

THE C^{ON}VERSATION

Media Kit

2025

**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>

We place a high value on trust.

Everything you read on The Conversation is backed by science and research from academics who work together with our team of editors. This collaboration turns academics' knowledge and insights into easy-to-read articles, making them accessible to the wider public.

The Conversation began in Melbourne, Australia, in March 2011. The UK edition launched in May 2013, followed by editions in the US (2014), South Africa and France (2015), Canada, Indonesia and New Zealand (2017), Spain (2018), and Brasil (2023).

Our Audience

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

8.3M

Average page views
on site per month

13.3M

Average page views
including
republication per
month

38%

Of readers under 55
are considering
tertiary education
in the future

199K

Subscribed to
the daily
newsletter

42.8M

Average page views
(across all global
editions) per
month

75%

Of readers are under
55 years
old

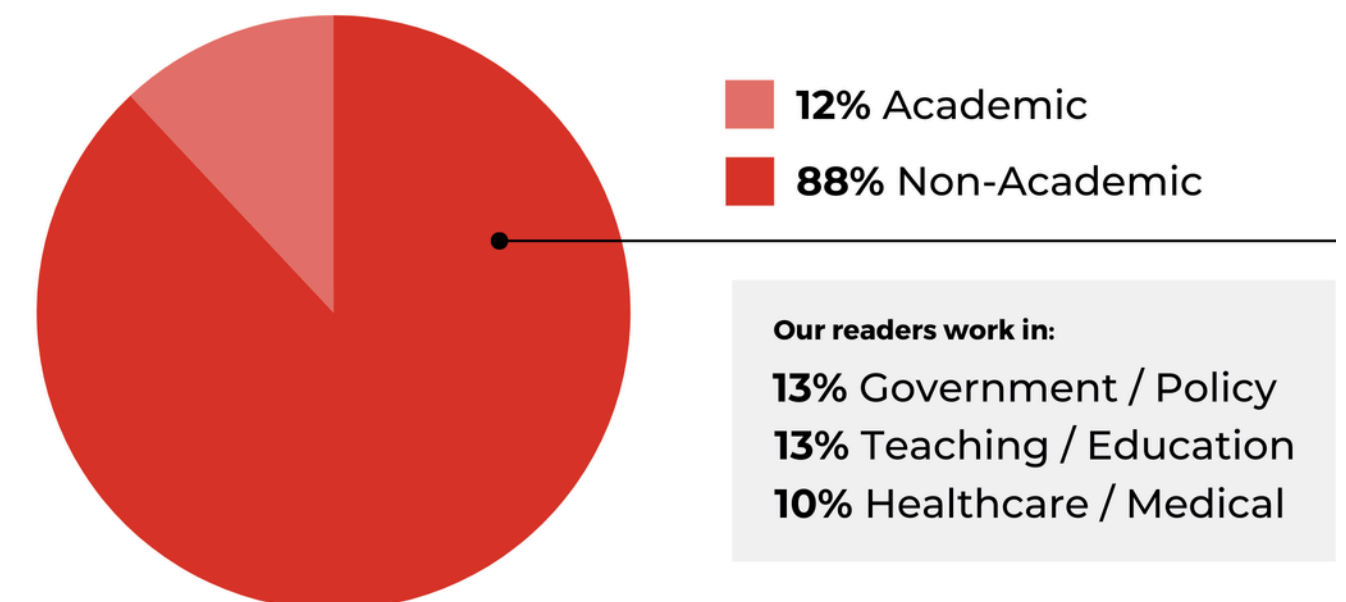
Sources: Reader and Author Survey 2024, Google Analytics, Campaign Monitor.

Our Audience

Our readers come to us for information they can trust and to read fresh, new perspectives not available elsewhere. The Conversation is seen to hold a unique place and a vital role in Australian media as an evidence-based news source.



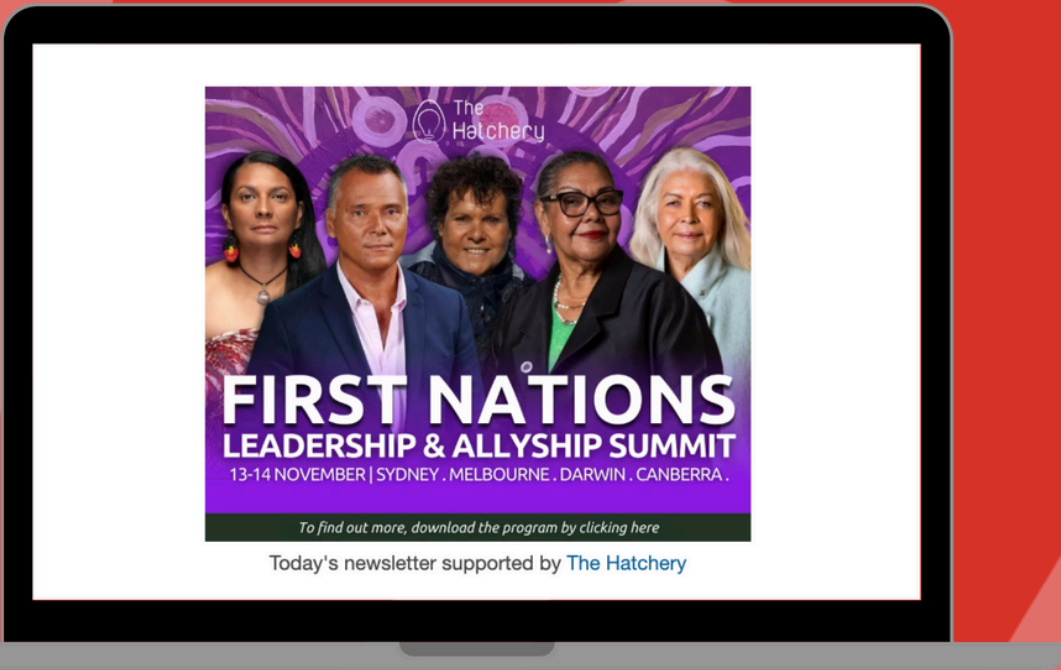
Our readers work in:



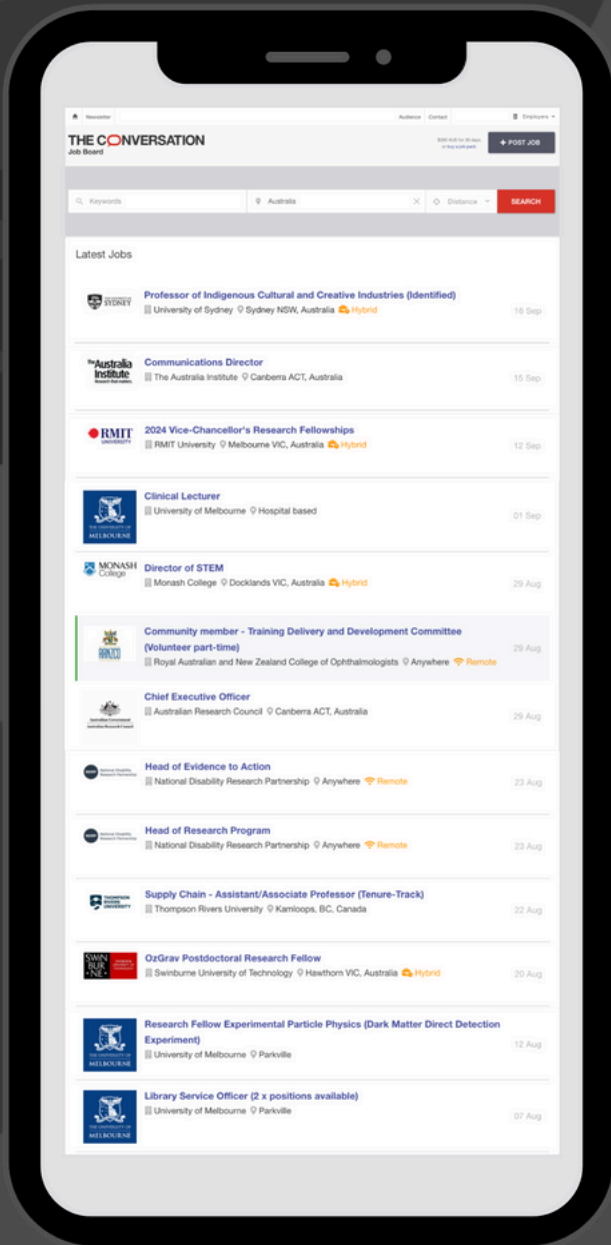
Sources: Reader and Author Survey 2024, Google Analytics, Campaign Monitor.

Reach Our Audience in 3 Ways

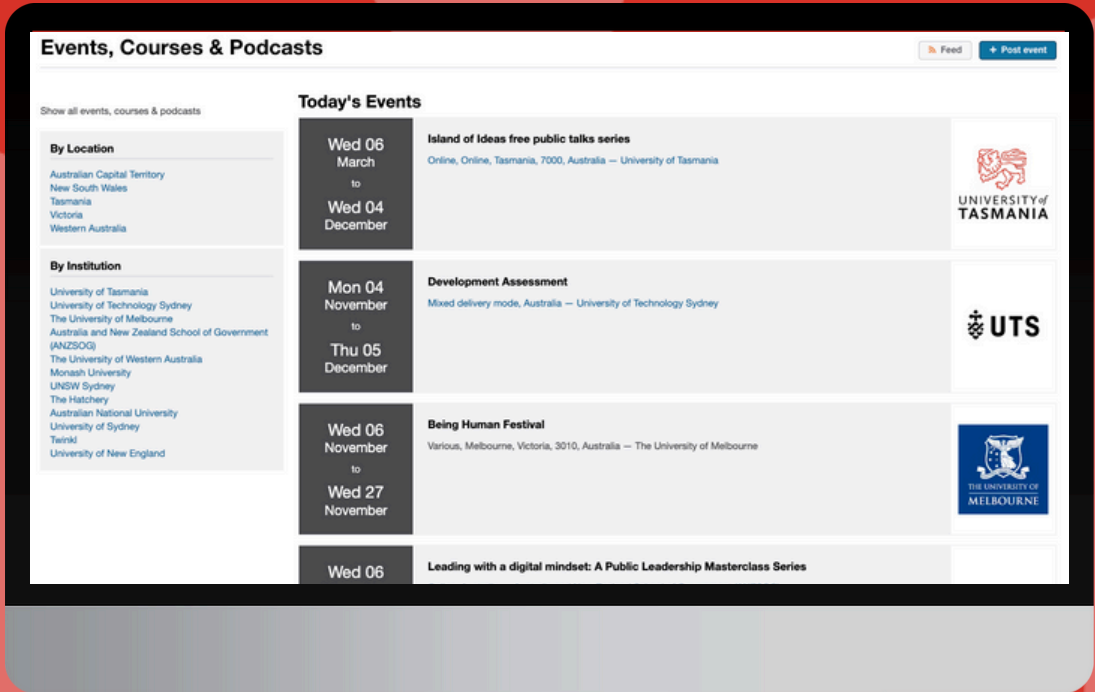
Sponsor our Newsletters



Advertise Jobs

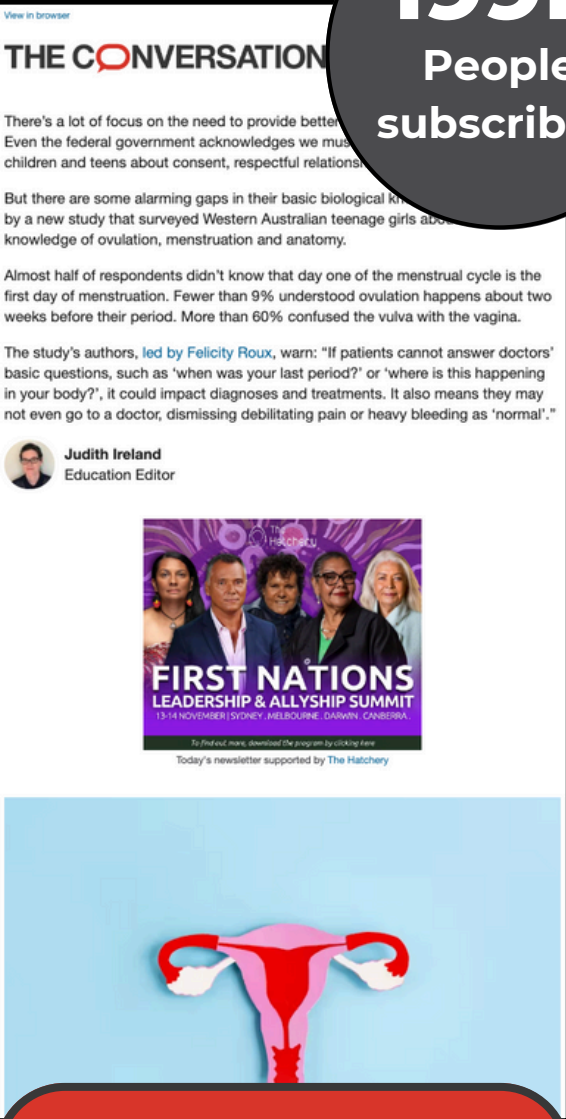


Event, Course & Podcast listings



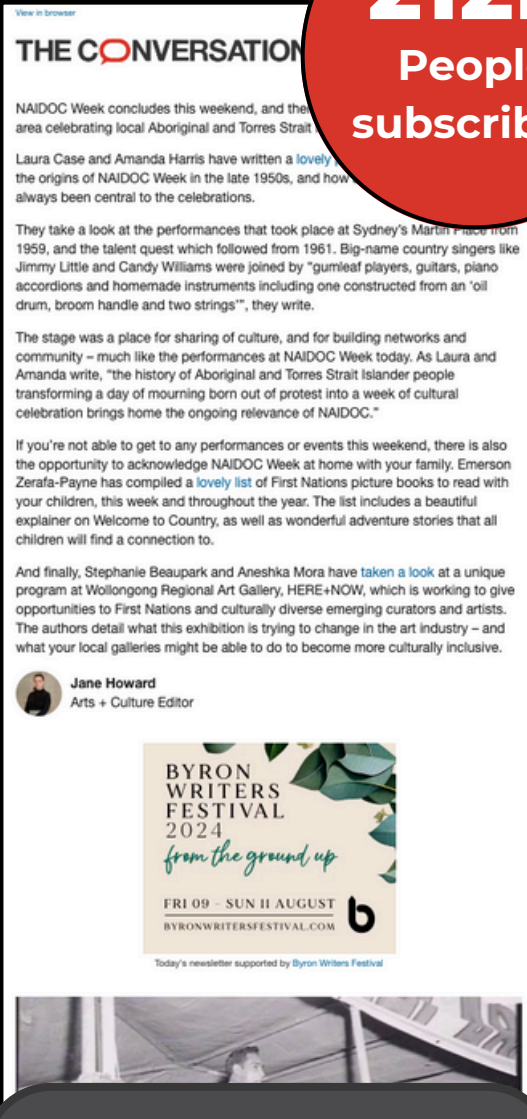
Our Newsletters

199K
People
subscribed



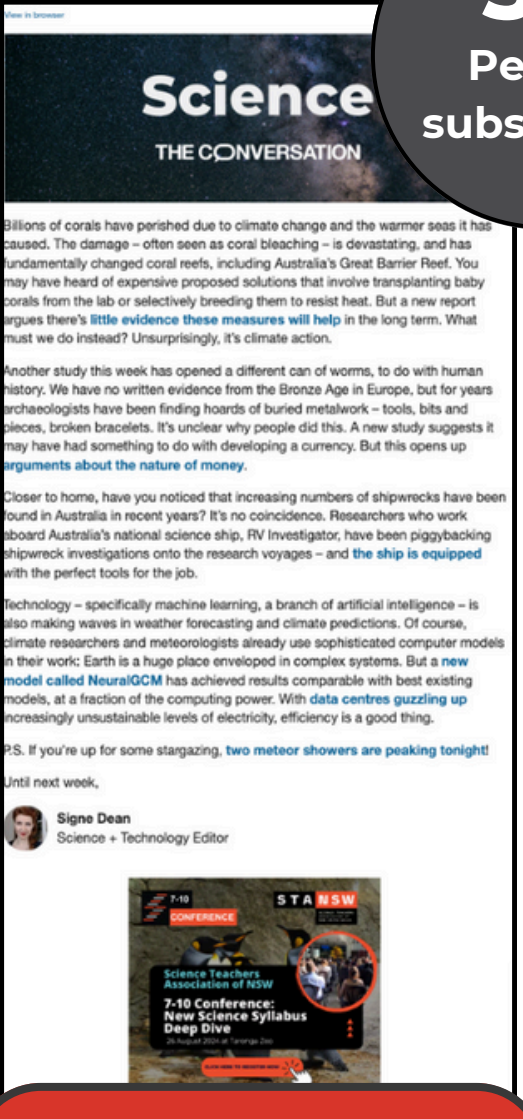
The Daily

212K
People
subscribed



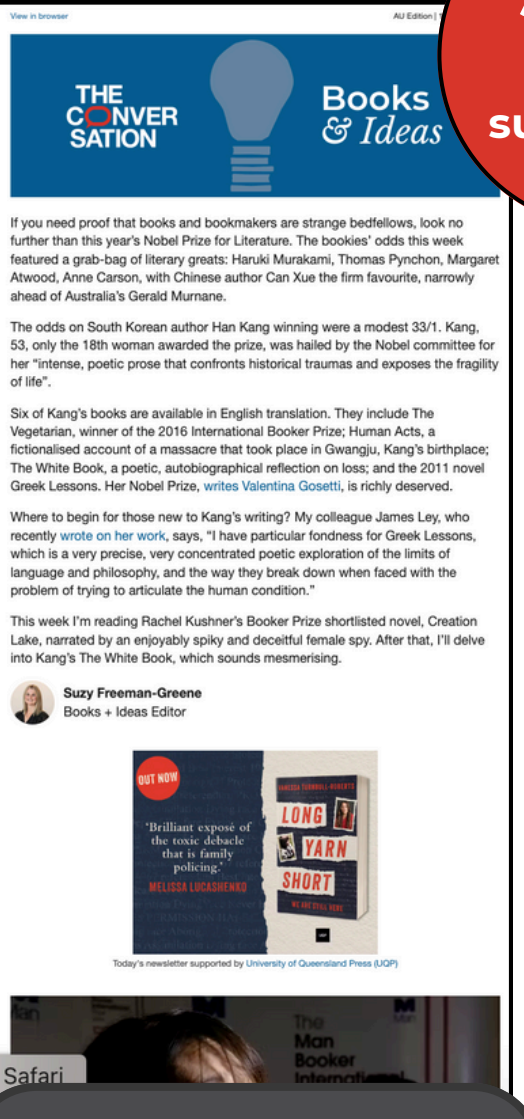
The Weekender

51K
People
subscribed



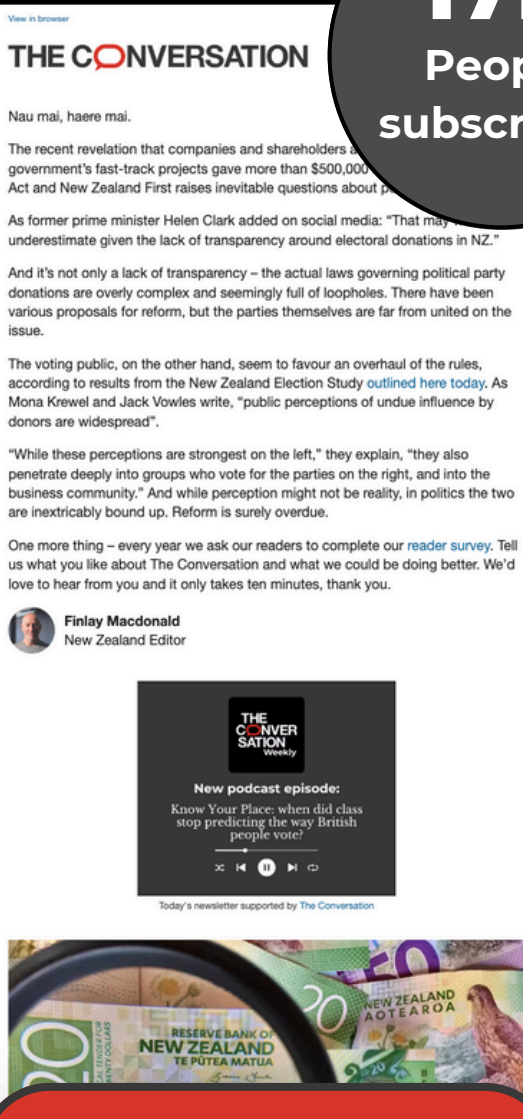
Science

36K
People
subscribed



Books & Ideas

17K
People
subscribed



New Zealand

[View all newsletters here](#)

The Daily Newsletter

Our daily newsletter (Monday - Friday) has an average open rate of **51.7%** - more than double the industry rate that Campaign Monitor reports for newsletters in general (21.5%) and close to double for Media (23.9%).

Our click rate is also very high on links and articles in the newsletter – **9.2%** compared to the industry rate of 2.3%.

What you get by becoming a sponsor:

- Two large click-through banners showcased in ad spots at the top and bottom of our newsletter.
- Your organisation credited as the sponsor of the newsletter.
- A post-campaign performance report (upon request).

51.7% Open rate

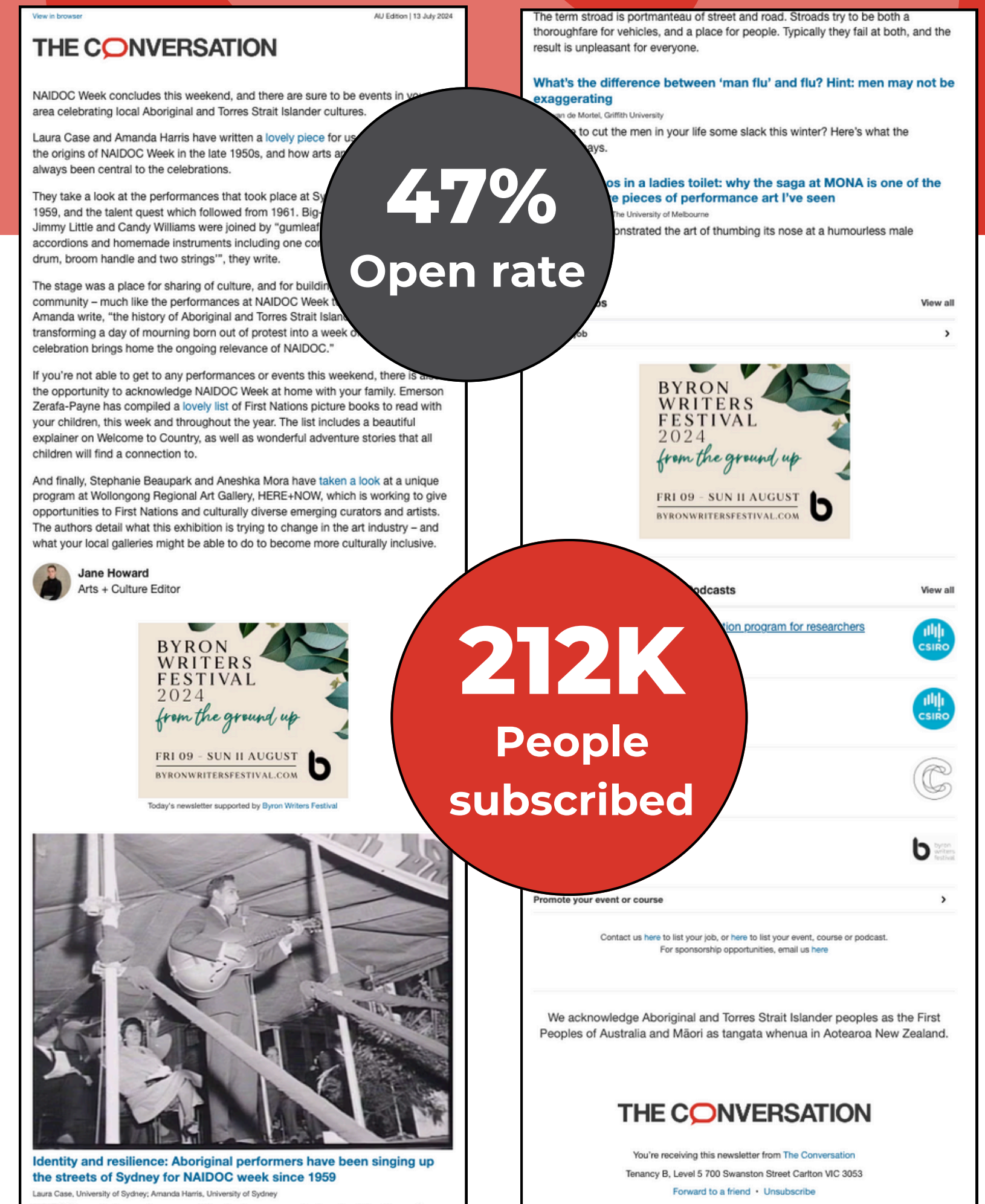
199K People subscribed

The Weekender Newsletter

Don't want to read The Conversation everyday? We pull together the best articles of the week in this special Saturday newsletter.

What you get by becoming a sponsor:

- Two large click-through banners showcased in ad spots at the top and bottom of our newsletter.
- Your organisation credited as the sponsor of the newsletter.
- A post-campaign performance report (upon request).



Science, NZ Weekly & Books & Ideas Newsletters

Science Newsletter

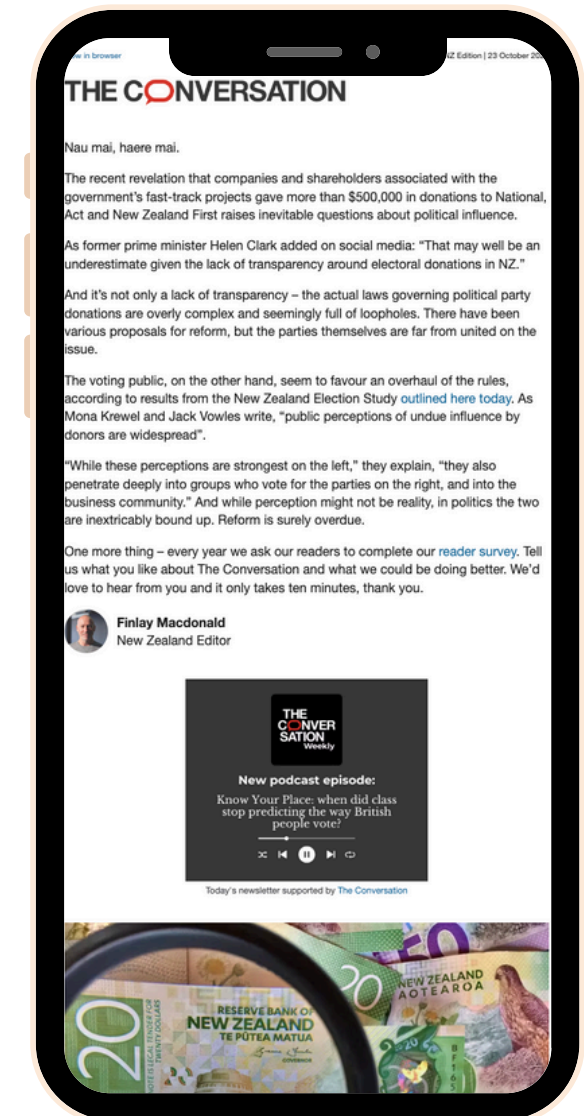
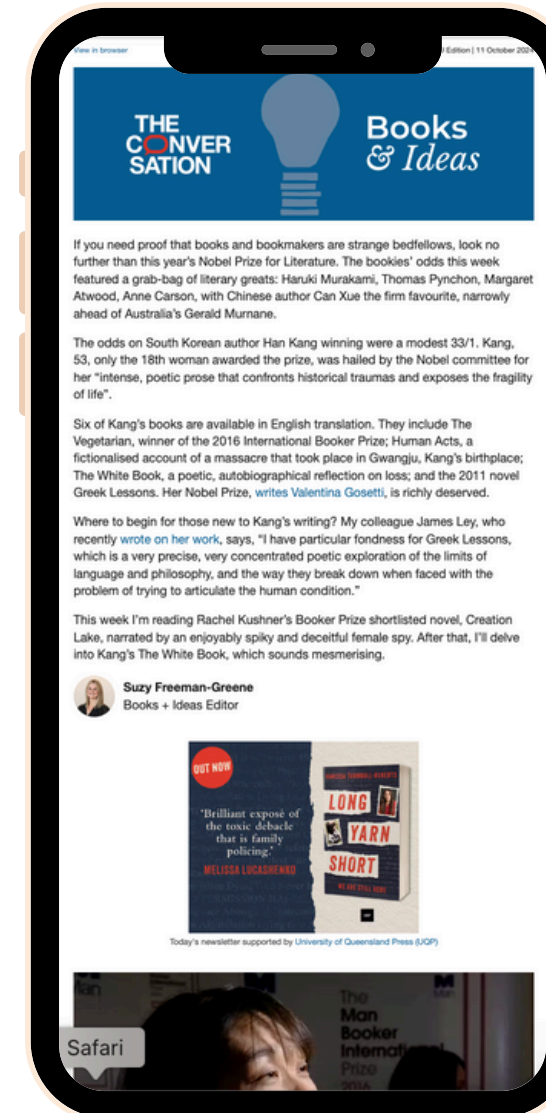
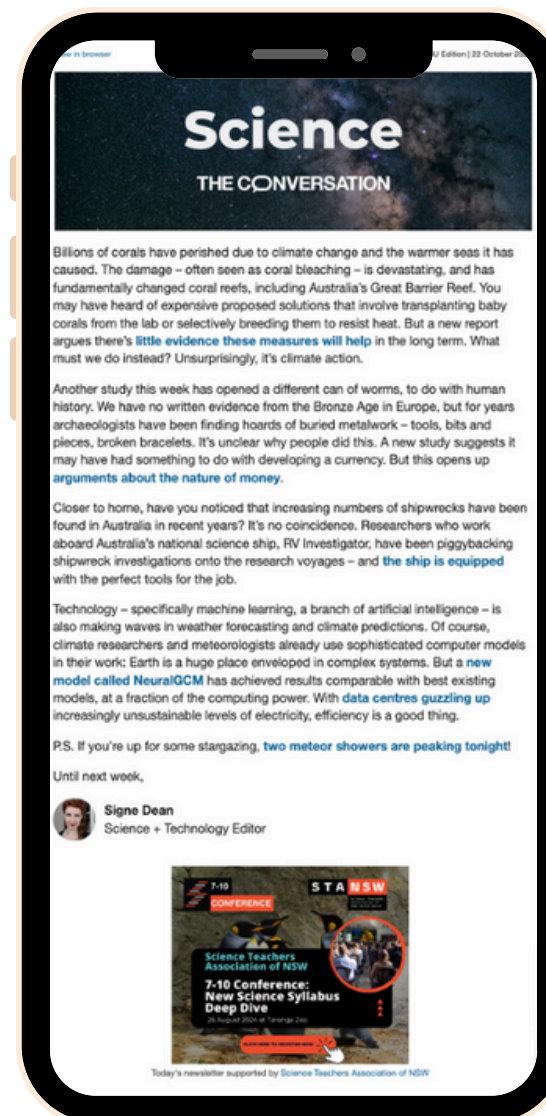
A weekly email of the best research and analysis from our science editors at The Conversation, each Tuesday.

Books & Ideas Newsletter

Every Friday we'll send you a weekly summary of books & ideas articles including the latest reviews and thought-provoking writing.

NZ Weekly

A weekly newsletter where you can receive all the New Zealand coverage directly into your inbox, each Wednesday.



Contact: sponsor@theconversation.edu.au
to sponsor any of our newsletters.

Become a Trusted Sponsor

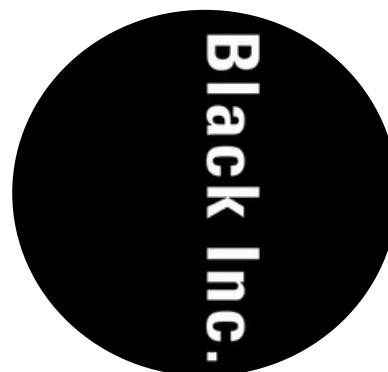
The Conversation only accepts partnerships with organisations that align with our values. Our audience trusts us, so becoming a sponsor means they will trust you.

We accept sponsorships from:

- Other not-for-profits or charities.
- University, research or government organisations
- Book publishers
- Arts organisations
- Ethical & environmentally-minded initiatives.

Contact: sponsor@theconversation.edu.au
to sponsor any of our newsletters.

Some of our sponsors..



Newsletter Sponsorship Rates

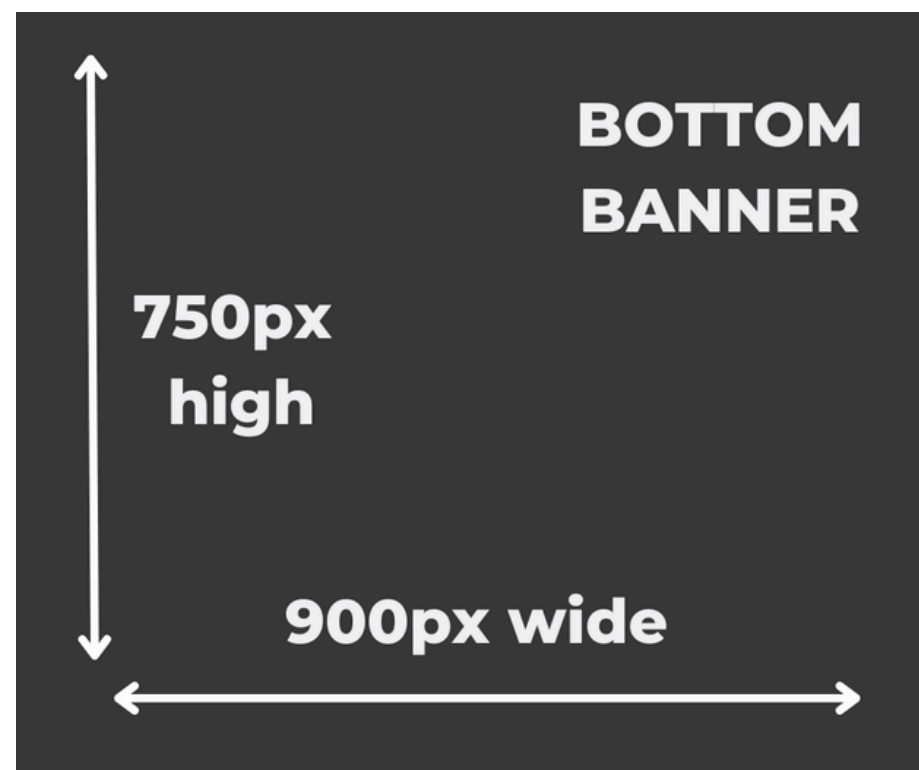
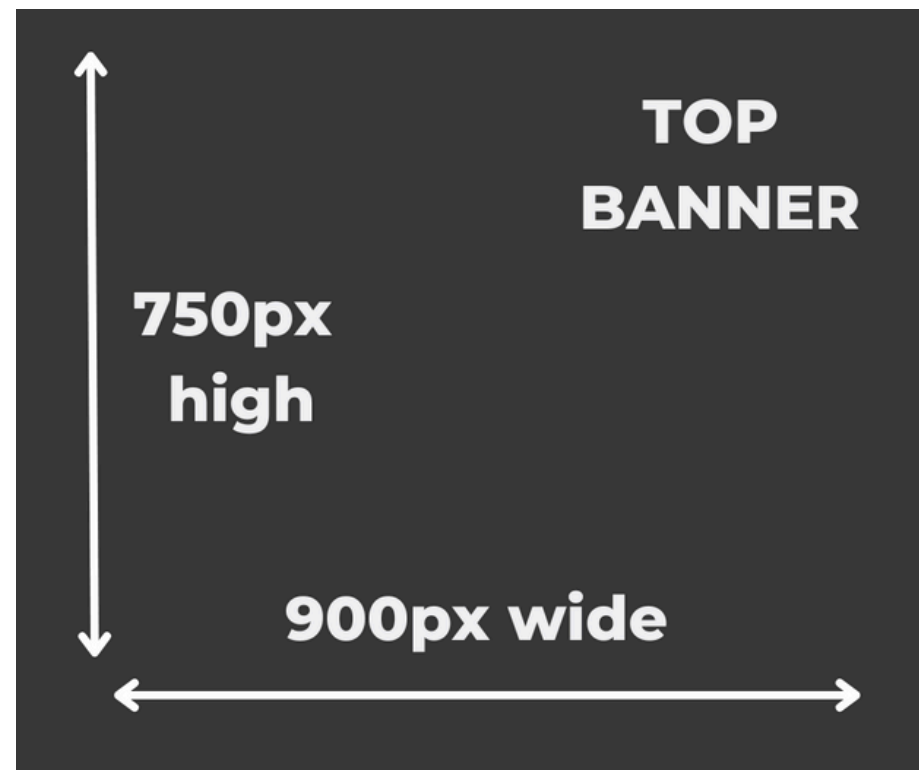
Newsletter	Rate
The Daily Newsletter	\$900 per day
The Weekender Newsletter	\$950 per day
Science Newsletter	\$250 per day
Books & Ideas Newsletter	\$200 per day
New Zealand Newsletter	\$175 per day



Receive a detailed post-campaign report to see how your ads performed (available upon request).

*All rates are in AUD and include GST.

Newsletter Banner Specs & 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.
No 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.

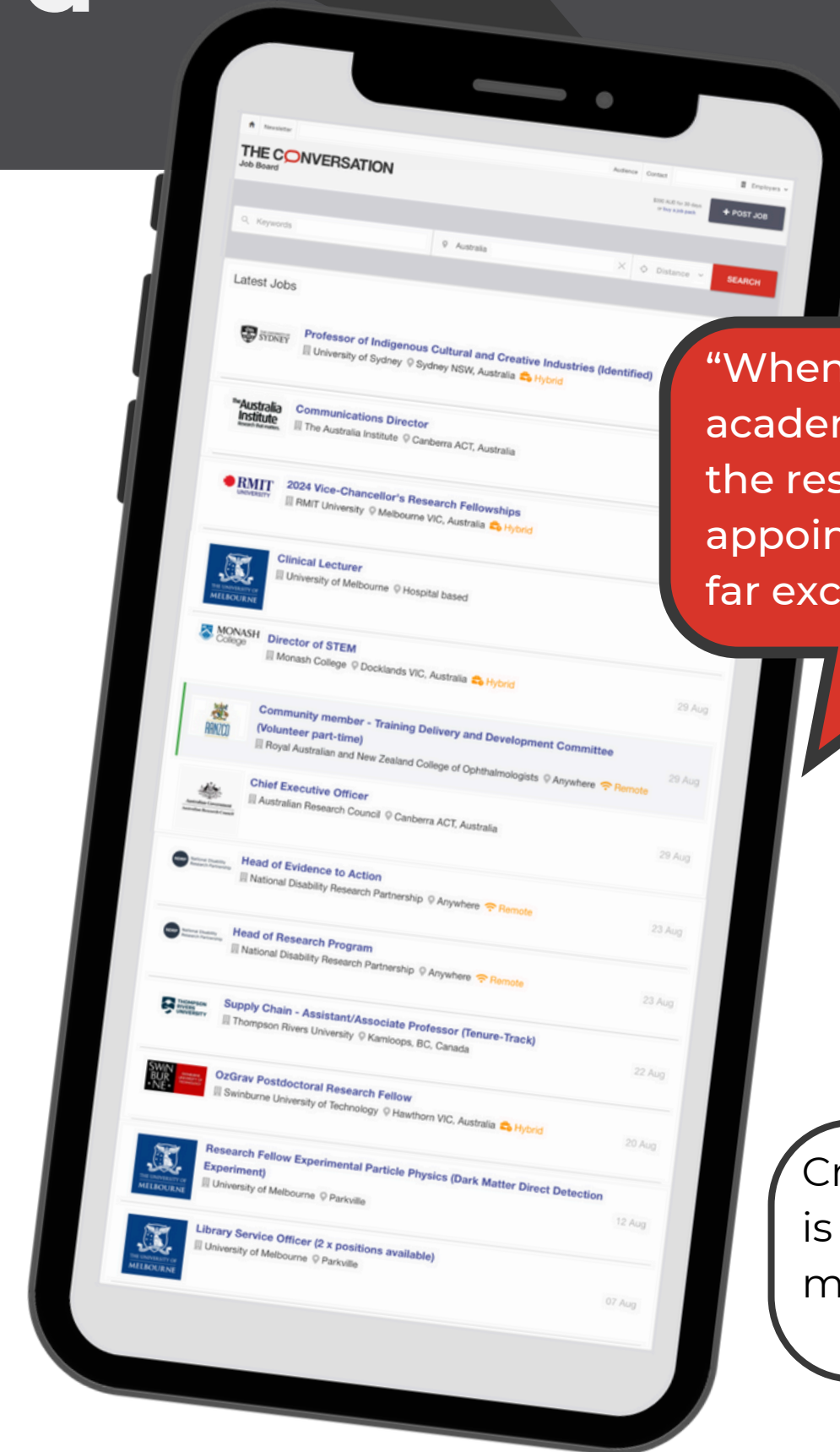


The Conversation Job Board

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	Rate	Savings
Single job	\$390	\$0
5 pack	\$1,755	- \$195
10 pack	\$3,412.50	- \$487.50
20 pack	\$6,630	- \$1,170
50 pack	\$14,625	- \$4,875
100 pack	\$25,350	- \$13,650

*All rates are in AUD and include GST.



Job packs never expire and will remain on your account until used.

[Click here](#)

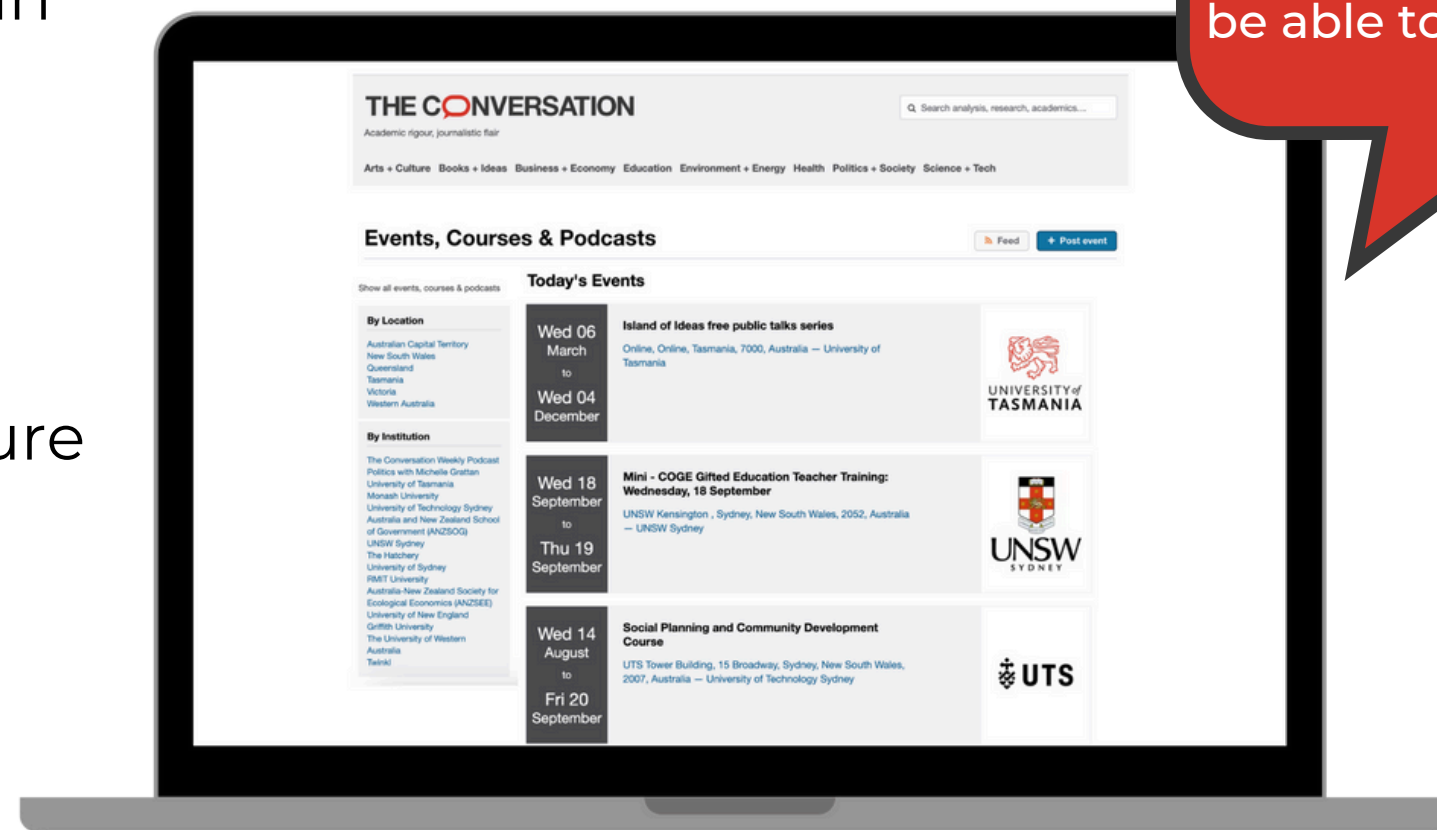
Event, Course & Podcast Listings

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).

Just enter the details of your listing [here](#) and it will be listed on our site on that business day.

*All rates are in AUD and include GST.



"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

Rate

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

Featured Listings

Boost your job ad, event, course or podcast listing to reach a larger audience. Featured listings receive up to **5 x 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 **199K subscribers**.

Your event listing will also be featured on The Conversation's LinkedIn page (**21.5K followers**).

Rate

\$390 for 1 week
(Monday-Saturday)

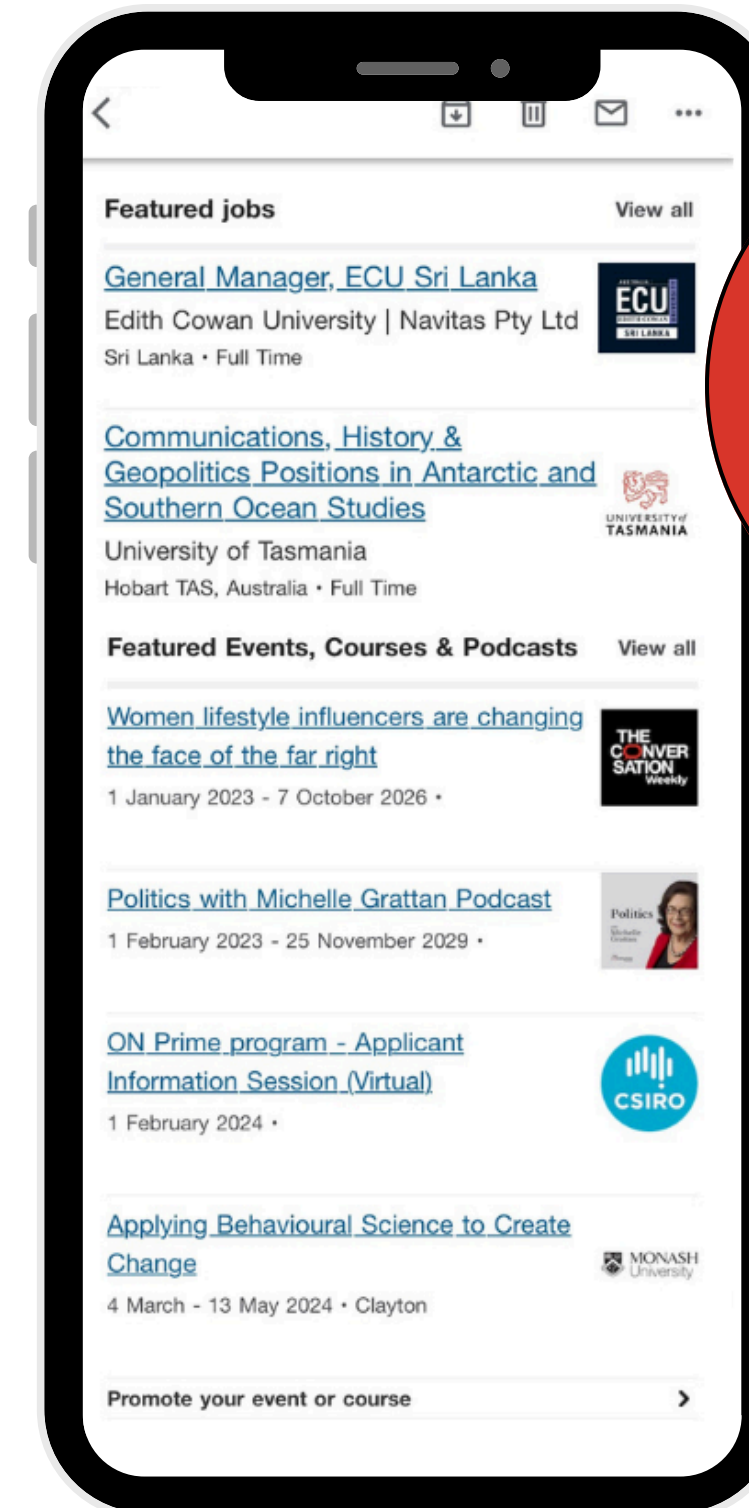
*All rates are in AUD and include GST.



Featured Listings (How To)

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.



199K
People
subscribed

THE CONVERSATION

Find us here:



Contact: sponsor@theconversation.edu.au