# THE CONVERSATION

# **Media Kit** 2025 New Zealand

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

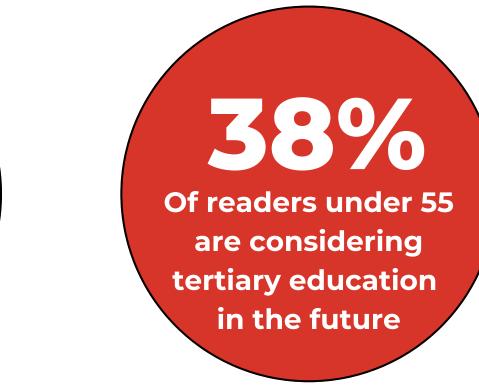
**17**K

Subscribed to the NZ Weekly newsletter

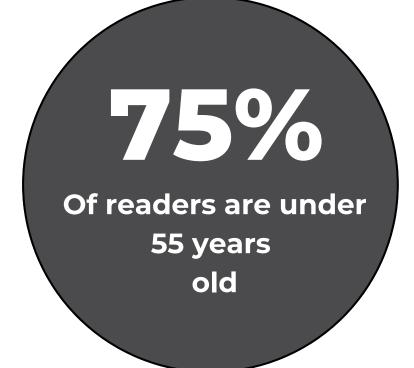
**42.8**M Average page views (across all global editions) per

month

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

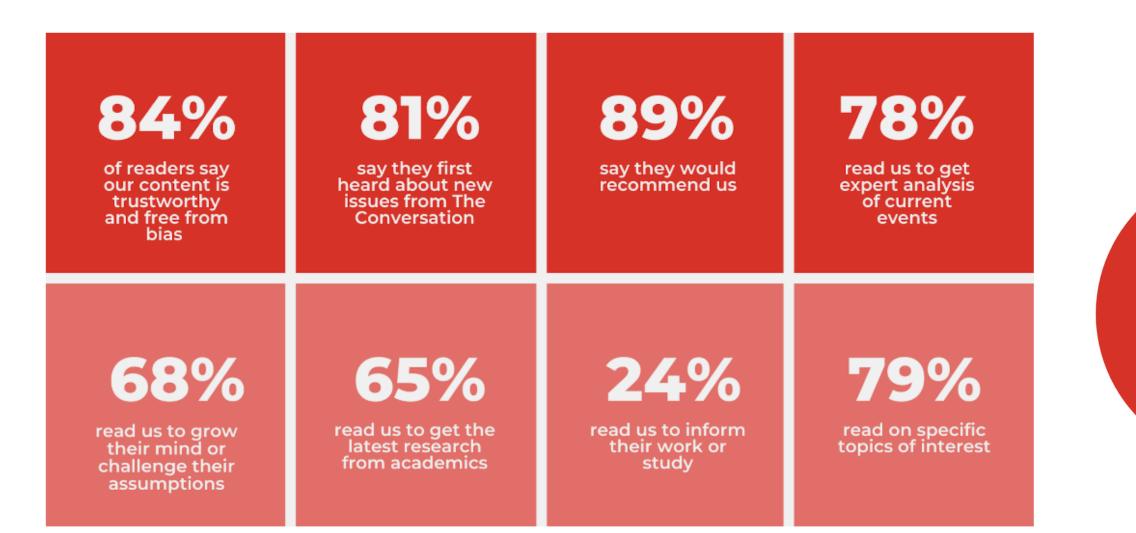






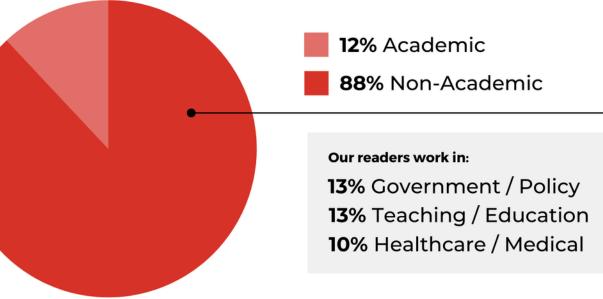
## **Our Audience**

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

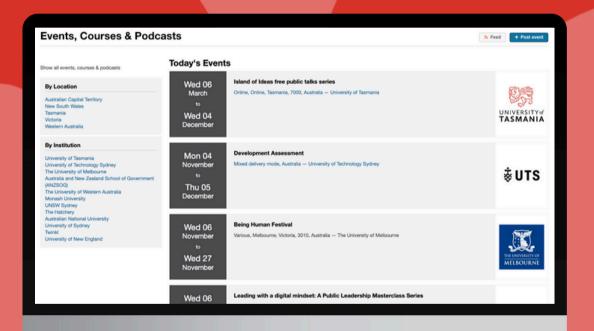
### Sponsor our Newsletters



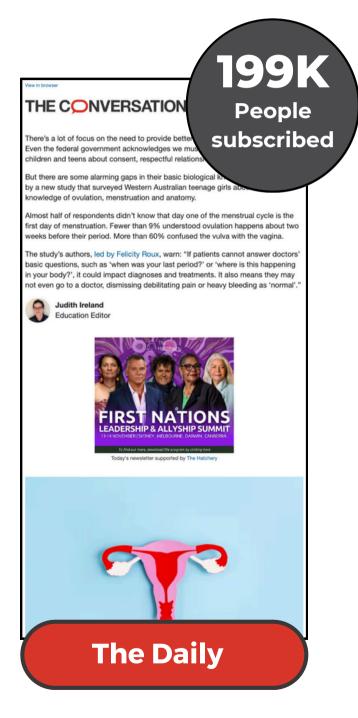
**Advertise Jobs** 

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0, Keywords	V Australia X O Dustance Y	SEARCH
Latest Jobs		
STOREY	Professor of Indigenous Cultural and Creative Industries (Identified) University of Sydney 9 Sydney NSW, Australia 🖨 Hybrid	16 Sep
"Australia Institute	Communications Director II The Australia Institute © Carborna ACT, Australia	15 Sep
• RMIT	2024 Vice-Chancellor's Research Fellowships @ RMIT University © Melbourne VIC, Australia Cs Hybrid	12 Sep
LE L	Clinical Lecturer II University of Melbourne © Hospital based	01 Sep
College	Director of STEM II Monash College © Docklands VIC, Australia 😂 Hybrid	29 Aug
REALD	Community member - Training Delivery and Development Committee (Volunteer part-time) III Royal Australian and New Zealand College of Ophthalmologists © Anywhere 🎔 Remote	29 Aug
*	Chief Executive Officer III Australian Research Council © Carberra ACT, Australia	29 Aug
	Head of Evidence to Action INational Disability Research Partnership © Anywhere "PRemote	23 Aug
	Head of Research Program National Disability Research Partnership © Anywhere Parmote	23 Aug
<b>9</b>	Supply Chain - Assistant/Associate Professor (Tenure-Track) II Thompson Rivers University © Kamioops, BC, Canada	22 Aug
SWIN BUR NE	OzGrav Postdoctoral Research Fellow ≣ Swinburne University of Technology © Hawthorn VIC, Australia Ca Hybrid	20 Aug
NILIBOURNE MILIBOURNE	Research Fellow Experimental Particle Physics (Dark Matter Direct Detection Experiment) University of Melbourne © Partville	12 Aug
X	Library Service Officer (2 x positions available) University of Melbourne © Parkville	07 Aug

### **Event, Course & Podcast listings**



### **Our Newsletters**



#### THE CONVERSATION

NAIDOC Week concludes this weekend, and the

subscribed area celebrating local Aboriginal and Torres Stra Laura Case and Amanda Harris have written a low the origins of NAIDOC Week in the late 1950s, and always been central to the celebrations

They take a look at the performances that took place at Sydney's Ma 1959, and the talent quest which followed from 1961. Big-name country singers like Jimmy Little and Candy Williams were joined by "gumleaf players, guitars, plano accordions and homemade instruments including one constructed from an 'oil drum, broom handle and two strings", they write.

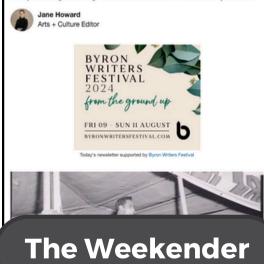
212K

People

The stage was a place for sharing of culture, and for building networks and community - much like the performances at NAIDOC Week today. As Laura and Amanda write, "the history of Aboriginal and Torres Strait Islander people transforming a day of mourning born out of protest into a week of cultural celebration brings home the ongoing relevance of NAIDOC."

If you're not able to get to any performances or events this weekend, there is also the opportunity to acknowledge NAIDOC Week at home with your family. Emerson Zerafa-Payne has compiled a lovely list of First Nations picture books to read with your children, this week and throughout the year. The list includes a beautiful explainer on Welcome to Country, as well as wonderful adventure stories that all children will find a connection to.

And finally. Stephanie Beaupark and Aneshka Mora have taken a look at a unique program at Wollongong Regional Art Gallery, HERE+NOW, which is working to give opportunities to First Nations and culturally diverse emerging curators and artists. The authors detail what this exhibition is trying to change in the art industry - and what your local galleries might be able to do to become more culturally inclusive



#### **51K** People Science subscribed THE CONVERSATION

ions of corals have perished due to climate change and the warmer seas it caused. The damage - often seen as coral bleaching - is devastating, and has damentally changed coral reefs, including Australia's Great Barrier Reef. You may have heard of expensive proposed solutions that involve transplanting baby corals from the lab or selectively breeding them to resist heat. But a new report argues there's little evidence these measures will help in the long term. What nust we do instead? Unsurprisingly, it's climate action.

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loser to home, have you noticed that increasing numbers of shipwrecks have been ind in Australia in recent years? It's no coincidence. Researchers who work aboard Australia's national science ship. RV Investigator, have been piggybacking ipwreck investigations onto the research voyages - and the ship is equipped ith the perfect tools for the job.

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#### S. If you're up for some stargazing, two meteor showers are peaking tonight ntil next week.





#### **Science**



you need proof that books and bookmakers are strange bedfellows, look no urther than this year's Nobel Prize for Literature. The bookies' odds this week eatured a grab-bag of literary greats: Haruki Murakami, Thomas Pynchon, Margare Atwood, Anne Carson, with Chinese author Can Xue the firm favourite, narrowly ahead of Australia's Gerald Murnane.

Books

& Ideas

The odds on South Korean author Han Kang winning were a modest 33/1. Kang, 53, only the 18th woman awarded the prize, was hailed by the Nobel committee fo her "intense, poetic prose that confronts historical traumas and exposes the fragility of life".

Six of Kang's books are available in English translation. They include The Vegetarian, winner of the 2016 International Booker Prize; Human Acts, a ictionalised account of a massacre that took place in Gwanoiu. Kang's birthplace The White Book, a poetic, autobiographical reflection on loss; and the 2011 novel Greek Lessons, Her Nobel Prize, writes Valentina Gosetti, is richly deserved.



#### **36K** People subscribed

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Where to begin for those new to Kang's writing? My colleague James Ley, who recently wrote on her work, says, "I have particular fondness for Greek Lessons, which is a very precise, very concentrated poetic exploration of the limits of anguage and philosophy, and the way they break down when faced with the problem of trying to articulate the human conditio

This week I'm reading Rachel Kushner's Booker Prize shortlisted novel. Creation Lake, narrated by an enjoyably spiky and deceitful female spy. After that, I'll delve nto Kang's The White Book, which sounds mesmerising.

Suzy Freeman-Greene Books + Ideas Editor



#### THE CONVERSATION

Nau mai, haere mai.

The recent revelation that companies and sharehold government's fast-track projects gave more than \$500,0 Act and New Zealand First raises inevitable questions abo

As former prime minister Helen Clark added on social media: "That underestimate given the lack of transparency around electoral donations in NZ.

17K

People

subscribed

And it's not only a lack of transparency - the actual laws governing political party donations are overly complex and seemingly full of loopholes. There have been various proposals for reform, but the parties themselves are far from united on the

The voting public, on the other hand, seem to favour an overhaul of the rules, according to results from the New Zealand Election Study outlined here today, As Mona Krewel and Jack Vowles write, "public perceptions of undue influence by donors are widespread".

"While these perceptions are strongest on the left," they explain, "they also penetrate deeply into groups who vote for the parties on the right, and into the business community." And while perception might not be reality, in politics the two are inextricably bound up. Reform is surely overdue.

One more thing - every year we ask our readers to complete our reader survey. Tell us what you like about The Conversation and what we could be doing better. We'd love to hear from you and it only takes ten minutes, thank you.









#### View all newsletters here

## NZ Weekly Newsletter

Our weekly newsletter (Wednesday) has an average open rate of 51.3% - nearly double the industry rate that Campaign Monitor reports for newsletters in general (21.5%) and more than double for Media (23.9%).

Our click rate is also very high on links and articles in the newsletter – 10.2% 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 is credited as the sponsor of the newsletter.

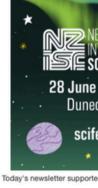
A post-campaign performance report (upon

• request).

using force against his own here's why the hunt for their NZ Edition | 11 June 2025 languages has left us emptypeople. Now he has the pretext to handed do so Anna Jon-And, Stockholm University: Johan Lind Emma Shortis, RMIT University Linköping University It's always suited Trump to manufacture Many scientists see evidence of crises to further his agenda. By nguage in the sounds animals put demonising protesters as insurrectionist ther, but they may be kidding 51.3% mobs, he could be laying the groundwork for further escalation. ed jobs View al **Open rate** ciate Dean, Indigenous SYDNEY ersity of Sydney erdown NSW, Australia · Full Time Vice Chancellor's Senior Research and Impact Fellow Victoria University Melbourne VIC, Australia · Contract Vice Chancellor's Postdoctoral Research and Impact Fellow + VICTORIA Victoria University SWIN BUR **17**K > People **Finlay Macdonald** New Zealand Editor subscribed m are free! COTAGO scifest.org.nz 28 June – 6 July 2025 Dunedin | Otepoti scifest.org.nz Contact us here to list your job, or here to list your event y's newsletter supported by NZ International Science Festiva THE CONVERSATION You're receiving this newsletter from The Conversation Po Box 5290, Waterloo Quay, Wellington 6140 Forward to a friend . Unsubscribe

View in browse THE CONVERSATION Nau mai, haere mai, Next year's general election will mark 30 years since I under the MMP system. Over that time, the National new parties have become entrenched, and parliame demographically representative. But something odd has been happening, too. Despit system being the result of widespread disaffection w available to governments under the old first-past-thebinary politics has emerged. As Richard Shaw argues, with so many parties now "ruling of various other parties, parliament has settled into two distinct blo Labour/Green/Te Pati Maori on one side. National/ACT/NZ First on the other - that largely mimic the "ideological forced choice" that prompted change in the first place. With the minor parties able to exercise considerable influence over their bigger partners, and the current government routinely using parliamentary urgency to pass contentious legislation, what former prime minister Geoffrey Palmer called an "executive paradise" also seems alive and well. The familiar "ruling out" of compromise or possible coalition simply entrenches this "In effect," Shaw writes, "the absence of a genuinely moderate centre party has meant a return to the zero-sum politics of the pre-MMP era." PS: We're grateful to all our New Zealand readers who've already contributed fundraising campaign. If you haven't yet and you value our work, you can joir here. Thank you.







## **The Daily Newsletter**

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

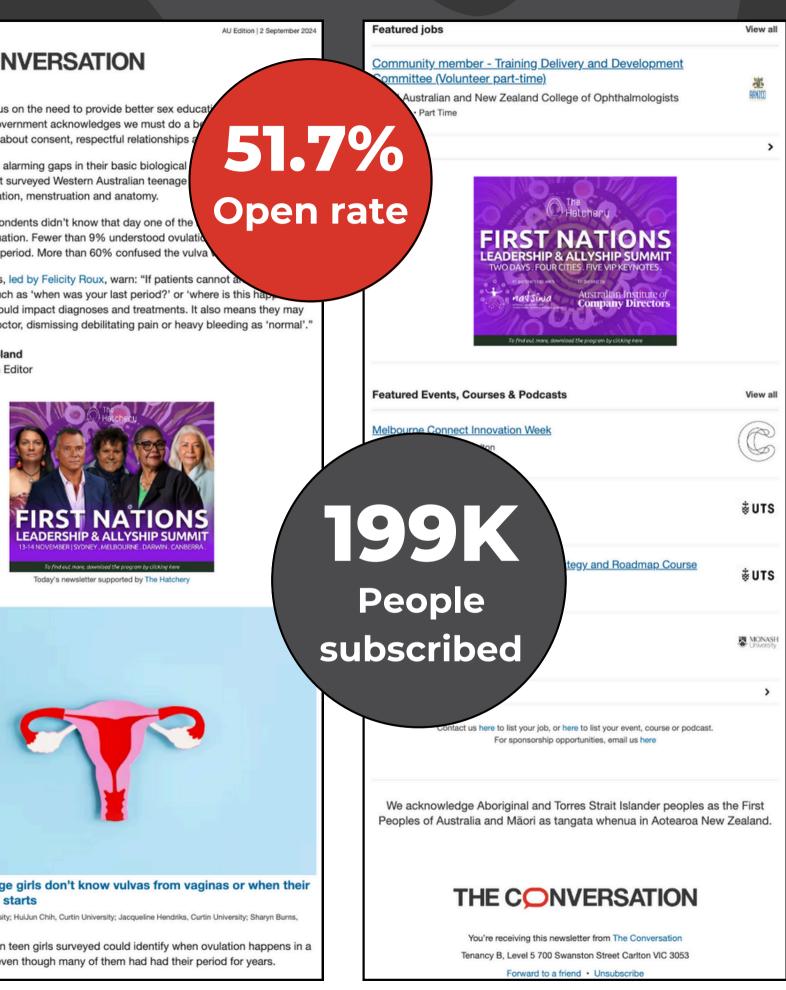
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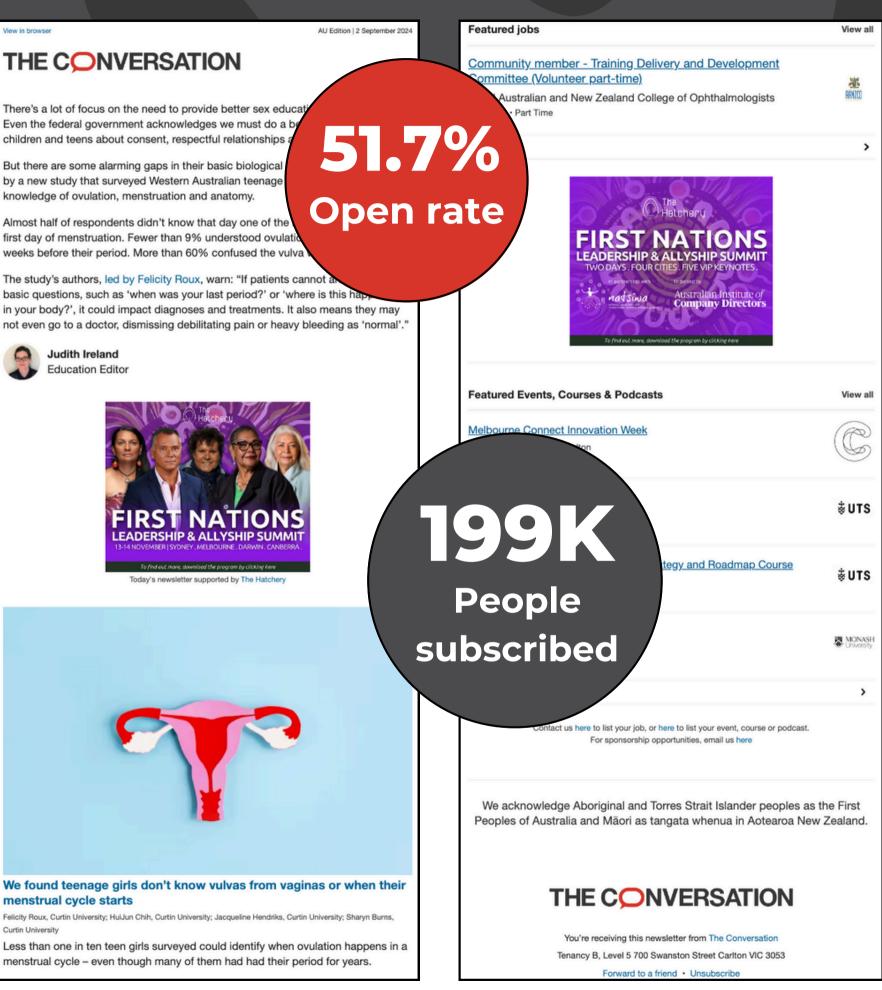
### What you get by becoming a sponsor:

- 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).

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#### menstrual cycle starts

Curtin University

### **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).

#### THE CONVERSATION

always been central to the celebrations.

drum, broom handle and two strings", they write.

children will find a connection to.

Arts + Culture Editor



Laura Case, University of Sydney; Amanda Harris, University of Sydney



Identity and resilience: Aboriginal performers have been singing up the streets of Sydney for NAIDOC week since 1959

your event or cours

Contact us here to list your job, or here to list your event, course or podcast. For sponsorship opportunities, email us here

6

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We acknowledge Aboriginal and Torres Strait Islander peoples as the First Peoples of Australia and Māori as tangata whenua in Aotearoa New Zealand.



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### Science & 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.

Contact: <a href="mailto:sponsor@theconversation.edu.au">sponsor@theconversation.edu.au</a> to sponsor any of our newsletters.



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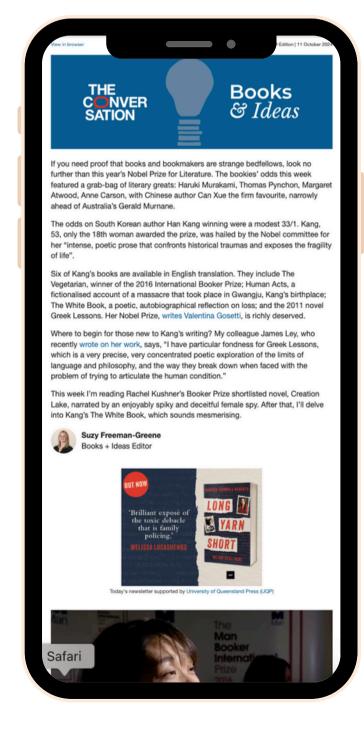
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### **Become a Trusted Sponsor**

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: <a href="mailto:sponsor@theconversation.edu.au">sponsor@theconversation.edu.au</a> to sponsor any of our newsletters.

#### Some of our sponsors..





### Newsletter Sponsorship Rates

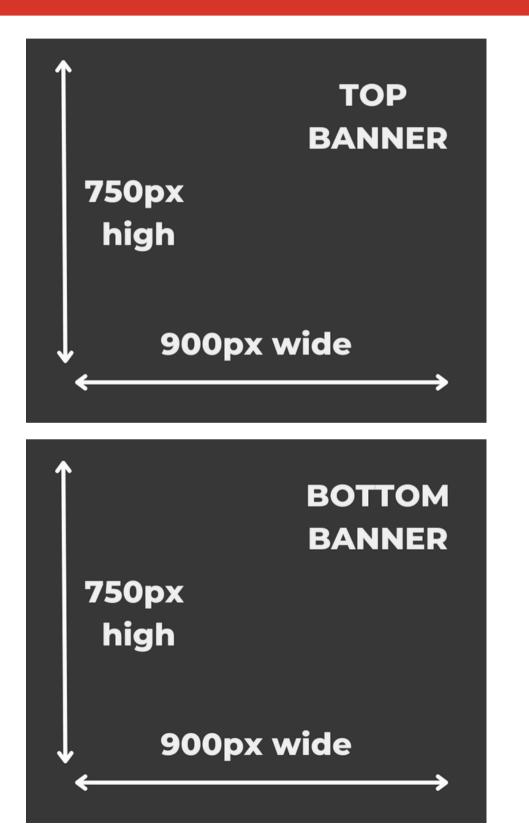
Newsletter	Rate	
The Daily Newsletter	\$900 per day	
The Weekender Newsletter	\$950 per day	
Science Newsletter	\$250 per day	
<b>Books &amp; Ideas Newsletter</b>	\$200 per day	
New Zealand Newsletter	\$175 per day	

\*All rates are in NZD.



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

## 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

Туре	Rate	Savings
Single job	\$390	<b>\$</b> O
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 NZD.



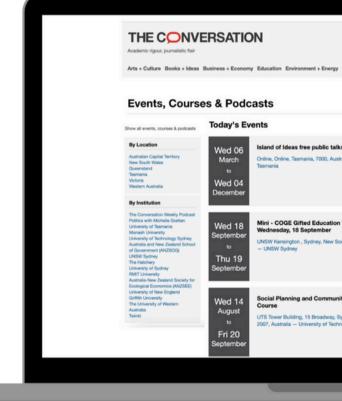




### **Event, Course & Podcast Listings**

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 <u>here</u> and it will be listed on our site on that business day.

\*All rates are in NZD.

"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."

# ₩UTS

UNSW

#### - Lisa Wheildon, ANZSOG

#### Rate

Free for <u>member institutions</u> 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 N7D.

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# #COURSE: Join Monash University's short course: Climate Change and

limate Change and Business Risk course is ideal for #senior #managers xecutives in #finance, #risk, #operations, strategy and #corporate iffairs. It is designed with a commercial focus to help you develop, implement and #interrogate your organisation's approaches for incorporating climate

arly bird registrations close: 30 May 2023 Registrations close: 9 July 2023

o find out more, click here: https://lnkd.in/ggJfMPTP

or more courses, visit The Conversation's Events, Courses & Podcast

natechange #courses #shortcourse #development #impact

MONASH University

#### THE CONVERSATION

#### Climate Change and Business Risk

Develop, implement and interrogate your organisation's approaches for incorporating climate change into strategy.

Program date: 19th & 20th July 2023

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2 repost

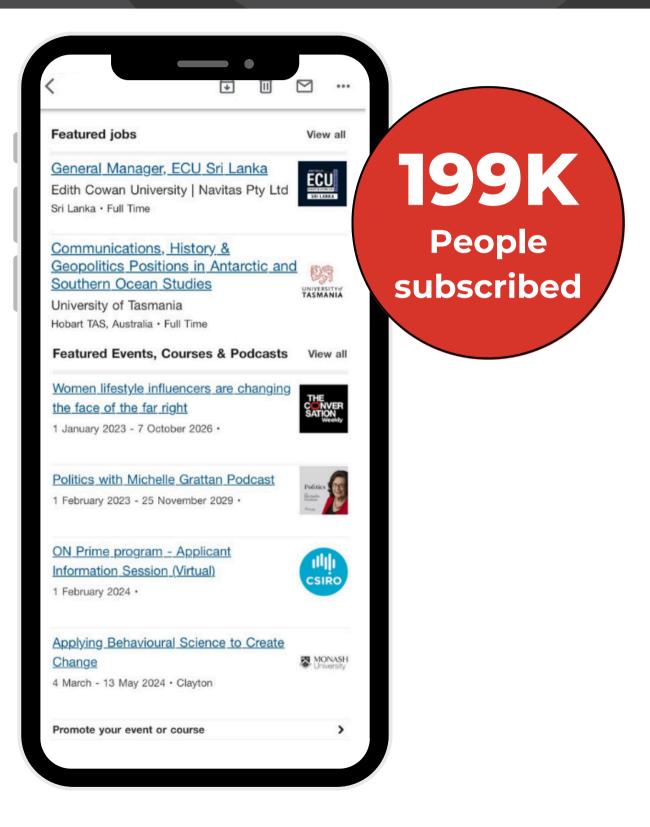
### **21.5K** Followers

## Featured Listings (How To)

To feature your job listing, simply select 'Featured Job' before submitting your job listing <u>here</u>.

To feature your event listing, please submit your listing <u>here</u> and then contact <u>sponsor@theconversation.edu.au</u> to book in dates.





### THE CONVERSATION

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