

THE CONVERSATION

Media Kit

March 2024

**The world's leading
publisher of research-based
news and analysis.**

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

6.7m

Average monthly
page views onsite

194k

Subscribed to our
daily newsletter

Young(ish)

More than 40% of readers are under 44 years old

Influential

Our readers work in:
16% academia, 15% teaching/education, 12% healthcare, 10% government/policy

Committed

90% of readers would recommend The Conversation

Source: Reader and Author Survey 2023

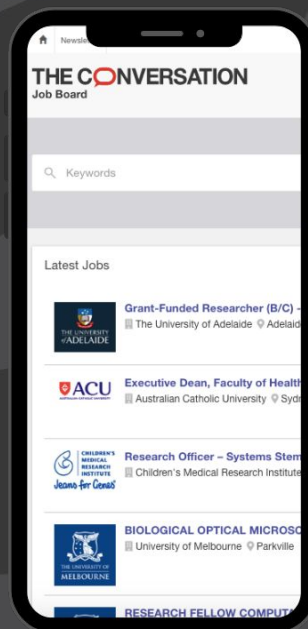
Analysts
CEOs
Consultants
Directors
Editors
Engineers
Executives
Journalists
Lecturers
Managers
Nurses
Policy Officers
Politicians
Professors
Project Officers
Researchers
Teachers
Scientists
Writers

We offer 3 different ways for you to engage with our audience

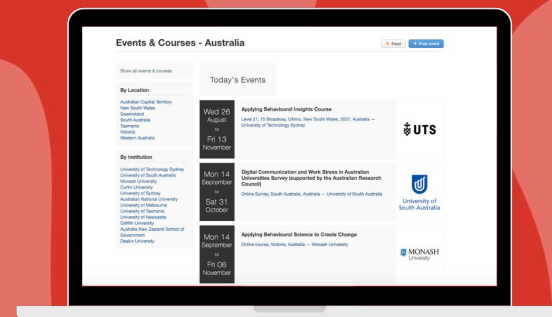
Sponsor our Newsletter



Job Board listings



Event, Course & Podcast listings



Our newsletters

The Daily newsletter
194K+ subscribers

The Weekender newsletter
202K+ subscribers

Science Wrap newsletter
30K+ subscribers

New Zealand newsletter
13.9K+ subscribers

Books and Ideas newsletter
9.6K+ subscribers

[View all newsletters here](#)

Newsletter sponsorship

The Conversation's daily newsletter has an **average open rate of 44.4%**, 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%.

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

THE CONVERSATION

It's almost two years since we launched our Books and Ideas section and we've been gratified by your enthusiasm for long-form writing, whether it be [book reviews](#), [think pieces on contentious issues](#), or our [Friday essays](#) by leading authors.

With shrinking space in many newspapers for serious discussion of books and ideas, we think our expert writers are offering something different. There are many terrific publications out there covering literary culture, but we have the unique privilege of working with Australia's top academic experts and publishing daily on all things bookish.

Now, we're taking the next step, launching a dedicated Books and Ideas newsletter.

Each week, I and my fellow editors, Jo Case and James Ley, will bring you the best of our in-depth book reviews, explainers and essays touching on everything from philosophy and history to politics and the culture wars.

As well as reviewing the latest fiction, non-fiction and poetry, we'll be showcasing new series on feminist classics and books that have become cultural touchstones. We'll cover literary news and share our own thoughts on what we've been reading and thinking about.

We hope to create a community of readers and we'd love you to join us. You can [sign up to our newsletter here](#) – and if you have any thoughts about this venture, we'd love to hear from you.

Yours in the spirit of good reading,



Suzy Freeman-Greene
Books + Ideas Editor



Today's newsletter supported by Universities Australia



Can we be inoculated against climate misinformation? Yes – if we debunk rather than debunk

Christian Turney, University of Technology Sydney
When we see false information about climate change, it. But debunking lies and explaining the science is a more effective way to combat misinformation.

194k
People
subscribed

Featured jobs

[Newsletters and Social Media](#)

The Conversation AU
Melbourne VIC, Australia • Full Time

[IT Operations Lead](#)

The Conversation AU
Melbourne VIC, Australia • Full Time

[General Manager, ECU Sri Lanka](#)

Edith Cowan University | Navitas Pty Ltd
Sri Lanka • Full Time

List your job



Featured Events, Courses & Podcasts

[Deepfakes and disinformation swirl ahead of Indonesian election](#)

1 January 2023 - 7 October 2026 •

[Politics with Michelle Grattan Podcast](#)

1 February 2023 - 25 November 2029 •

[Applying Behavioural Science to Create Change](#)

4 March - 13 May 2024 • Clayton

[Daily Taskforce: An Unseen Job Market](#)

Newsletters sponsorship rates

The Daily newsletter

(Monday-Friday)

\$700 per day

The Daily saver

Book 1 week and save \$200

\$4,200 for Monday-Saturday

The Weekender newsletter

(Saturdays)

\$900 per day



Science Wrap newsletter

(Tuesdays)

\$175 per day

New Zealand newsletter

(Wednesdays)

\$175 per day

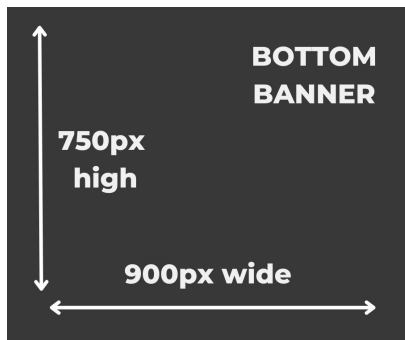
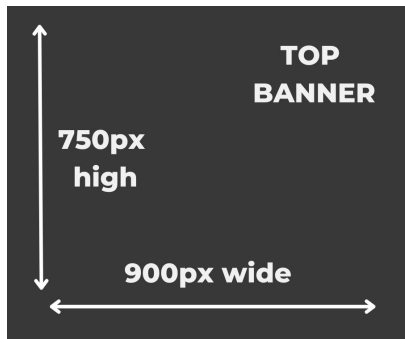
Books and Ideas newsletter

(Fridays)

\$175 per day

*All rates are in AUD and include GST

Newsletter banner specs and guidelines



Ad specs

Top banner: 750px high by 900px wide

Bottom banner: 750px high by 900px wide

Both banners can be the same artwork or different

***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

Design Guidelines

- Minimum font size 24 points
- Logo minimum size 30 points
- Suggestion: no white or transparent background



The Conversation Job Board

The Conversation **Job Board** is a leading platform for academic, ethical and knowledge-sector jobs. Job ads are featured on rotation on our **homepage** and at the bottom of article pages as well as on the Job Board, so your listings are also visible to our **millions** of onsite users.

Job listings stay live 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 team for quality assurance.
- Easy to use dashboard - track your job's performance and repost or extend expiring job ads.

"When looking to attract new academic talent to our institution – the results of posting our appointments on The Conversation far exceeded my expectations."

- Professor Roland De Marco

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

[Click here](#)

Job Board rates & discounts

Type	Cost Per Ad	Savings	Total*
Single job	\$390	\$0	\$390
5 pack	\$351	- \$195	\$1,755
10 pack	\$341.25	- \$487.50	\$3,412.50
20 pack	\$331.50	- \$1,170	\$6,630
50 pack	\$292.50	- \$4,875	\$14,625
100 pack	\$253.50	- \$13,650	\$25,350

Job packs never expire and will remain on your dashboard until all credits are used.

[Click here](#)

*All rates are in AUD and include GST

Event, Course & Podcast Listings

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

- 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).

“Our listings often get clicked on by more than 2.5K readers, and it's been a valuable way to get our events in front of a large but targeted audience that we otherwise wouldn't be able to reach.”

- Lisa Wheildon, ANZSOG

Rates

Free for member institutions or \$340 for non-members.

*All rates are in AUD and include GST

Featured listings

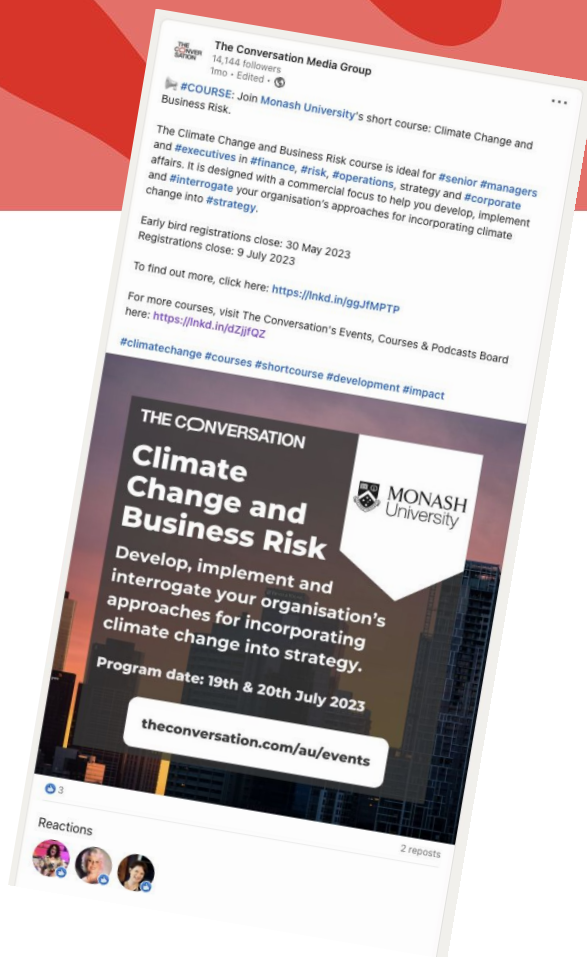
Boost your job ad, event, course or podcast listing to reach a larger audience. Featured listings receive up to **5 times the amount of engagement** compared to a standard listing.

Boosting your listing guarantees that it will be featured in our daily newsletter everyday for one week, visible to our **194K subscribers**.

Your event listing will also be featured on The Conversation's LinkedIn page (**16.5K followers**).

Rates

\$390 for 1 week
(Monday - Saturday).

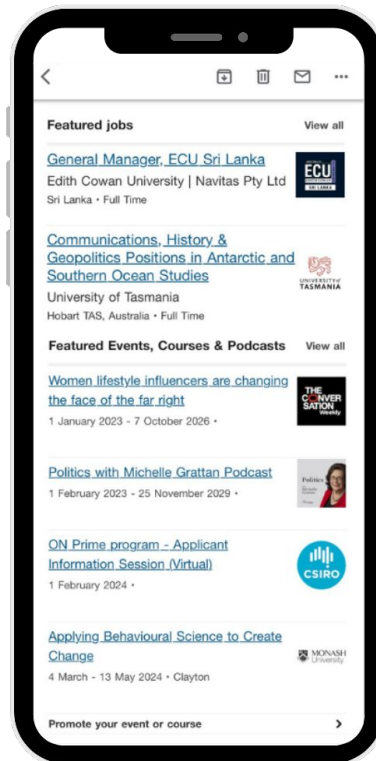


*All rates are in AUD and include GST

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 to book in dates.



194k
People
subscribed



THE CONVERSATION

Contact: sponsor@theconversation.edu.au