



Stakeholder Report 2025

THE CONVERSATION

Australia & New Zealand

Thank you from our CEO and Editor

In the midst of the rapid rise of artificial intelligence, our continued success in 2025 proved that readers value the reliable information provided by academics who write for The Conversation in Australia and New Zealand.

It's welcome news at a time when many governments are reporting an increase in bad-faith actors who operate in a grey zone and deliberately spread misinformation and sow division. This trend, coupled with the ongoing risks of radicalisation and populism, makes it clear that if we are to preserve a healthy democracy, a healthy media ecosystem is the only place to start.

The Conversation is up for this challenge. We share expertise, directly with the public and via other media outlets. And our reach continues to grow.

Our sole aim is serving the public interest, whether it be covering a federal election, explaining complex issues in the news, reporting on new research, reviewing a book or answering audience questions.

In 2025, we reported on the Trump administration and escalating conflicts involving Iran, Israel, and Ukraine. We provided detailed scientific and health information on topics ranging from the efficacy of weight-loss drugs like Ozempic

to the environmental consequences of extreme weather events like Cyclone Alfred.

We provided clarity on the technological advancements in AI and the associated risks. Our domestic political coverage focused on the importance of good policy, the leadership of Anthony Albanese, and the government's response to domestic crises like the devastating Bondi atrocity.

We do all this work because it's increasingly vital that academics can share their knowledge. We help them to shape public policy. In return, authors benefit from wider recognition and the media can access reliable, quality information from genuine experts.

None of this would be possible without the generosity of an army of selfless academics, our many loyal readers, our university partners, our republishing partners, our board members, donors and our philanthropic funders. Thank you – we couldn't do it without you.



Lisa Watts
CEO



Misha Ketchell
Editor

Trust helps us reach more people

Despite the industry-wide challenge to publisher traffic posed by AI, The Conversation's audience demonstrated steady growth in 2025. Audiences sought out our articles for trusted evidence and sober, timely analysis of the issues that affected us throughout the year.

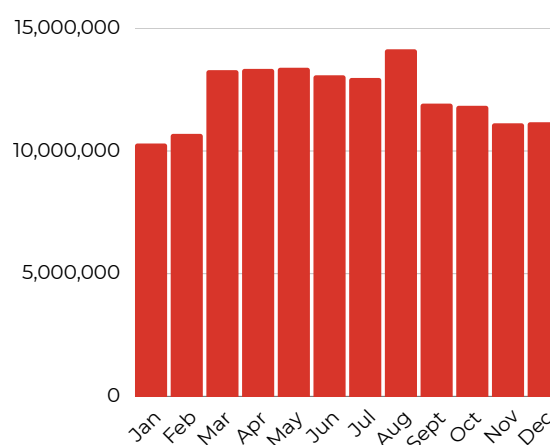
Onsite traffic grew sharply at the start of the year and peaked in August. Readers were simultaneously seeking explanations for global instability, local current affairs, and solutions for common domestic puzzles.

Our newsletter subscriber base grew steadily in 2025 to 265,000 subscribers. In particular our topic based editions, Science and Books & Ideas, appealed to a growing audience.

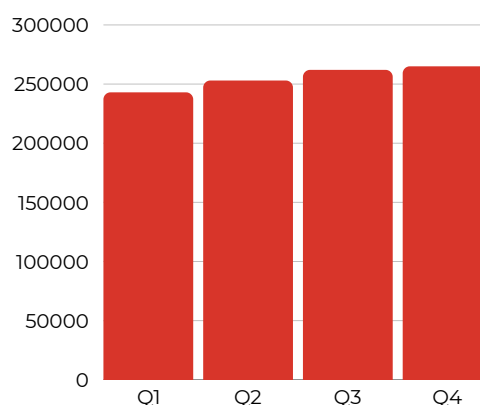
In response to requests for reader participation, we launched the new 'Your Say' section in 2025. It is already generating some excellent comments and encouraging positive engagement.

The feedback from our annual reader survey was very positive, with our Net Promoter Score increasing to 70. Readers appreciate The Conversation as a trusted, intelligent alternative to mainstream media and AI generated content. Readers and authors also continue to report high trust and clear evidence of impact in their personal, professional and civic lives.

Australian and New Zealand articles attracted an average of 12.3 million page views per month, including republishing



Total de-duplicated newsletter subscribers grew 9% to 265,000 in 2025



Scan here to
subscribe to our
newsletters



We amplify expert knowledge. Free to read. Free to republish.

The Conversation amplifies evidence-based content to national and international policy-makers, not-for-profits and the general public by publishing under Creative Commons. This means that all our articles are free for other media to republish.

More than 1,100 media outlets around the globe republished articles from our AU/NZ edition in 2025.

We worked closely with widely read news outlets such as ABC News, The Guardian and RNZ, as well as community publications that reach readers in regional areas and niche publications that introduce our academic experts to new audiences.

Our work is also republished by international media outlets, including CNN (US), Channel News Asia, and Scroll (India).

The Conversation remains Australia's top science media outlet. Our partnership with ScienceAlert generated 8.6 million additional pageviews for The Conversation's science articles.

A renewed focus on our republishing relationship with the ABC saw our pageviews there grow by 57% during July - December, compared to the previous six months.



“Worried about turning 60? Science says that’s when many of us actually peak” by the University of Western Australia’s Gilles. E. Gignac, was translated into French, Spanish and Portuguese and republished by 114 outlets including:

- 20 minutes (France)
- UOL (Brasil)
- Channel News Asia
- ScienceAlert
- New Daily
- RNZ.

ABC
AUSTRALIA

The
Guardian

science alert

NEWSBREAK

THE **NEWDAILY**

RNZ



Some of our major republishers in 2025.

Australian editorial

Arts & Culture

In 2025, the Arts & Culture section provided a comprehensive analysis of the evolving creative sector, bridging historical heritage with contemporary trends in film, music, and fashion to examine the diverse forces shaping Australian and global identity.

Books & Ideas

Books & Ideas offered deep analytical reviews of high-profile memoirs, debut novels, and award-winning international fiction to guide readers through the year's most significant releases. Articles also discussed the intersection of contemporary literature and global politics, the ethical challenges of technological disruption, and critical re-evaluations of Australian history and identity.

Business & Economy

The Business & Economy section provided critical analysis of global trade dynamics and tariff policies, alongside deep investigations into Australian fiscal reform, the integration of artificial intelligence within the workforce, and institutional responses to market volatility and cost-of-living pressures.

Top articles:

- **Sex with 1,000 men in 12 hours: why Bonnie Blue is neither a feminist nor a monster**, [Lexi Eikelboom](#), Australian Catholic University
- **Hindi, Greek and English all come from a single ancient language – here's how we know**, [Mark W. Post](#), University of Sydney
- **A Roman emperor grovelling to a Persian king: the message behind a new statue in Tehran**, [Peter Edwell](#), Macquarie University

Top articles:

- **Tech giant Palantir helps the US government monitor its citizens. Its CEO wants Silicon Valley to find its moral compass**, Noel Castree, University of Technology Sydney
- **Former Prince Andrew's biographer predicts 'lots more to come', after years charting his vices**, Dennis Altman, La Trobe University
- **Wealthy, whiny and wildly tone deaf: Elizabeth Gilbert's new memoir exemplifies 'priv-lit'**, Kate Cantrell, University of Southern Queensland

Top articles:

- **Were you on Facebook 10 years ago? You may be able to claim part of this \$50 million payout**, Graham Greenleaf, Macquarie University, and Katharine Kemp, UNSW Sydney
- **Mastercard plans to get rid of credit card numbers. We could be heading towards the end of cards**, Cassandra Cross, Queensland University of Technology; Gary Mortimer, Queensland University of Technology
- **It might seem like Trump is winning his trade war. But the US could soon be in a world of pain**, Nathan Howard Gray, University of Adelaide; Peter Draper, University of Adelaide

Australian editorial

Education

The Education section prioritised critical discourse on the mental health and safety of the school community, the implications of digital transformation on childhood development, and the structural pressures impacting the sustainability and inclusivity of the higher education sector.

Environment & Energy

We shared research on Australia's strategic response to climate change and extreme weather events, while also examining the transition to renewable energy systems, the protection of biodiversity, and the implementation of sustainable urban and environmental policies.

Health

Throughout 2025, the Health section delivered evidence-based insights into preventative wellness and mental health management, while examining the public health implications of emerging viral variants, the effectiveness of clinical treatments, and the structural challenges facing Australia's healthcare systems.

Top articles:

- **'It feels like I am being forced to harm a child': research shows how teachers are suffering moral injury**, Glenys Oberg, The University of Queensland
- **Schools still assume students have a mum and dad who are together. This can leave separated parents 'completely out of it'**, India Bryce, University of Southern Queensland; Kate Cantrell, University of Southern Queensland; Renee Desmarchelier, University of Southern Queensland
- **I love my friends ... I do not love their kids**, Catherine E. Wood, Swinburne University of Technology

Top articles:

- **The latest on ex-Cyclone Alfred: where and when it will hit, and what to expect this weekend**, Steve Turton, CQUniversity Australia
- **Tsunami warnings are triggering mass evacuations across the Pacific, even though the waves look small. Here's why**, Milad Haghani, The University of Melbourne; Zahra Shahhoseini, Monash University
- **80 years since the end of World War II, a dangerous legacy lingers in the Pacific**, Bryan G. Fry, and Stacey Pizzino, The University of Queensland

Top articles:

- **Ice baths are popular for exercise recovery and general wellness. But what does the science say?** Ben Singh, University of South Australia; Hunter Bennett, University of South Australia
- **There's a new COVID variant driving up infections. A virologist explains what to know about NB.1.8.1, or 'Nimbus'**, Lara Herrero, Griffith University
- **Should I take a magnesium supplement? Will it help me sleep or prevent muscle cramps?** Nial Wheate, Macquarie University; Wai-Jo Jocelin Chan, UNSW Sydney, University of Sydney

Australian editorial

Politics & Society

Throughout 2025, the Politics & Society section provided essential analysis of Australia's domestic political landscape and shifting electoral dynamics. It also offered expert perspectives on significant international geopolitical tensions, foreign policy under the Trump administration, and the legislative responses to key social and security issues.

Science & Technology

The Science & Technology section demystified complex scientific phenomena and emerging technologies, offering expert analysis on space exploration, breakthroughs in quantum research, and the societal impacts of social media and artificial intelligence, while making high-level research accessible for everyday application.

Top articles:

- **With new weapons, cash and battleground experience from Ukraine, North Korea has become much more formidable,** Adam Simpson, University of South Australia
- **Yes, Trump can rename the Gulf of Mexico, just not for everyone. Here's how it works,** Clive Schofield, University of Wollongong
- **Who are Iran's allies? And would any help if the US joins Israel in its war?** Ali Mamouri, Deakin University

Top articles:

- **Is it OK to leave device chargers plugged in all the time? An expert explains,** Glen Farivar, The University of Melbourne
- **Is it okay to boil water more than once, or should you empty the kettle every time?** Faisal Hai, University of Wollongong
- **Twinkling star reveals the shocking secrets of turbulent plasma in our cosmic neighbourhood,** Daniel Reardon, Swinburne University of Technology

2025: Australia in numbers

135m

total pageviews

4,218

articles

3,960

authors

42

institutions

New Zealand editorial

In 2025, The Conversation New Zealand solidified its role as a critical bridge between academic rigor and public discourse, providing evidence-based analysis on the nation's most pressing challenges, reporting on new research, and answering audience questions.

Editorial coverage was dominated by the shifting geostrategic landscape, particularly the implications of a new U.S. administration on New Zealand's diplomacy and trade resilience.

Domestic focus remained centered on the economic recovery, examining the social costs of austerity, the housing crisis, young people's health, and the legislative debates surrounding the Treaty of Waitangi principles.

The Conversation New Zealand also led vital conversations on biosecurity threats - such as the yellow-legged hornet eradication - and the ethical frontiers of generative AI and deepfakes, ensuring that expert perspectives remained central to New Zealand's national identity and policy development throughout the year.

Top articles

- **Does fasting dull your mental edge? We crunched the data for the best advice.** David Moreau, University of Auckland, Waipapa Taumata Rau
- **The elimination of cervical cancer in NZ is within reach in our lifetime – but not without funding and a plan.** Francesca Storey and Bev Lawton, Victoria University of Wellington.
- **New modelling reveals full impact of Trump's 'Liberation Day' tariffs – with the US hit hardest.** Niven Winchester, Auckland University of Technology.
- **Our ancestors didn't eat 3 meals a day. So why do we?** Rob Richardson and Dianne Ma, Auckland University of Technology
- **Why does my phone sometimes not ring when people call? A communications expert explains.** Jairo Gutierrez, Auckland University of Technology

2025: New Zealand in numbers

12.1m
total pageviews

455
articles

433
authors

8
institutions

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to our weekly NZ
newsletter



Public engagement

In 2025, we sought opportunities to connect in person with our readers, authors and funders to deepen relationships and attract new audiences. We also prioritised outreach by our editors to ensure The Conversation continues to be a trusted and influential voice in public debate. Some of the events we hosted or appeared at included:

- 3 x panel events in Sydney (Roaring Stories Bookshop), Canberra (ANU) and Melbourne (Readings) in March to launch our new book *How Australian Democracy Works*, edited by Amanda Dunn
- Outreach visits to Perth (Editor Misha Ketchell) and Darwin (Senior Editor Sunanda Creagh & Digital Culture Editor Noor Gillani): University of Western Australia, Edith Cowan University, Curtin University, Murdoch University, University of Notre Dame, Charles Darwin University and Menzies School of Health Research
- The Conversation hosted or sponsored panels at Canberra Writers' Festival, Brisbane Writers' Festival and SXSW Sydney
- Sponsor and speaker at the Local Independent News Association Summit (April, Melbourne)
- CEO Lisa Watts attended SXSW in Austin, Texas, where she connected with colleagues from Creative Commons
- Ask Us Anything event for our member universities' media, communications & social teams in Melbourne (September)
- Donor events in Sydney, Perth, Melbourne and Canberra
- And editors completed 53 editor talks to our university members and taught 26 masterclasses.

In 2025, The Conversation's editors have presented at **around 90** conferences, panels, writers festivals, member universities across Australia & New Zealand and other events.

On tour



Editor Misha Ketchell interviewing contributors Michelle Grattan, Mark Kenny and Frank Bongiorno about *How Australian Democracy Works* at Australian National University.

Public interest journalism thrives with philanthropic support

We are grateful for the support of our philanthropic partners who provide valuable funding and support for our work.

In 2025, we were funded by Boundless Earth, Broadley Trust, Greater Melbourne Foundation, H & L Hecht Trust, Macdoch Foundation, Mannifera Collective and Ecstra Foundation.

This support helped us publish research-based journalism and information about cities, energy transition, economic and financial literacy, food systems and refugees.

Our thanks to Wotton + Kearney and Corrs Chambers Westgarth, who provided vital pro bono legal services.

The generosity of these funders ensures the survival of The Conversation.

Foundations looking to partner, please contact our Chief Operating Officer damian.thompson@theconversation.com

“

“Trusted, independent journalism is vital to a healthy society, and we are proud to have supported The Conversation’s unique collaboration between academics and journalists to publish research-based news and analysis on current affairs and complex issues.

Peter Walton

CEO, Greater Melbourne Foundation



Friends of The Conversation power our newsroom

Philanthropic support from our readers is vital to our success and sustainability. It enables everything we do, from evidence-based coverage of the world's geo-political issues, to explainers on how Australia's policy reforms affect everyday lives.

This support underpins our editorial independence and allows us to publish expert analysis that is both free to read and free to republish.

Despite the ongoing economic challenges for Australians, our 2025 donations campaign achieved excellent results. Throughout 2025, more than 20,000 people demonstrated their support for The Conversation through their generous contributions.

Our Major Donor Program continues to strengthen our newsroom by funding new skills through training, improved equipment, and the recruitment of specialised editors. In 2025 for the first time our donors also supported a matched giving campaign, which will help us to bolster vital resources in the multi-media team and reach younger audiences with the content they need.

The Conversation team has engaged with hundreds of supporters at public events, as well as online through our Friends of The Conversation news conferences and editor Q&A sessions. These events provided us with valuable opportunities to thank our supporters, learn why they value our work, and explore ways to serve them better.

“

"Thank you for providing us with balanced, informative and positive reporting. It is so needed."

Lauren Hatfield
Friend of The Conversation

“

Your articles are life-giving and so much appreciated by us and our family.'

Gloria Claus
Friend of The Conversation

Become a Friend of
The Conversation.

Scan the QR code to
make your donation.



Knowledge and ideas should always be free

Gifts in wills play a crucial role in safeguarding the future of our unique brand of independent and unbiased information.

Through three awareness campaigns this year, The Conversation received hundreds of requests for more information and more than 60 gifts were pledged.

Leaving a gift of as little as 1% of your estate – after ensuring your loved ones are cared for – can support our work and help empower society with knowledge to make a positive difference in the world.

We are deeply grateful to our Legacy Supporters who have chosen to show their support in such a meaningful and thoughtful way.

If you would like to know how you can leave a gift in your Will and become a Legacy Supporter of The Conversation please contact Helen Johnstone, our Philanthropy and Bequests Manager, at helen.johnstone@theconversation.edu.au.

“

I believe truth in journalism is the single most important thing if we want to keep democracy alive in the toxic times of “alternative facts” and radically divisive politics.

Helmut Schwabe
Legacy Supporter



Scan the QR code to download the Gift in Will brochure



It all counts:

Financial overview

We are grateful for the continued generosity of our readers and funders, whose support is essential to The Conversation’s success and long-term sustainability.

In 2025, the majority of our funding (52%) came from reader donations to The Conversation Foundation, together with contributions from a range of trusts and foundations. These included Boundless Earth, the Lord Mayor’s Charitable Foundation, the Broadley Trust, the Ecstra Foundation, and the Summer Foundation.

This support enabled us to deliver research-based journalism across key public interest areas such as cities, disability, energy transition, economics, financial literacy and refugees.

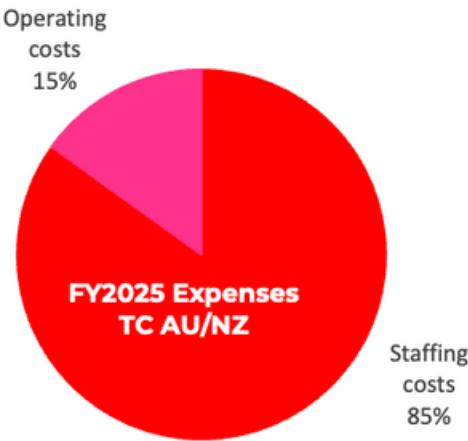
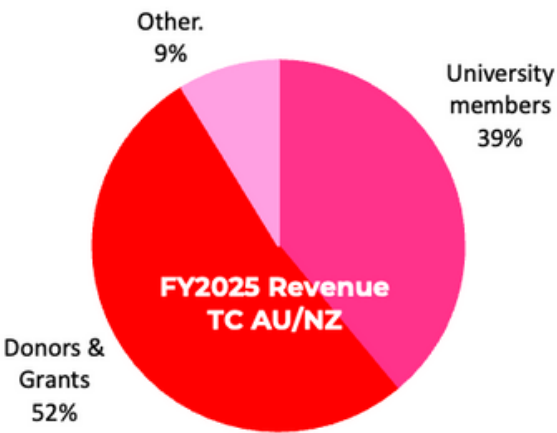
Our Major Donor Program continued to strengthen our newsroom by funding new skills through training, upgraded equipment, and the recruitment of specialised editors. The program also enabled the expansion of our outreach activities, helping us amplify a diverse range of academic voices and engage broader audiences.

A further 39% of our revenue was provided by our Australian and New Zealand university members and research partners, who form the foundation of our operating model.

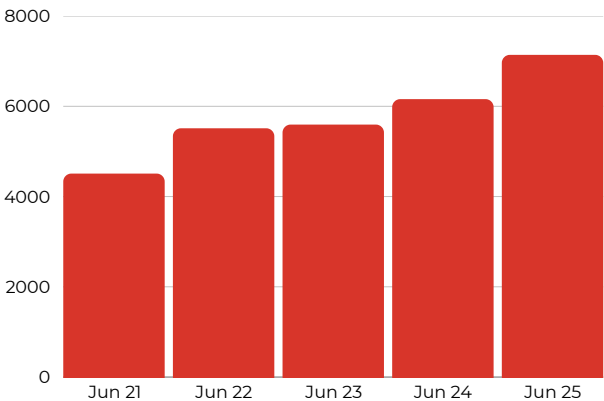
The remaining 9% of funding was generated from various activities, including our jobs board, masterclass training, newsletter and event advertising, and interest from investments.

All funds are directed toward operating the organisation. The majority of our expenditure (85%) is invested in staffing, including the editorial team responsible for commissioning, editing, publishing, and distributing our journalism, as well as the managerial and commercial teams that support our Australia and New Zealand operations.

The remaining 15% covers essential business costs and the operation of our head office in Melbourne



Total active recurring donations



The Conversation contributes to real world change



16%

of authors are contacted by government or policy makers



26%

of authors have opportunities for academic collaboration



8%

are invited to contribute to briefing papers or submissions to parliament



18%

see increased citations for scholarly articles



8%

of authors are contacted by business or industry



26%

of authors used The Conversation metrics for funding or grant applications



11%

of authors are invited to speak at conferences



59%

of authors are contacted by media

Source: The Conversation AU/NZ Reader and Author Survey 2025

What our authors say

“

The Conversation provides a platform for me to share my research and expertise in medicines with a broad audience, helping to educate and inform the public on issues that matter to the wider community. It also strengthens my profile as a thought leader, enabling me to influence policy, engage with government, and build meaningful connections with industry.



Nial Wheate

Professor, School of Natural Sciences, Macquarie University

“

Writing for The Conversation has significantly expanded the reach and real-world impact of my research. Their editorial support made complex findings accessible to a broad audience, and each article sparked meaningful engagement with educators, policymakers, and industry. Publishing with The Conversation has amplified my visibility as a researcher and opened doors for new collaborations, invitations, and opportunities that simply wouldn't have happened otherwise.



Glenys Oberg

Lecturer (Curriculum & Pedagogy – Educational Psychology & Wellbeing), University of Southern Queensland

“

I'm an early career academic, and The Conversation has been a game changer. As a quantitative political scientist, it helps me make my research accessible and useful to readers, journalists, and policymakers. During the 2025 federal election, for example, I contributed political commentary and built my profile by grounding every piece in evidence-based research. In this age of misinformation, it has strengthened my commitment, and my readers', to careful fact checking and to questioning biases.



Intifar Chowdhury

Lecturer in Government, Jeff Bleich Centre for Democracy and Disruptive Technologies, Flinders University

“

Writing for The Conversation pushes me beyond my academic niche and grounds my research in real-world policy needs. Reader feedback and media engagement shape my research directions, foster meaningful public dialogue, and allow me to give back to the community at a time when academia's social licence matters more than ever.



Milad Haghani

Associate Professor and Principal Fellow in Urban Risk and Resilience, The University of Melbourne

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Misha Ketchell
Editor and
Executive Director



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

The Conversation began in Melbourne, Australia, in March 2011 and has now grown to include the following editions:

Australia/NZ

35 editors
52 university members

Monthly averages
12.2 million pageviews
389 articles

Indonesia

14 editors

Monthly averages
406,000 pageviews
68 articles

(Bahasa Indonesia & English)

Africa

16 editors
4 university members

Monthly averages
1.4 million pageviews
99 articles

(Publishing in English & French)

Spain

16 editors
82 university members

Monthly averages
2.4 million pageviews
214 articles

(Spanish)

Brazil (pilot)

8 editors
3 university members

Monthly averages
1 million pageviews
99 articles

(Portuguese)

UK

30 editors
89 university members

Monthly averages
9.1 million pageviews
342 articles

Canada

11 editors
39 university members

Monthly averages
2.3 million pageviews
126 articles

(English & French)

US

30 editors
82 university members

Monthly averages
8.2 million pageviews
200 articles

France

18 editors
94 university members

Monthly averages
4.5 million pageviews
218 articles

(French & English)

White pins on the map mark where we now have staff working.

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Founding Partners



Members



Strategic Partners



Media Partners



Technology Partners



Pitching & writing masterclass

Learn how to translate your research into journalism and get the right kind of attention for your work in The Conversation's Pitching and Writing Masterclass.

Led by a senior Conversation editor, our masterclasses are an intensive, individually tailored 4-hour workshop, split over two days.

We limit our class sizes so every participant receives specific feedback on their "pitch" – including its realistic chances of being published by news outlets such as The Conversation, ABC News, major newspapers, or targeted industry outlets.

Hundreds of researchers have completed our class since 2016, with post-class surveys delivering consistently outstanding feedback.

For more about our masterclass, including the cost or upcoming dates, email: masterclass@theconversation.edu.au



“

This is one of the best (and most useful) workshops I have attended. Sunny's tips were very clear and her feedback was very useful.

The tailored feedback on a pitch was very helpful! The background on the academic journalism space, and the key lessons was also very valuable

Jemma Todd

Senior Lecturer, Health Psychology,
University of Sydney

“

Loved gaining insight into The Conversation. Now I know how to pitch not just an article, but a compelling idea that speaks to the public.

Raka Pamungkas

PhD Student, Sociology (Peace and Conflict Studies)
University of Sydney

Newsletter Sponsorships

The Conversation's five newsletters reach up to 265,000 subscribers. We work exclusively with value-aligned partners, meaning our readers trust the brands that appear alongside our journalism - giving sponsors a powerful and credible way to reach an engaged audience.

Events, Courses & Podcasts Board

Promote your upcoming events, online courses & podcasts to our engaged readers. Standard listings are free for members, or A\$340 for non-members. Boost your listing on our homepage and in our daily newsletter for an additional A\$390 to achieve up to 5 times more engagement than a standard listing.

Job Board

The Conversation Job Board is a leading platform for academic, ethical and knowledge-sector jobs. Unlike other employment sites, your job ads are advertised on our main site (8.2 million average users every month) & article pages as well as on the job board- exposing your ads to many more experts who aren't actively searching.

[Click here to view our media kit](#)

To find out more, contact:
sponsor@theconversation.edu.au



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"Working with The Conversation by sponsoring their newsletters has been an impactful platform for University of Queensland Press (UQP), giving us access to a highly engaged audience for our books. The scale of reach and strong engagement consistently amplify our campaigns - helping us build meaningful visibility and connection with readers."

Jean Smith

Marketing & Publicity Manager,
UQP

**There is no
Conversation
without you.**