melbourne VIC, Australia • Full Time




[Research Fellow in Annual Horticulture](#)

University of Tasmania  
Launceston TAS, Australia • Full Time




[Astronomy & Space - Women and gender diverse recruitment - 10 Positions!](#)

Australian National University  
Canberra Australian Capital Territory, Australia • Full Time



## List your job




OUT NOW  
"Le Grand deftly takes us through the complexity of COVID-zero"  
Catherine Bennett  
CHIP LE GRAND  
The Conversation AU

## Featured Events, Courses & Podcasts

[View all](#)


[The cold war double agent abandoned by the spy agencies he risked his life for](#)

7 October 2021 - 7 October 2026 •

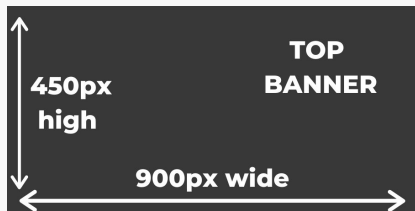


[Applying behavioural science to create change](#)

26 September - 3 December 2022 • Melbourne



# Newsletter ad rates and guidelines



## Ad specs

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**Top banner:** 900px by minimum 450px

**Bottom banner:** 900px by 750px

**\*File formats: PNG or JPEG only. We do not accept animated GIFS.**

\*Please note that banners are resized to 300px width when appearing on desktop

## Rates

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**Daily newsletter** (Monday-Friday)  
\$700 inc GST per day

**The Weekender newsletter** (Saturdays)  
\$900 inc GST

**New Zealand weekly newsletter**  
(Wednesdays)  
\$175 inc GST per day

**Science Wrap weekly newsletter**  
(Tuesdays)  
\$175 inc GST

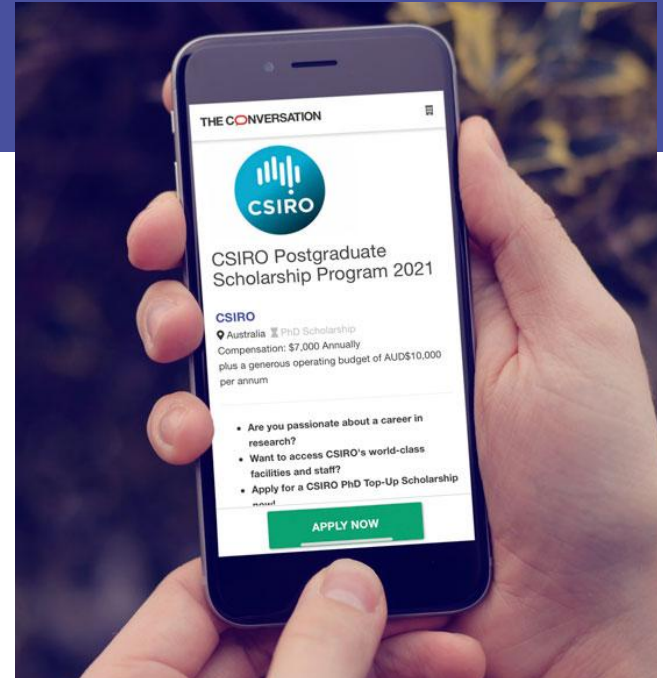
# Job Board

The Conversation Job Board offers premium knowledge-sector jobs. The Conversation readers are educated and engaged so this is where experts come to find jobs.

## Job listings last for 30 days and include:

- Your organisation's logo to maximise branding.
- Links to your organisation's recruitment site to give applicants the most seamless experience.
- The personal attention of The Conversation's Job Board Administrator for quality assurance.
- Login and track your job's performance.
- Expired job ads stay on your dashboard so you can easily repost them again.

**[View our Job Board here](#)**



Creating an employer account is easy and only takes a minute.

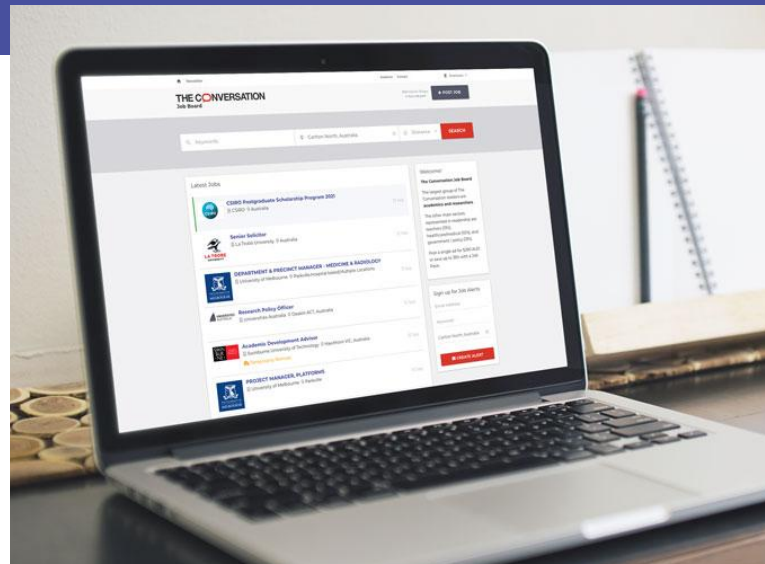
**[Create an account and post your job here](#)**



# Job Board rates & discounts

Type	Per Ad	Total*	Discount	Savings
Single job	\$390	<b>\$390</b>	0%	\$0
5 pack	\$351	<b>\$1,755</b>	10%	\$195
10 pack	\$341.25	<b>\$3,412.50</b>	12.5%	\$487.50
20 pack	\$331.50	<b>\$6,630</b>	15%	\$1,170
50 pack	\$292.50	<b>\$14,625</b>	25%	\$4,875
100 pack	\$253.50	<b>\$25,350</b>	35%	\$13,650

\*Prices are in Australian dollars and include GST.



**[Log in and buy a job pack here](#)**

# Audience stats

## The Conversation Job Board

**229K**

total page visits in 2022

**89K**

new job seeking candidates visited in 2022

**3.3K**

job seekers are signed up for job alert emails

**4.3 million**

visits to our main site every month. Job listings appear on rotation on our main site as well as on the job board

**61%**

of our readers are under 44 years old

**914**

average views per 30 day standard job listing

**3.9K**

average views per featured job listing

# Event, Course & Podcast Listings

Your event or course listing will be advertised on our **Event, Course & Podcast Board**, our homepage, and can feature in our daily newsletter (see page 9).

- Promote upcoming events, lectures, symposiums, podcasts & online courses.
- Events & courses related to arts and culture (theatre, ballet, opera, music).
- Jobs and opportunities (Calls for papers, funding, submissions, articles and applications).

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## Rate

*Free for member institutions. \$340 including GST for all other non-member organisations.*



# Featured listings


Boost your job ad, event, course or podcast listing to reach a larger audience. Featured listings receive up to 3 times the amount of engagement compared to a standard listing.

Boosting your listing guarantees that it will be featured in our daily newsletter everyday for one week, visible to our 185K subscribers.


Your listing will also be featured on The Conversation's LinkedIn page (13.7K followers).


## Rate

\$390 including gst for one week feature




**The Conversation Media Group**  
8,494 followers  
2mo




 **#COURSE:** Monash University's Monash Sustainable Development Institute is hosting an 8-week **#microcredential** course on applying **#behaviouralscience** to create change.


To register for the event, visit **The Conversation Media Group's #Events + #Courses** page: [https://lnkd.in/gGbBU\\_r](https://lnkd.in/gGbBU_r)


**#leadership #changemanagement #sustainability #changeleadership**





18 · 3 Comments

 Like

 Comment

 Share

**Peter Slattery, PhD**  
Thanks for sharing!  
Like Reply

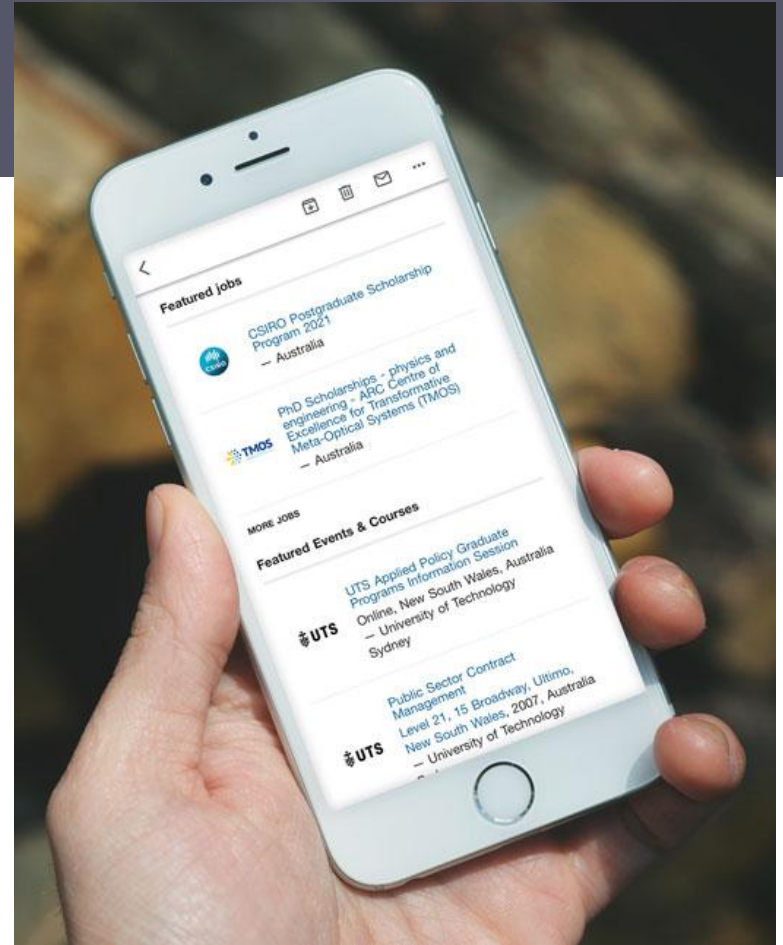
**Sarah Kneebone PhD**  
Lovely to see our fabulous Applying behaviour science course being promoted by The Conversation! 🙌  
Like Reply | 2 Likes

2mo ...  
2mo ...

# Featured listings

To feature your job listing, simply select 'Featured Job' before submitting your job listing [here](#)

To feature your event listing, please submit your listing [here](#) and then contact [sponsor@theconversation.edu.au](mailto:sponsor@theconversation.edu.au)





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Contact [sponsor@theconversation.edu.au](mailto:sponsor@theconversation.edu.au)  
for further information.

