

**THE C<sup>ON</sup>VERSATION**

# Media Kit

2026

**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

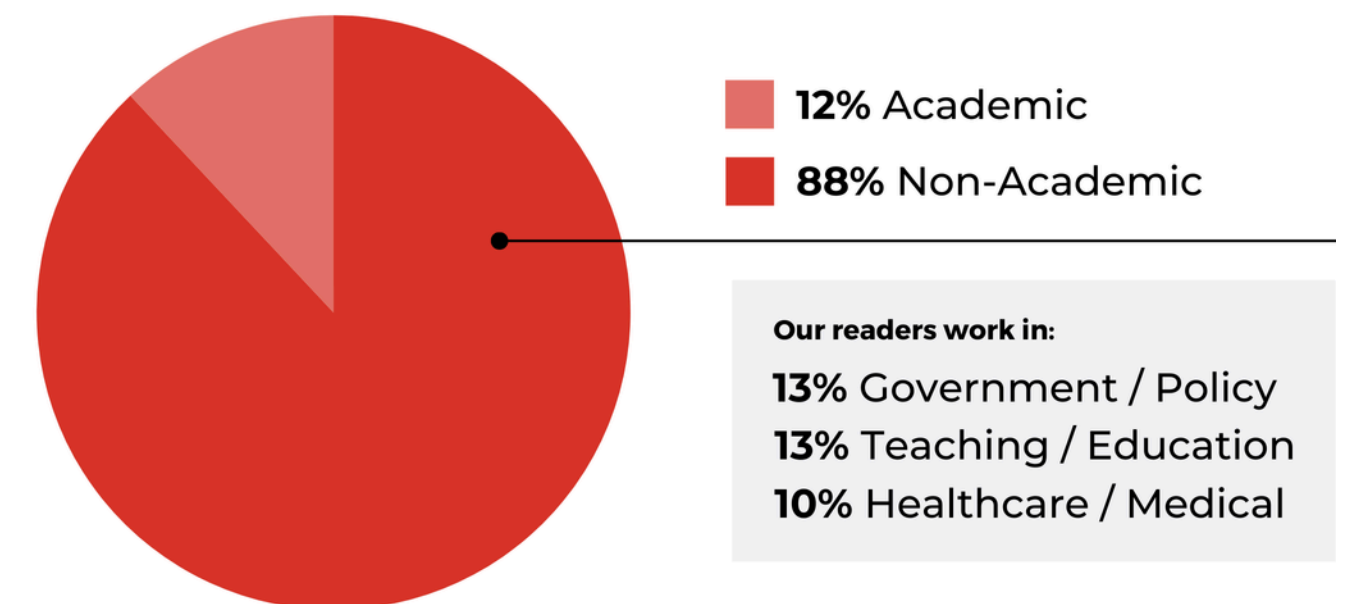
Sources: Reader and Author Survey 2024, Google Analytics, Campaign Monitor.

# 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:

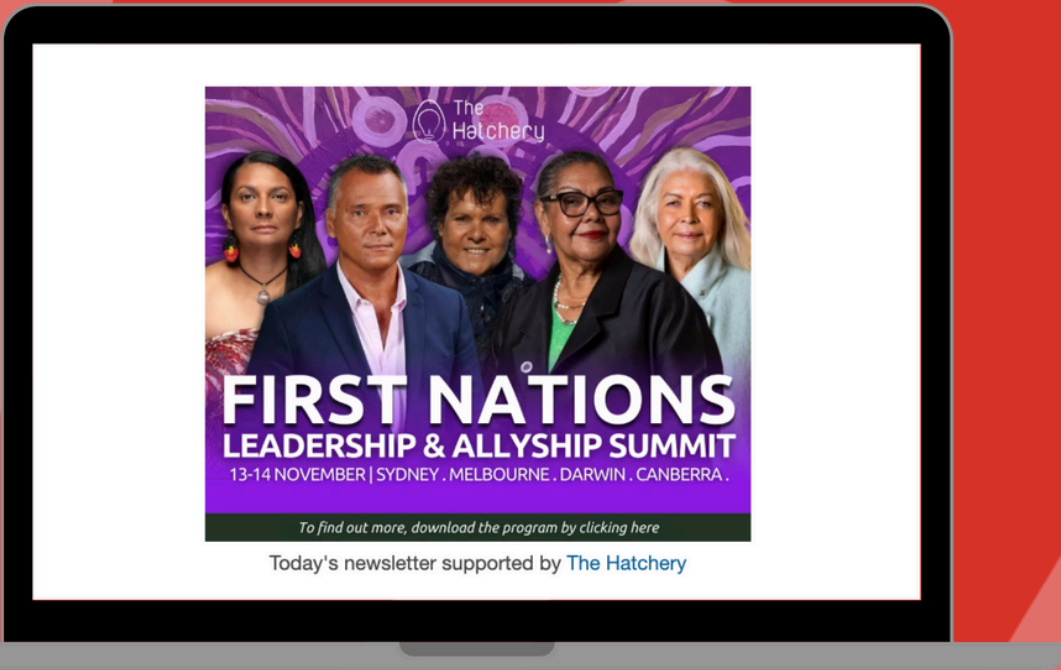


Sources: Reader and Author Survey 2024, Google Analytics, Campaign Monitor.

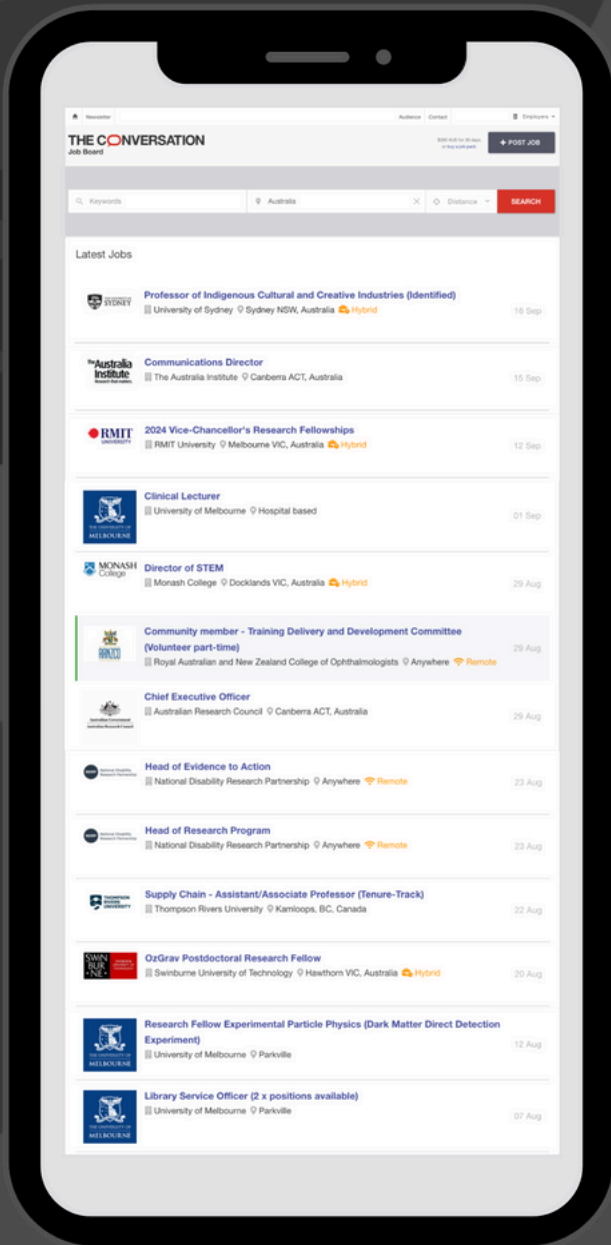


# Reach Our Audience in 3 Ways

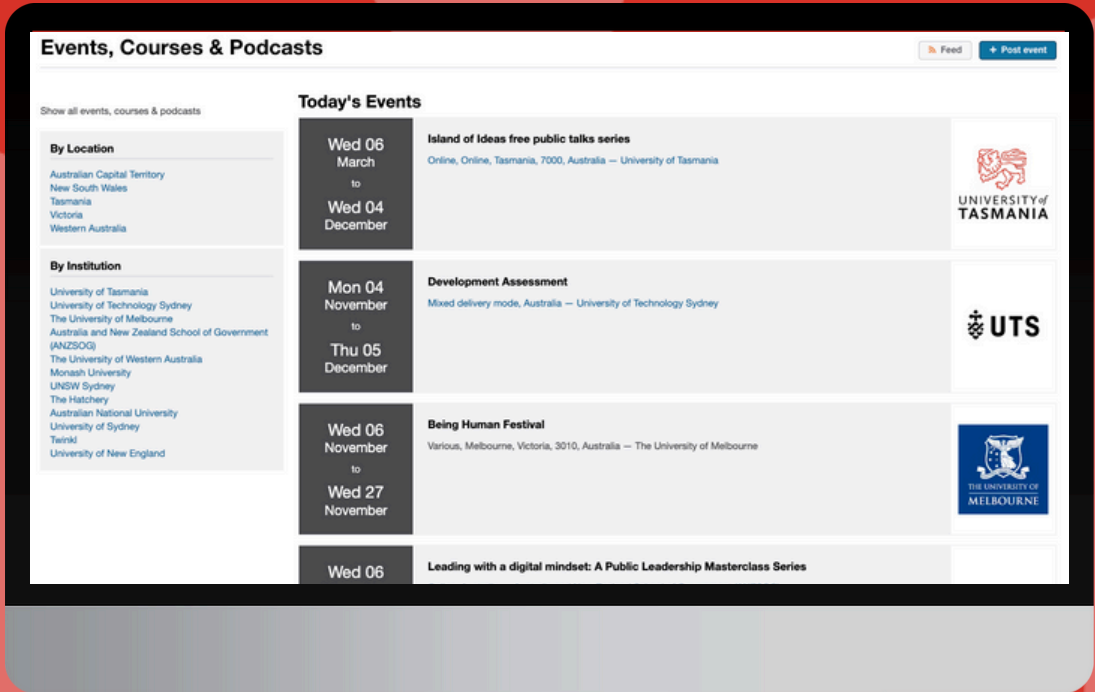
## Sponsor our Newsletters



## Advertise Jobs

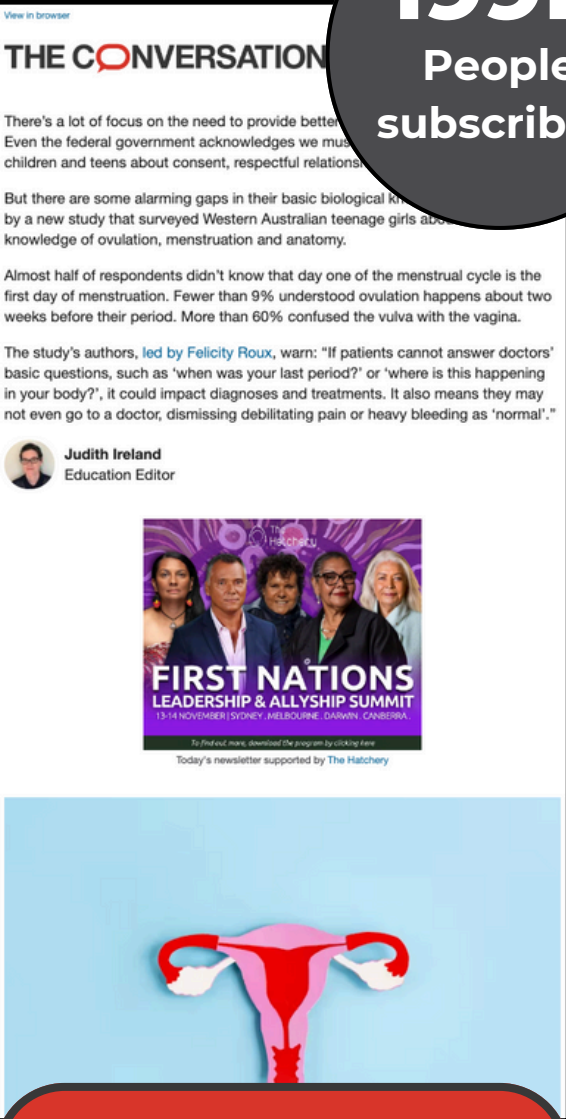


## Event, Course & Podcast listings



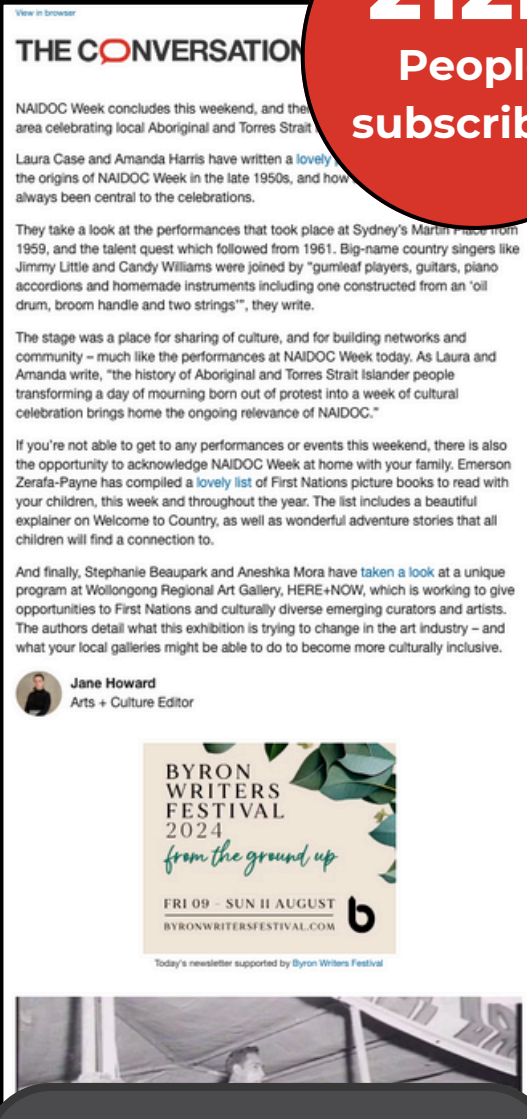
# Our Newsletters

199K  
People  
subscribed



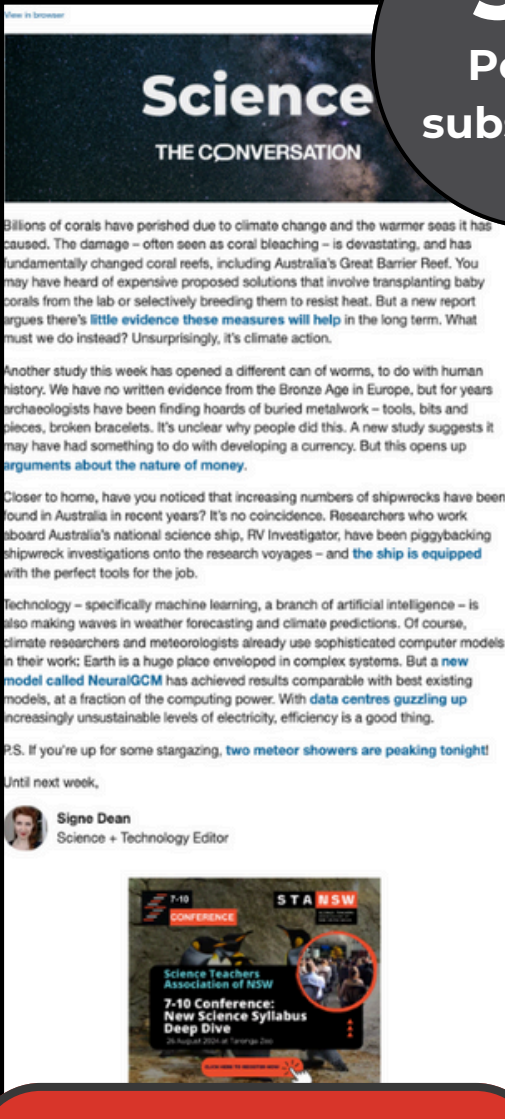
The Daily

212K  
People  
subscribed



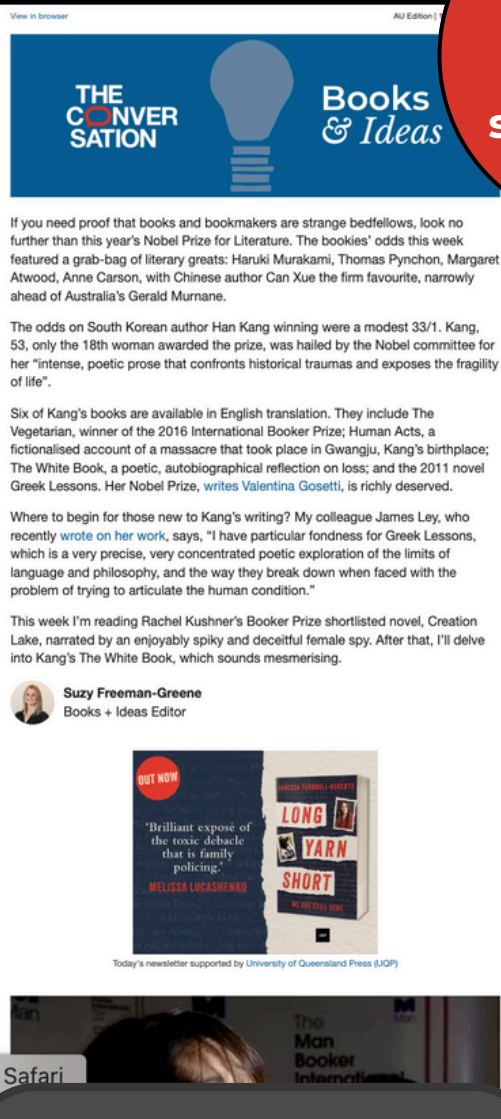
The Weekender

55K  
People  
subscribed



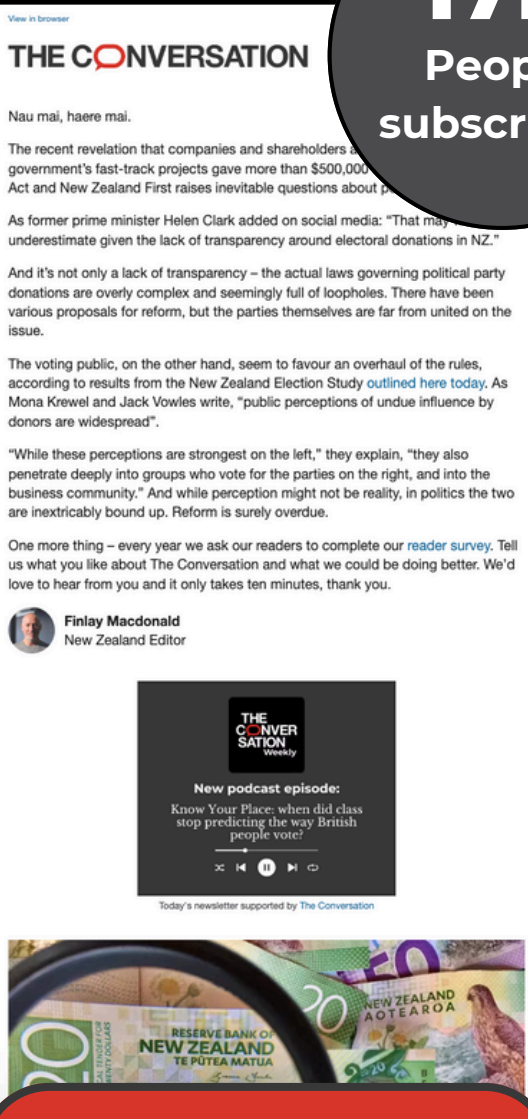
Science

40K  
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 CONVERSATION**

View in browser AU Edition | 2 September 2024

There's a lot of focus on the need to provide better sex education. Even the federal government acknowledges we must do a better job of educating children and teens about consent, respectful relationships and sexual health.

But there are some alarming gaps in their basic biological knowledge by a new study that surveyed Western Australian teenage girls. Almost half of respondents didn't know that day one of the first day of menstruation. Fewer than 9% understood ovulation. More than 60% confused the vulva with the vagina.

The study's authors, led by Felicity Roux, warn: "If patients cannot answer basic questions, such as 'when was your last period?' or 'where is this happening in your body?', it could impact diagnoses and treatments. It also means they may not even go to a doctor, dismissing debilitating pain or heavy bleeding as 'normal'."

**Judith Ireland**  
Education Editor

**FIRST NATIONS LEADERSHIP & ALLYSHIP SUMMIT**  
13-14 NOVEMBER | SYDNEY, MELBOURNE, DARWIN, CANBERRA  
To find out more, download the program by clicking here  
Today's newsletter supported by The Hatchery

**Featured jobs** View all

[Community member - Training Delivery and Development Committee \(Volunteer part-time\)](#)  
Australian and New Zealand College of Ophthalmologists  
Part Time

**FIRST NATIONS LEADERSHIP & ALLYSHIP SUMMIT**  
TWO DAYS, FOUR CITIES, FIVE VIP KEYNOTES.  
In partnership with natSina  
Sponsored by Australian Institute of Company Directors  
To find out more, download the program by clicking here

**Featured Events, Courses & Podcasts** View all

[Melbourne Connect Innovation Week](#)

[Strategy and Roadmap Course](#)

UTS UTS MONASH University

Contact us [here](#) to list your job, or [here](#) to list your event, course or podcast.  
For sponsorship opportunities, email us [here](#)

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

**THE CONVERSATION**

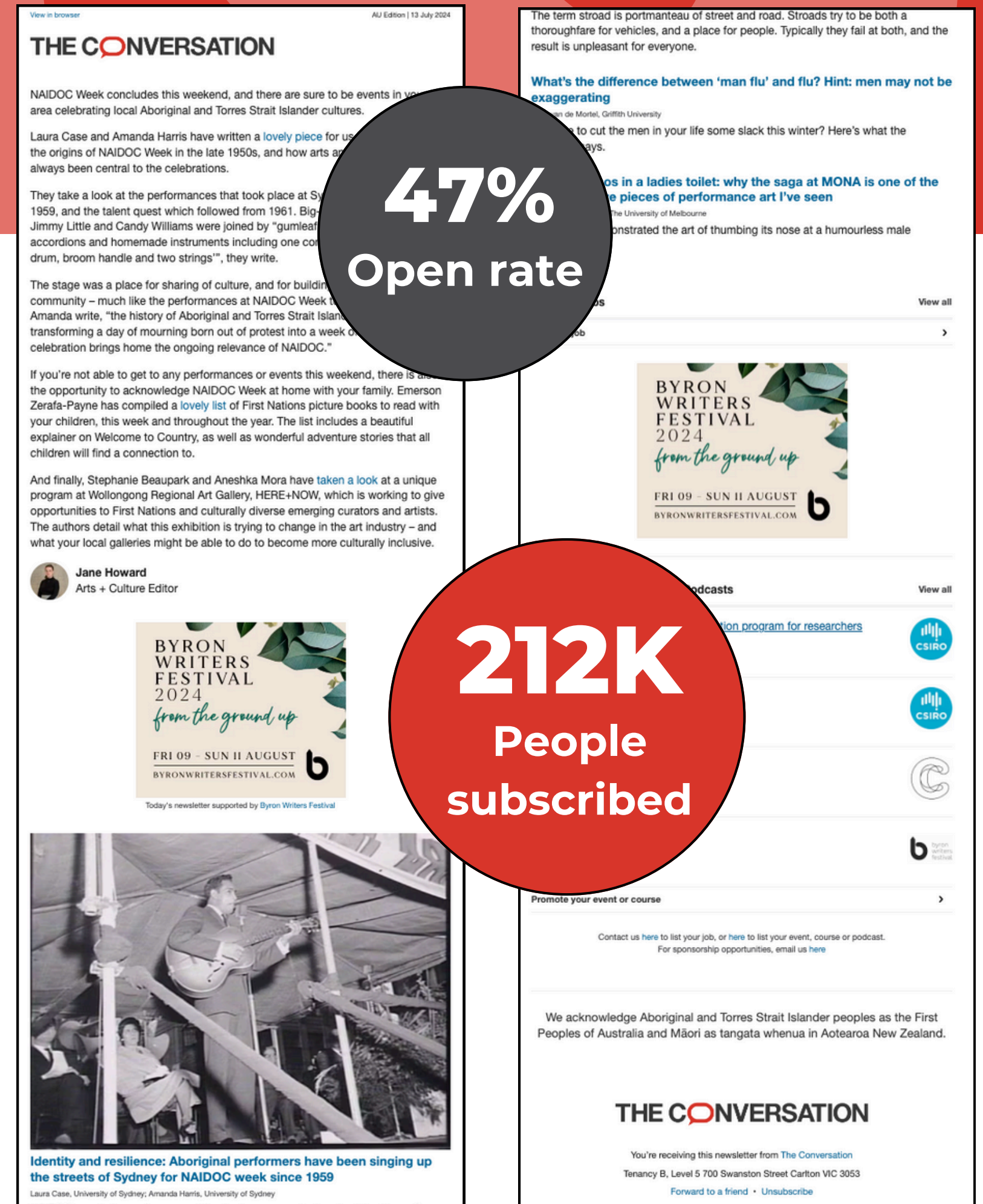
You're receiving this newsletter from [The Conversation](#)  
Tenancy B, Level 5 700 Swanston Street Carlton VIC 3053  
[Forward to a friend](#) • [Unsubscribe](#)

# 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

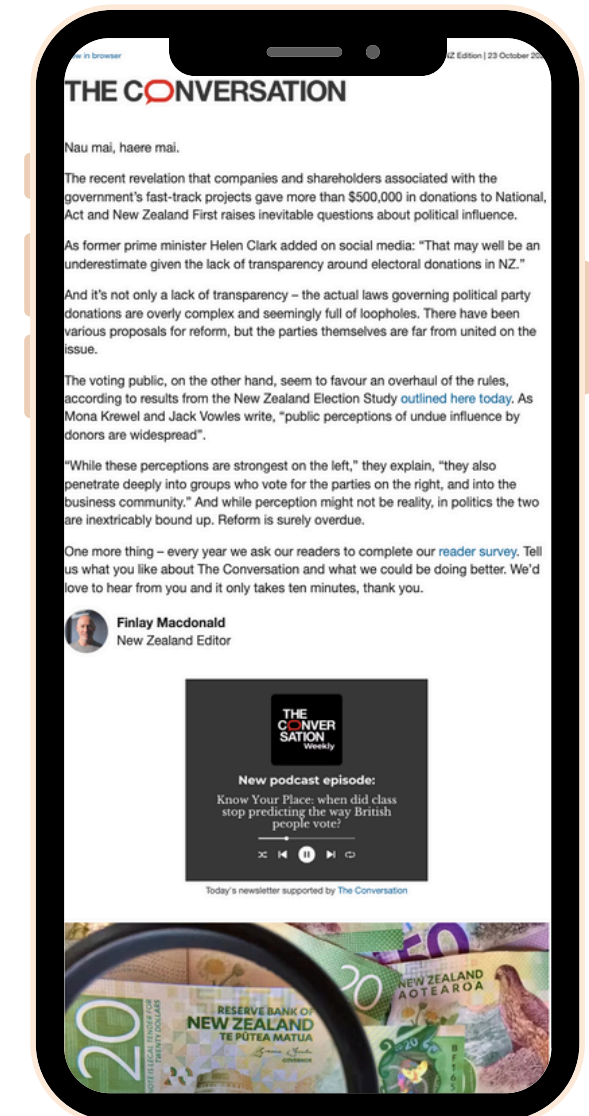
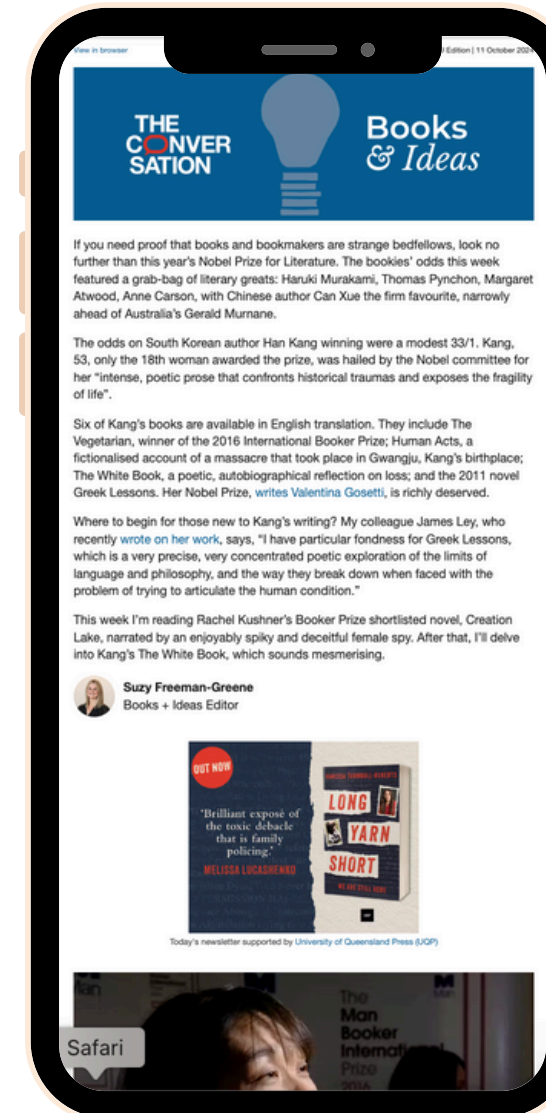
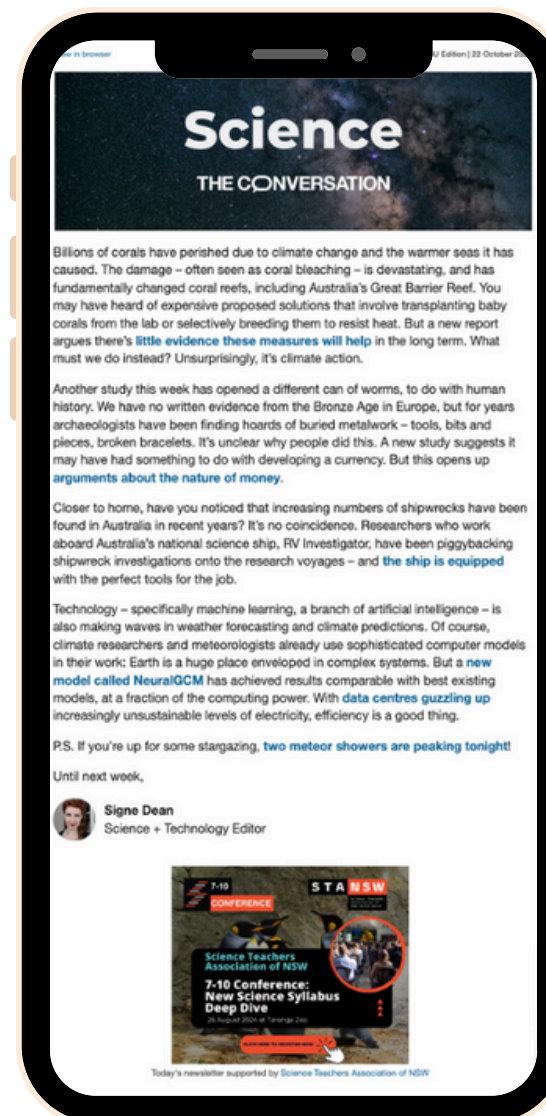
A weekly email of the best research and analysis from our science editors at The Conversation, each Tuesday.

## 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](mailto:sponsor@theconversation.edu.au)  
to sponsor any of our newsletters.

# Become a Trusted Sponsor

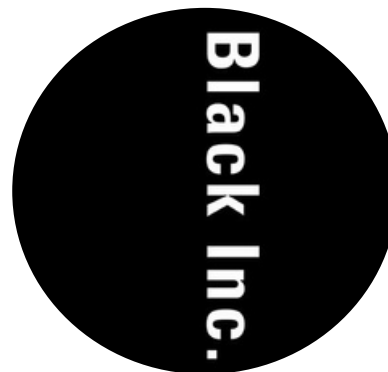
The Conversation only accepts partnerships with organisations that align with our values. Our audience trusts us, so becoming a sponsor means they will trust you.

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](mailto:sponsor@theconversation.edu.au)  
to sponsor any of our newsletters.

## Some of our sponsors..





# Newsletter Sponsorship Rates

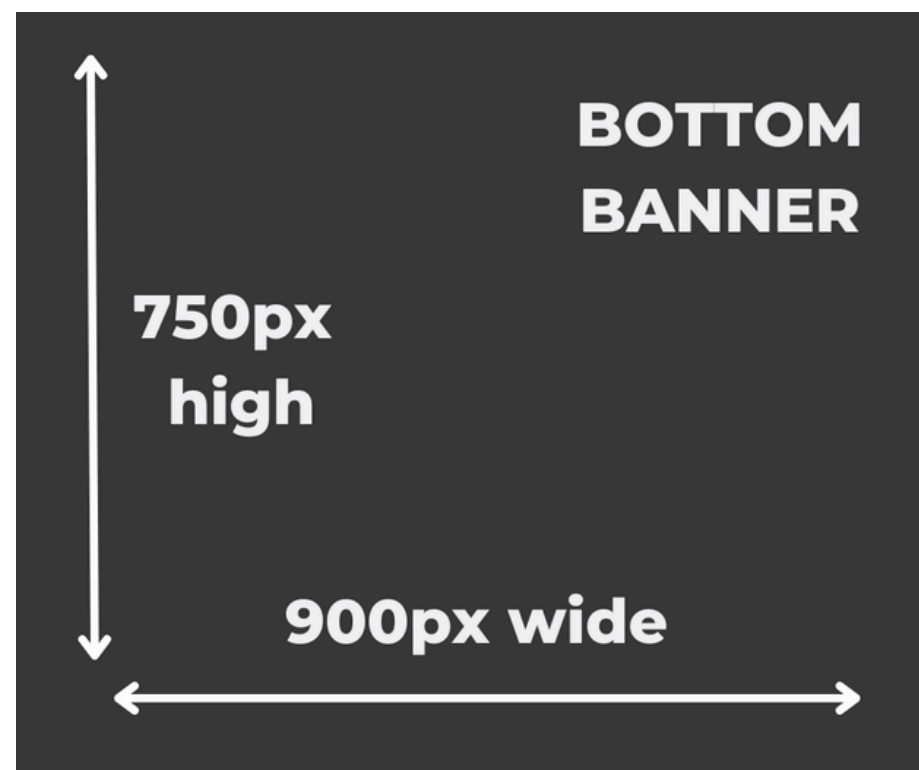
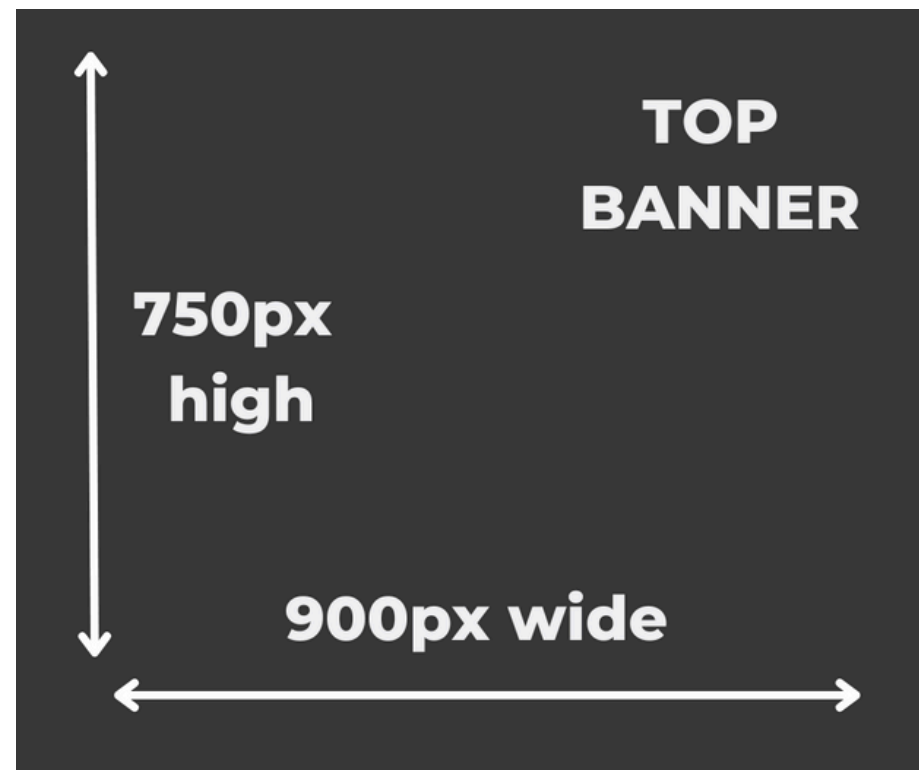
Newsletter	Rate
<b>The Daily Newsletter</b>	\$900 per day
<b>The Weekender Newsletter</b>	\$950 per day
<b>Science Newsletter</b>	\$250 per day
<b>Books &amp; Ideas Newsletter</b>	\$200 per day
<b>New Zealand Newsletter</b>	\$175 per day

\*All rates are in AUD and include GST.



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

# Newsletter Banner Specs & Guidelines



## Ad specs

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### 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

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

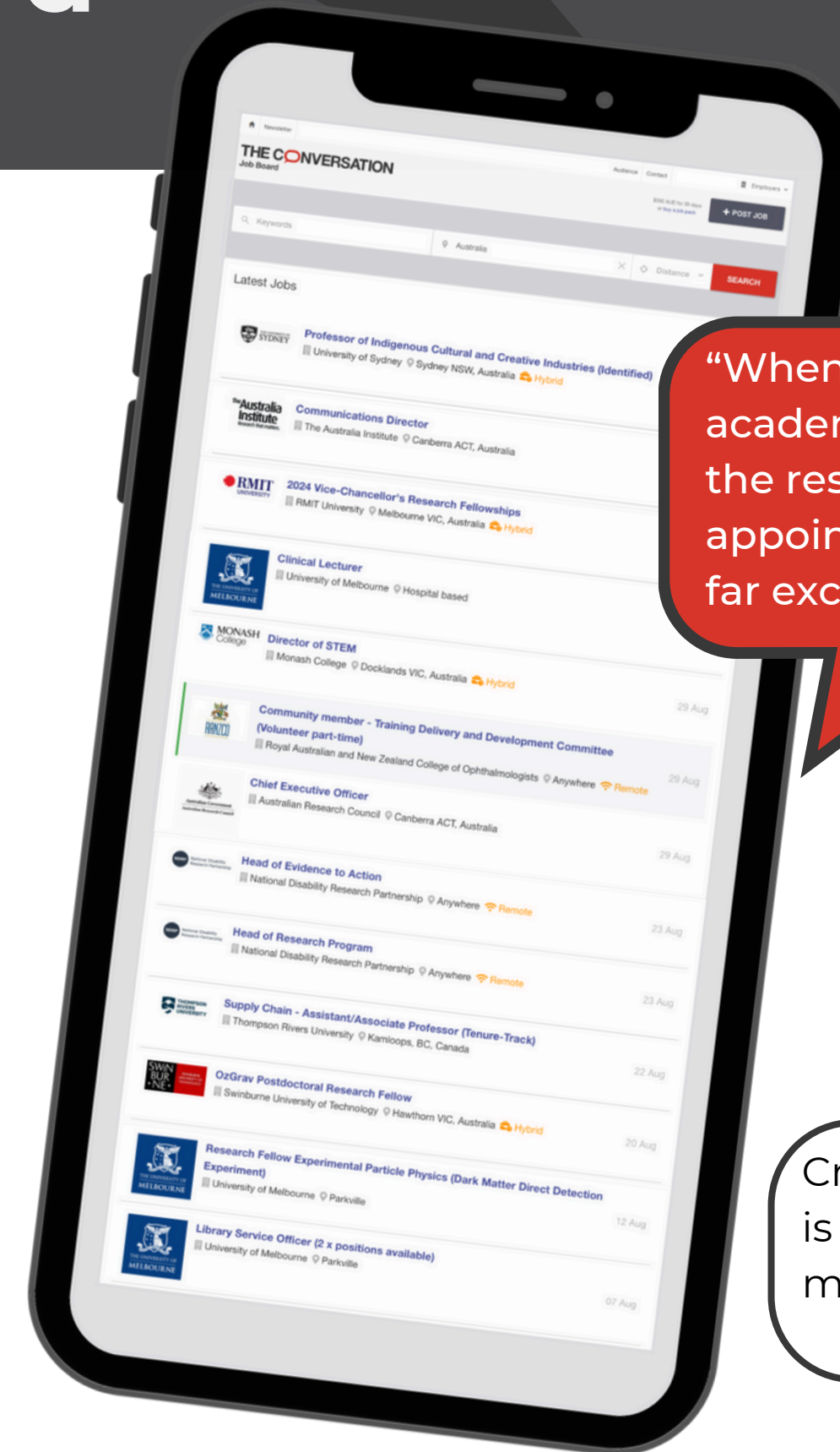


# The Conversation Job Board

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](#)**

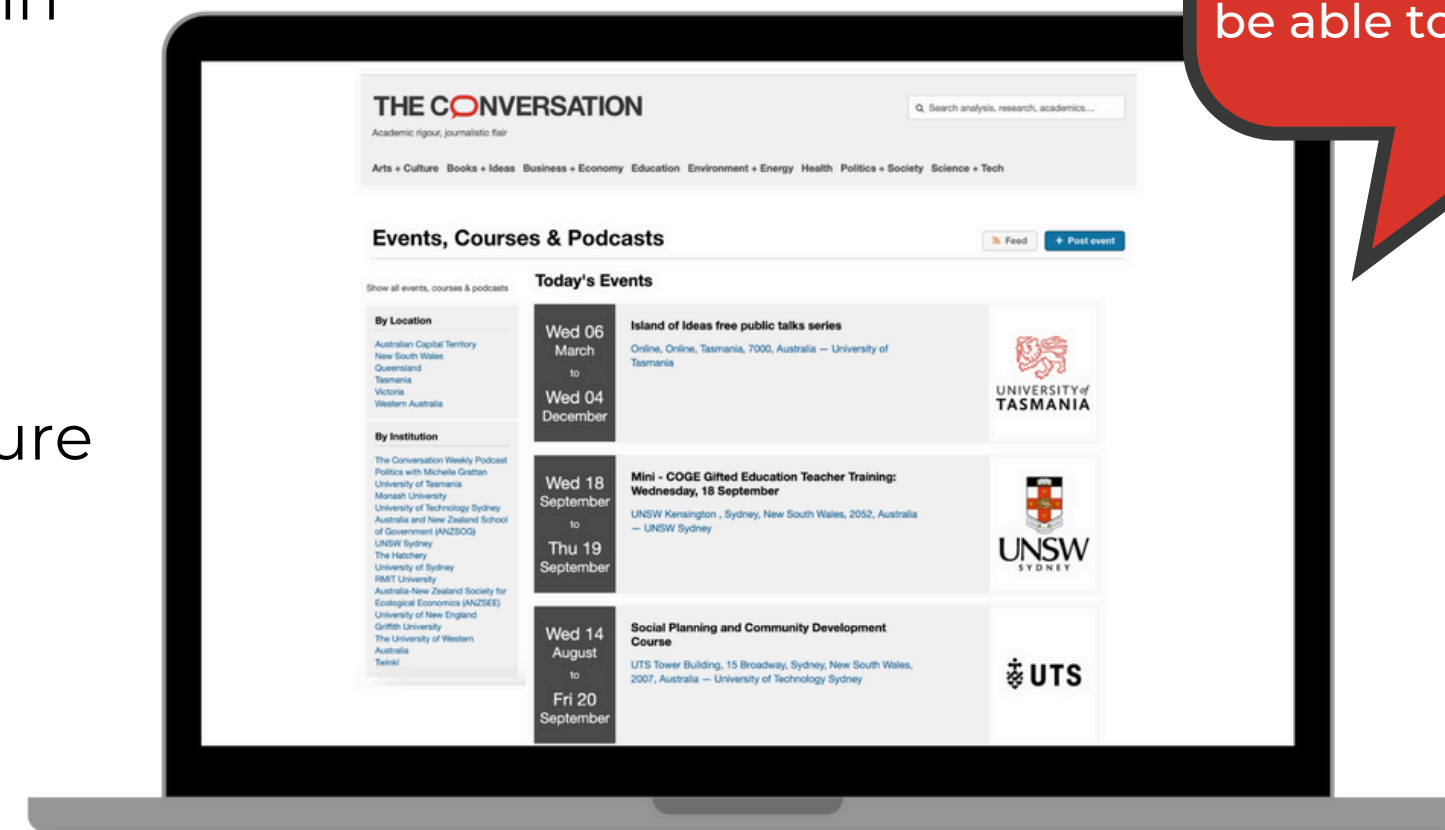
# Event, Course & Podcast Listings

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.

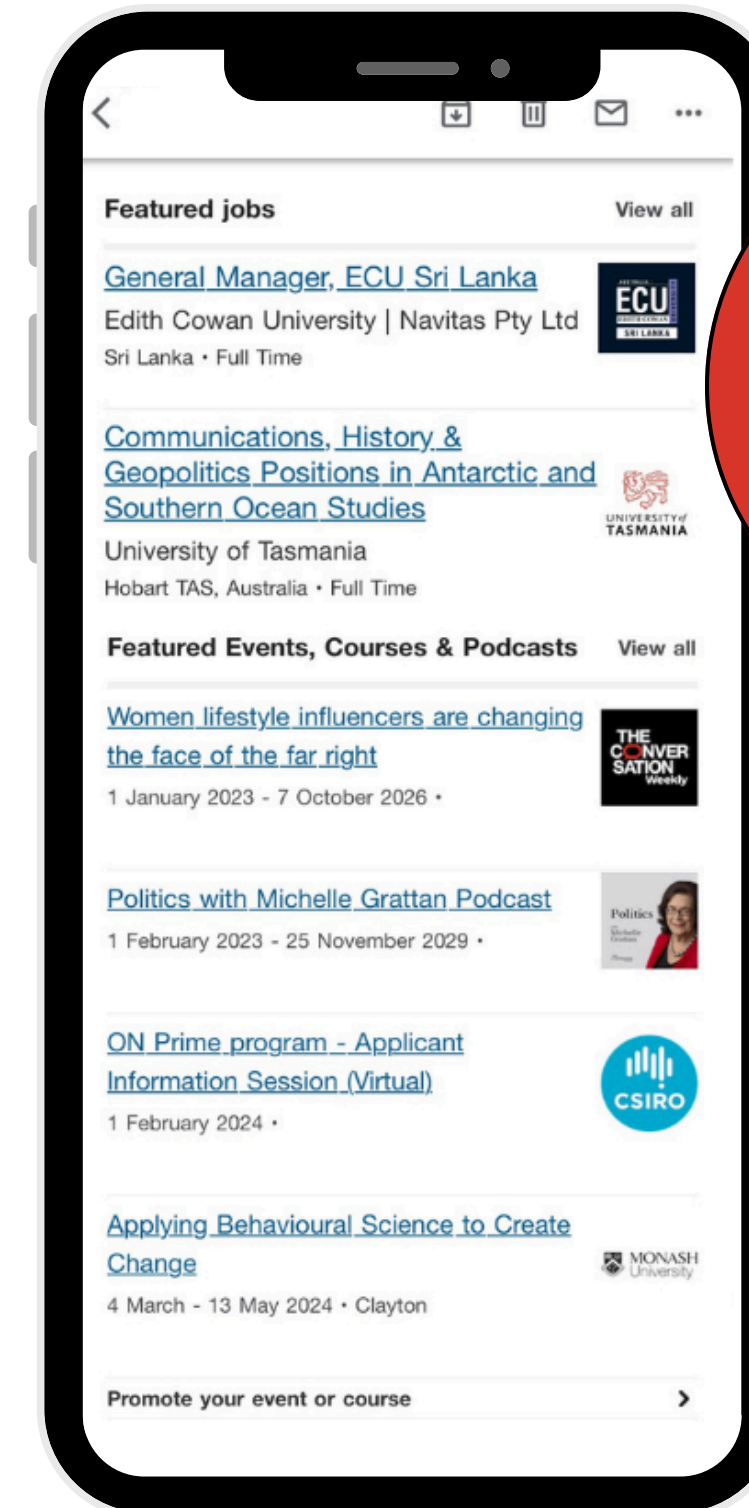




# Featured Listings (How To)

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](mailto:sponsor@theconversation.edu.au) to book in dates.



# THE CONVERSATION

Find us here:



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