

**THE CONVERSATION**

# Media Kit

2026 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>**

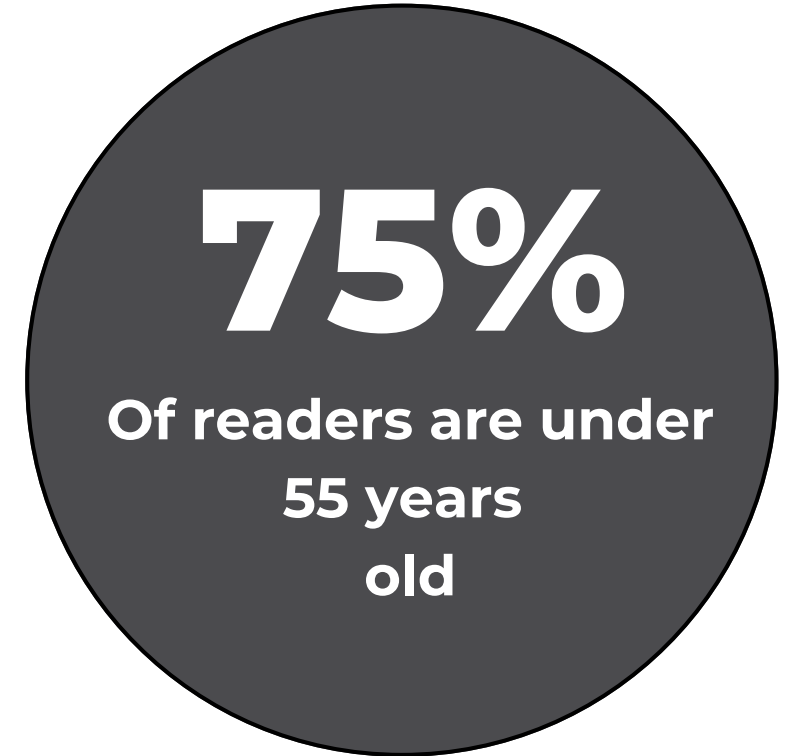
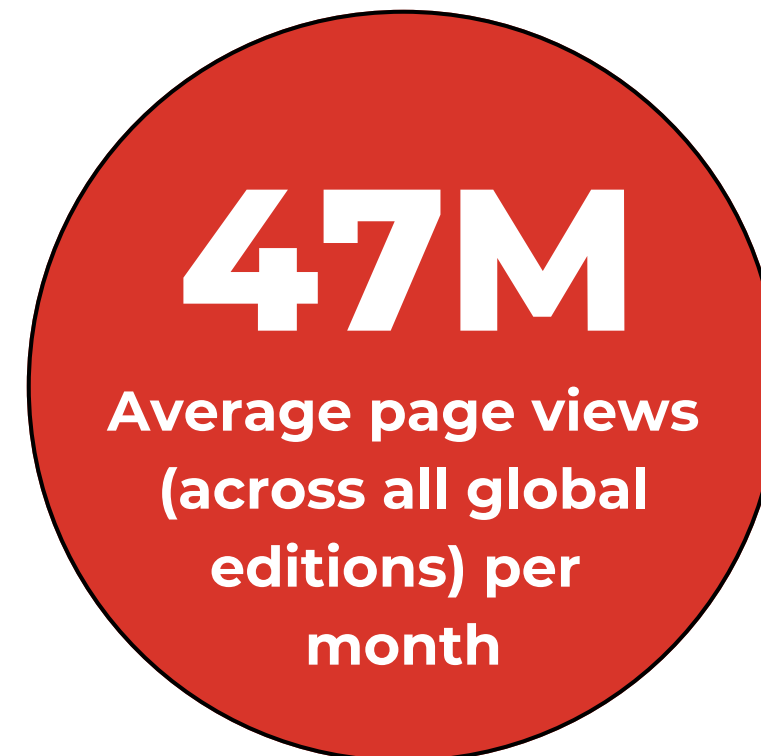
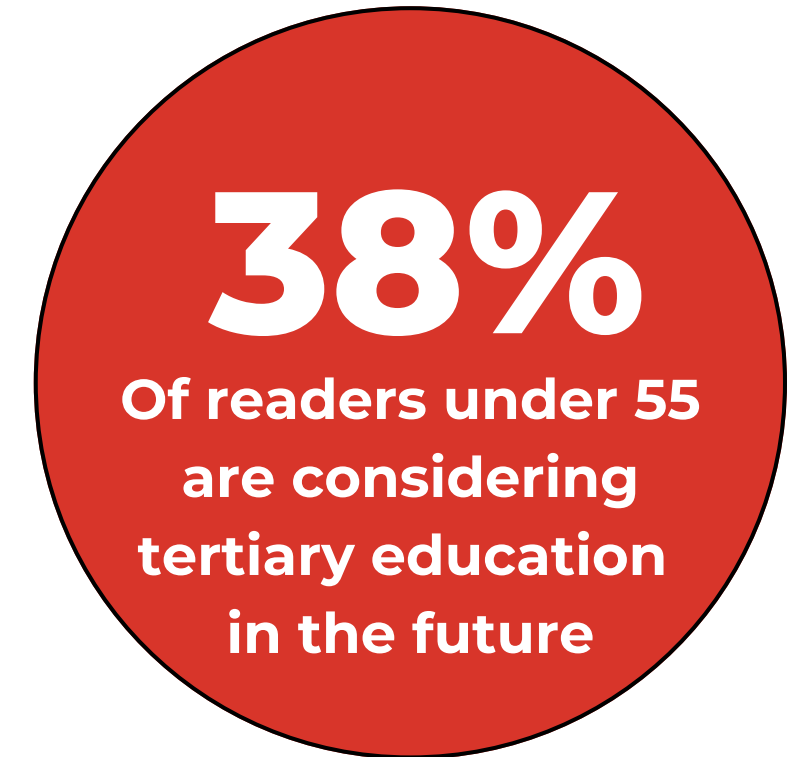
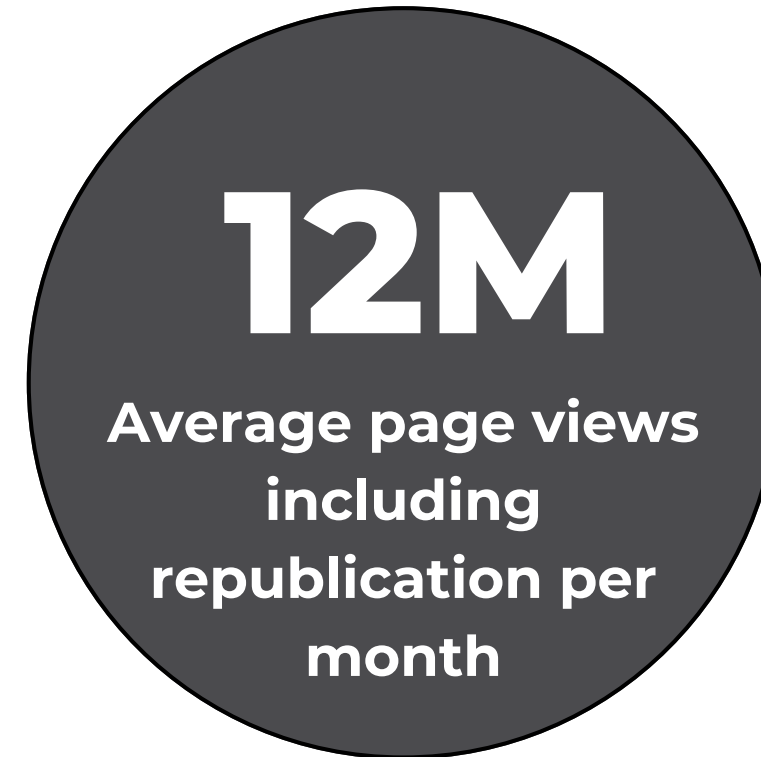
**We place a high value on trust.**

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

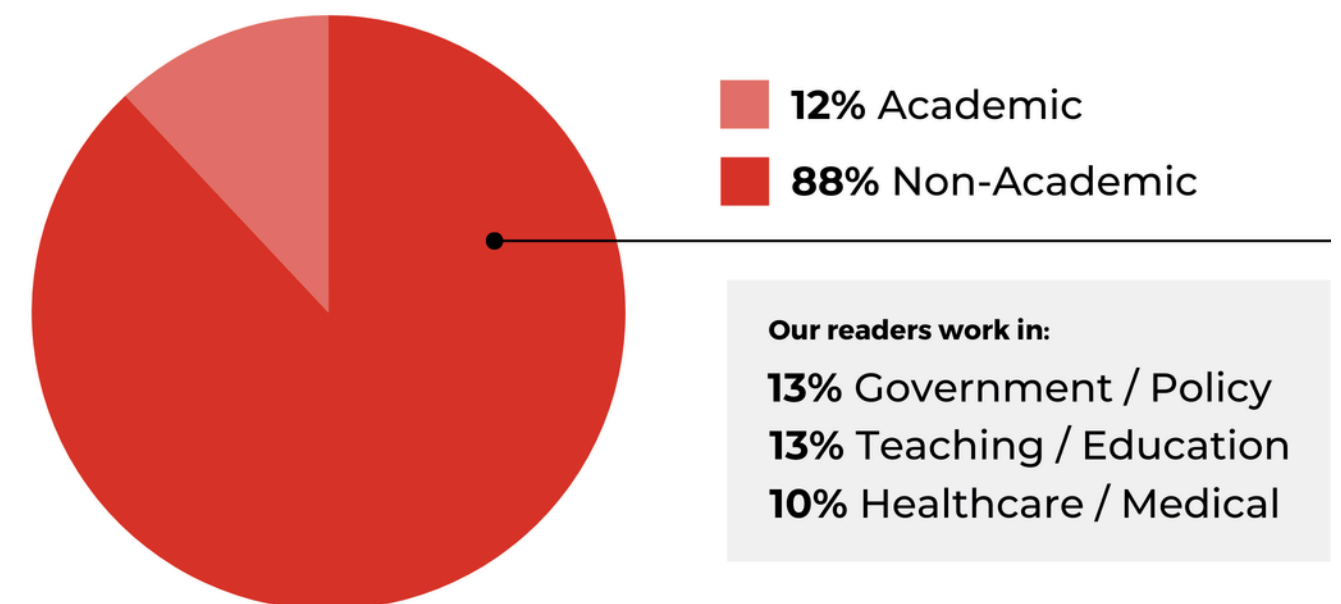


# Our Audience

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.

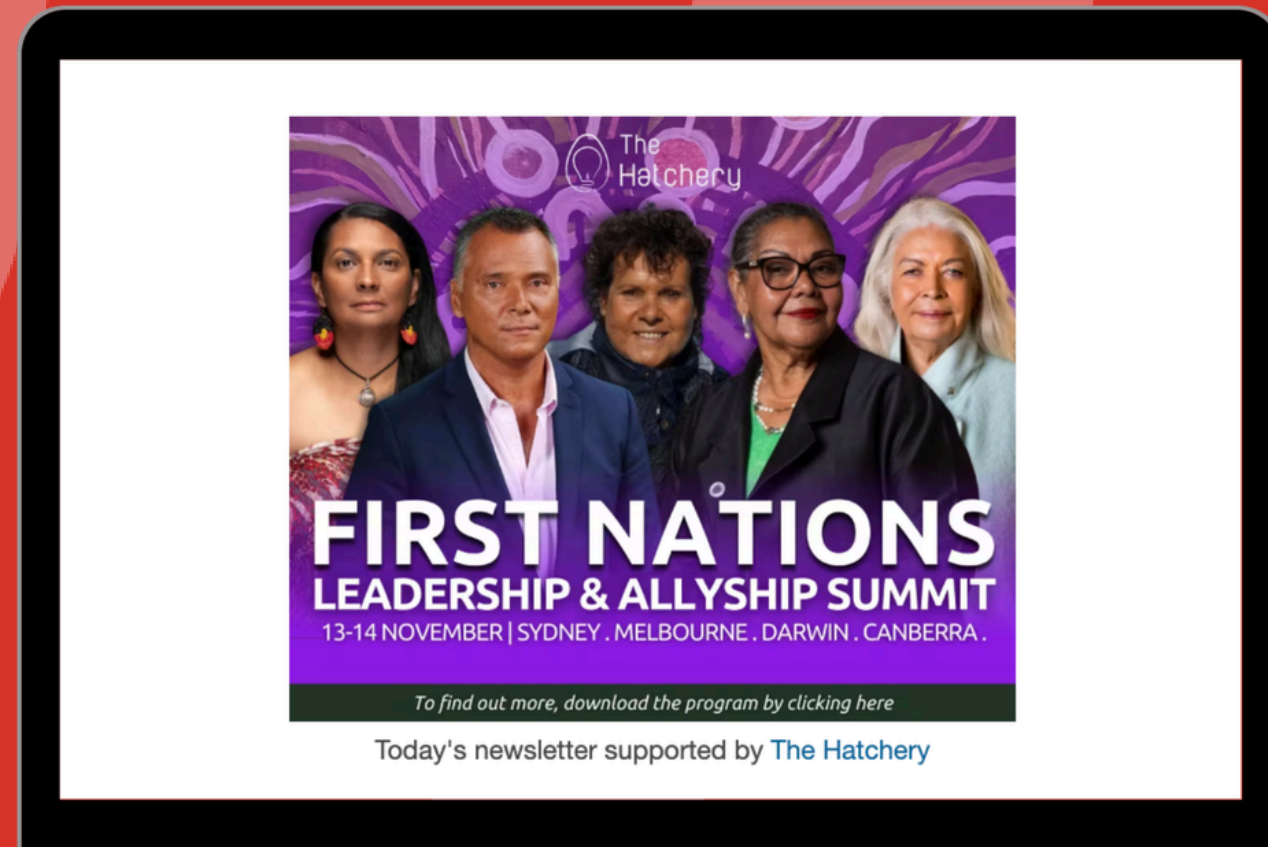


## Our readers work in:



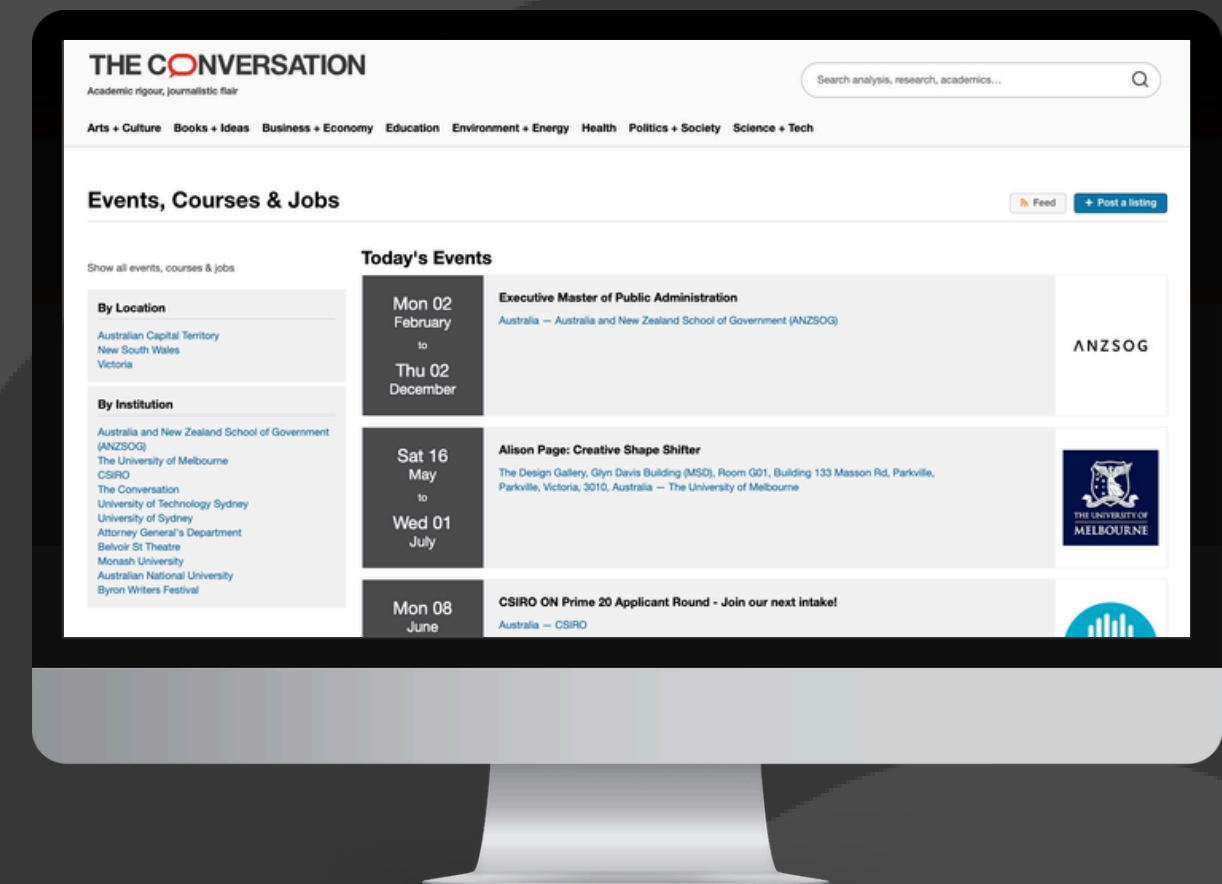
# Reach Our Audience

**Sponsor our  
Newsletters**



[See example](#)

**Event, Course &  
Job listings**



[See example](#)

# Our Newsletters

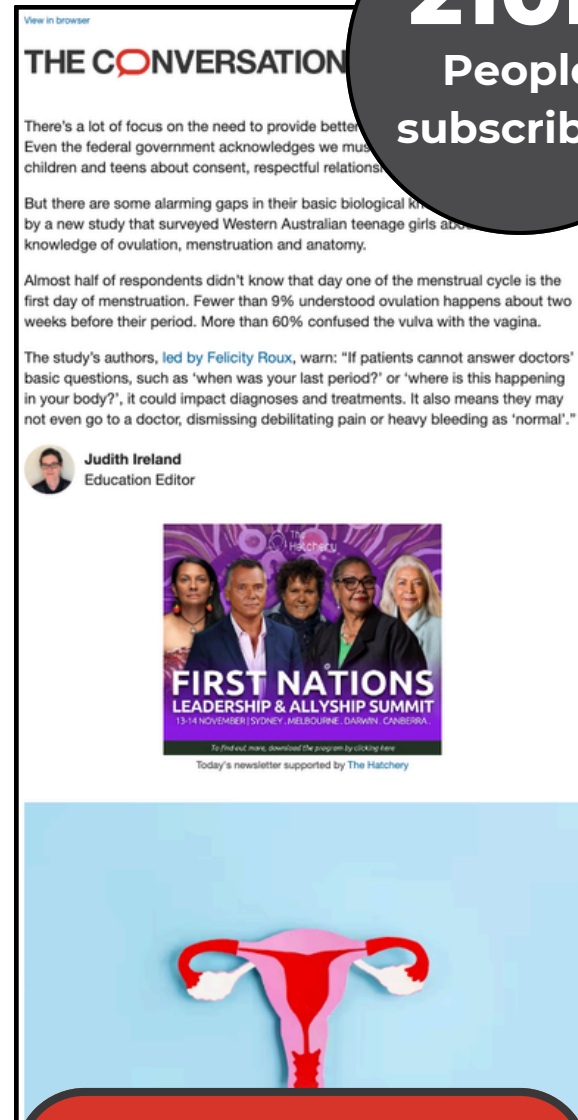
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People  
subscribed

View in browser


## THE CONVERSATION

There's a lot of focus on the need to provide better sex education. Even the federal government acknowledges we must educate children and teens about consent, respectful relationships and anatomy. But there are some alarming gaps in their basic biological knowledge by a new study that surveyed Western Australian teenage girls about their knowledge of ovulation, menstruation and anatomy. Almost half of respondents didn't know that day one of the menstrual cycle is the first day of menstruation. Fewer than 9% understood ovulation happens about two weeks before their period. More than 60% confused the vulva with the vagina. The study's authors, led by Felicity Roux, warn: "If patients cannot answer doctors' 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



Today's newsletter supported by The Hatchery



**The Daily**

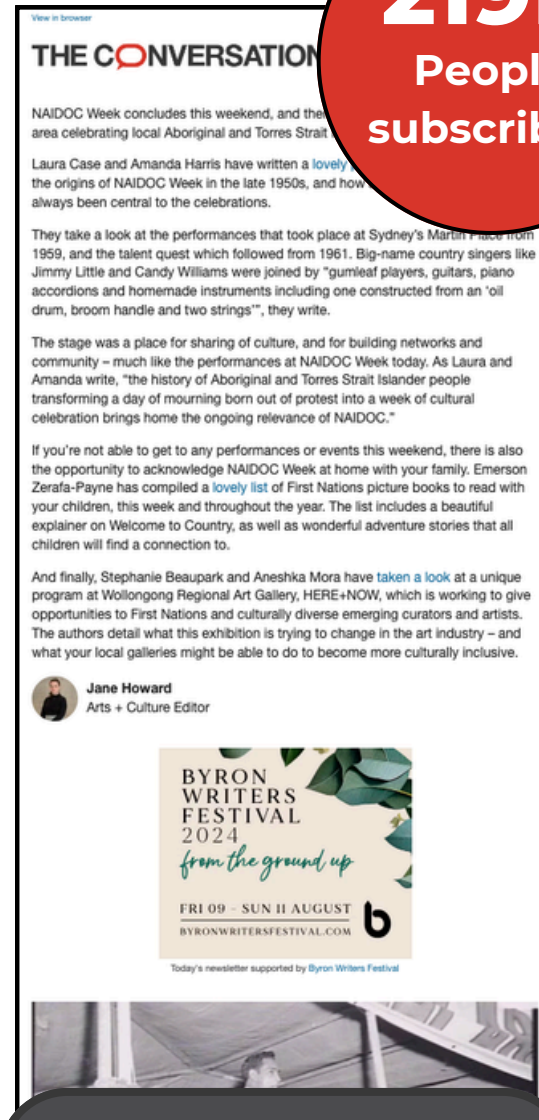
**219K**  
People  
subscribed

View in browser


## THE CONVERSATION

NAIDOC Week concludes this weekend, and the area celebrating local Aboriginal and Torres Strait Islander culture. Laura Case and Amanda Harris have written a lovely piece about the origins of NAIDOC Week in the late 1950s, and how it has always been central to the celebrations. They take a look at the performances that took place at Sydney's Martin Place from 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, piano accordions and homemade instruments including one constructed from an 'oil drum, broom handle and two strings'", they write. 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.

**Jane Howard**  
Arts + Culture Editor



Today's newsletter supported by Byron Writers Festival



**The Weekender**

**62K**  
People  
subscribed


View in browser

## Science

THE CONVERSATION

Billions of corals have perished due to climate change and the warmer seas it has caused. The damage – often seen as coral bleaching – is devastating, and has fundamentally 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 must we do instead? Unsurprisingly, it's climate action. Another study this week has opened a different can of worms, to do with human history. We have no written evidence from the Bronze Age in Europe, but for years archaeologists have been finding hoards of buried metalwork – tools, bits and pieces, broken bracelets. It's unclear why people did this. A new study suggests it may have had something to do with developing a currency. But this opens up arguments about the nature of money. Closer to home, have you noticed that increasing numbers of shipwrecks have been found in Australia in recent years? It's no coincidence. Researchers who work aboard Australia's national science ship, RV Investigator, have been piggybacking shipwreck investigations onto the research voyages – and the ship is equipped with the perfect tools for the job. Technology – specifically machine learning, a branch of artificial intelligence – is also making waves in weather forecasting and climate predictions. Of course, climate researchers and meteorologists already use sophisticated computer models in their work: Earth is a huge place enveloped in complex systems. But a new model called NeuralQCM has achieved results comparable with best existing models, at a fraction of the computing power. With data centres guzzling up increasingly unsustainable levels of electricity, efficiency is a good thing. P.S. If you're up for some stargazing, two meteor showers are peaking tonight! Until next week.

**Signe Dean**  
Science + Technology Editor



**Science**

**51K**  
People  
subscribed

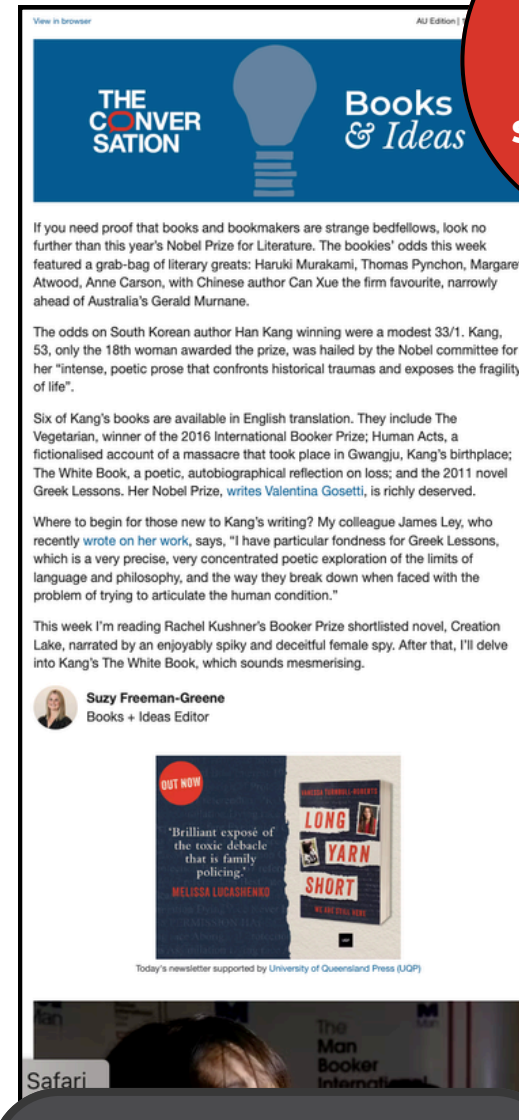
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## Books & Ideas

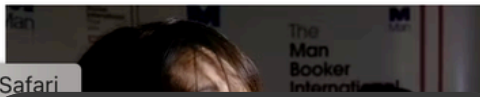
THE CONVERSATION

If you need proof that books and bookmakers are strange bedfellows, look no further than this year's Nobel Prize for Literature. The bookies' odds this week featured a grab-bag of literary greats: Haruki Murakami, Thomas Pynchon, Margaret Atwood, Anne Carson, with Chinese author Can Xue the firm favourite, narrowly ahead of Australia's Gerald Murnane. 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 for 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 fictionalised account of a massacre that took place in Gwangju, 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. 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 language and philosophy, and the way they break down when faced with the problem of trying to articulate the human condition." 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 into Kang's The White Book, which sounds mesmerising.

**Suzy Freeman-Greene**  
Books + Ideas Editor



Today's newsletter supported by University of Queensland Press (UQP)



**Books & Ideas**

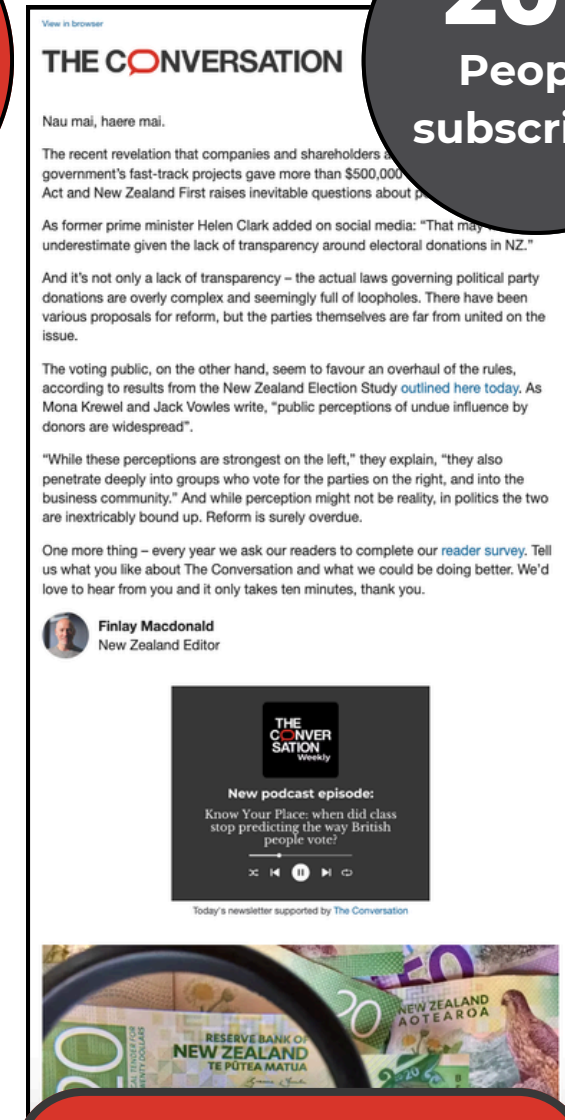
**20K**  
People  
subscribed

View in browser


## THE CONVERSATION

Nau mai, haere mai. The recent revelation that companies and shareholders of the government's fast-track projects gave more than \$500,000 to the Electoral Act and New Zealand First raises inevitable questions about political donations. As former prime minister Helen Clark added on social media: "That may underestimate given the lack of transparency around electoral donations in NZ." 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 issue. 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 Kreweil 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.

**Finlay Macdonald**  
New Zealand Editor



Today's newsletter supported by The Conversation



**New Zealand**

[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).



# 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).

The screenshot displays the newsletter interface for 'THE CONVERSATION' dated 2 September 2024. It features an article about teenage girls' menstrual knowledge, a sponsored banner for 'FIRST NATIONS LEADERSHIP & ALLYSHIP SUMMIT', and a large anatomical diagram of the female reproductive system. Two callout circles highlight key performance indicators: a red circle showing '51.7% Open rate' and a grey circle showing '210K People subscribed'. The footer includes the organization's name, contact information, and social media links.

**51.7% Open rate**

**210K People subscribed**

**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).

The screenshot displays the layout of 'THE CONVERSATION' newsletter. At the top, it features the title 'THE CONVERSATION' and the date 'AU Edition | 13 July 2024'. The main content includes several articles with teasers, such as 'NAIDOC Week concludes this weekend...' and 'What's the difference between 'man flu' and flu?'. A large grey circle with white text '47% Open rate' is overlaid on the top right. Below the main content, there are two large banners for 'BYRON WRITERS FESTIVAL 2024 from the ground up', one at the top and one at the bottom. A red circle with white text '219K People subscribed' is overlaid on the right side. The bottom of the newsletter includes a footer with 'THE CONVERSATION' logo, contact information, and a disclaimer: 'We acknowledge Aboriginal and Torres Strait Islander peoples as the First Peoples of Australia and Māori as tangata whenua in Aotearoa New Zealand.'

# Science & Books & Ideas Newsletters

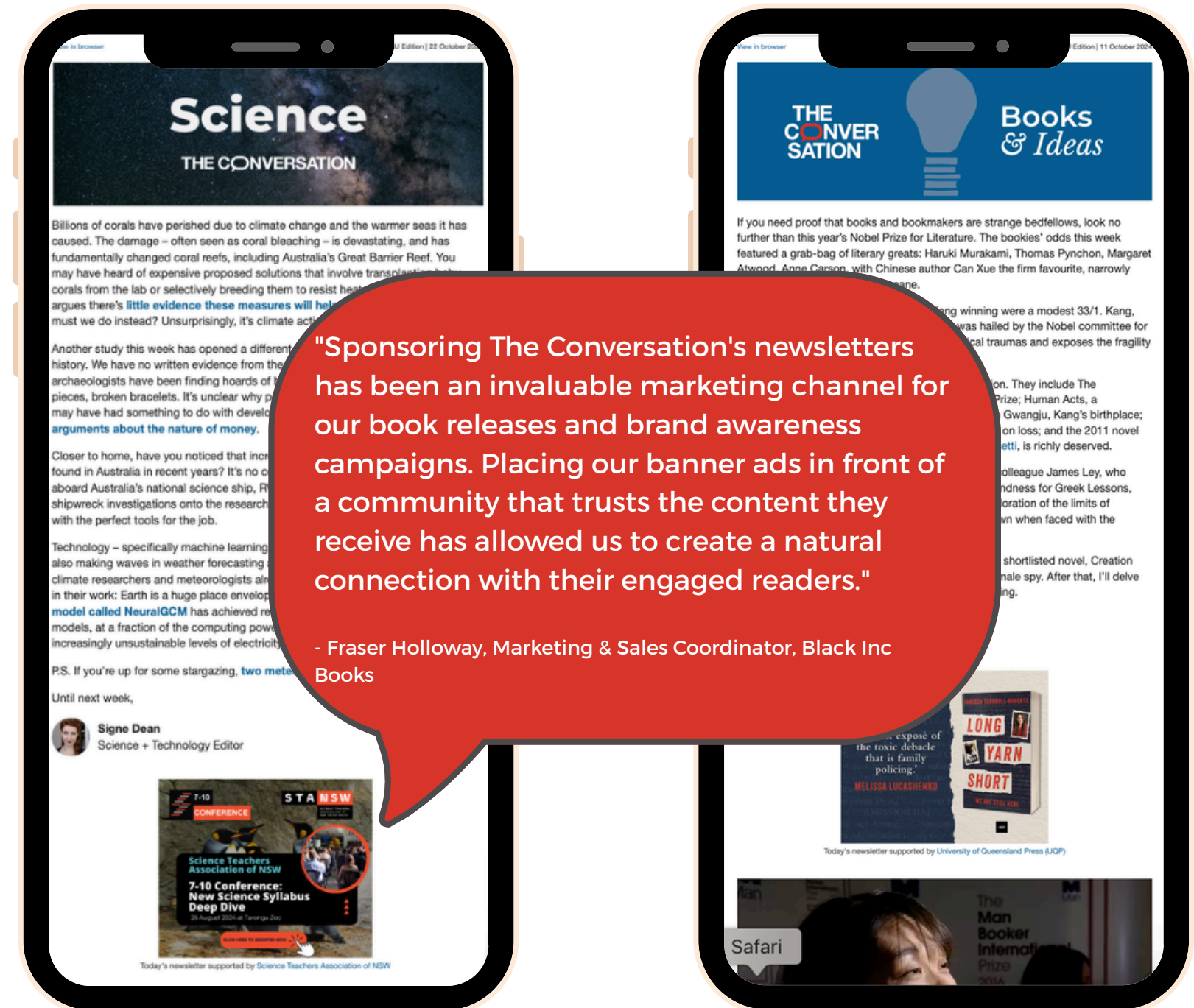
## Science Newsletter

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



"Sponsoring The Conversation's newsletters has been an invaluable marketing channel for our book releases and brand awareness campaigns. Placing our banner ads in front of a community that trusts the content they receive has allowed us to create a natural connection with their engaged readers."

- Fraser Holloway, Marketing & Sales Coordinator, Black Inc Books

# Become a Trusted Sponsor

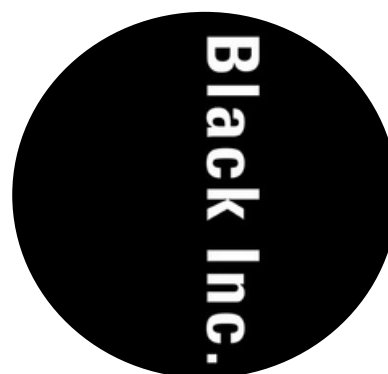
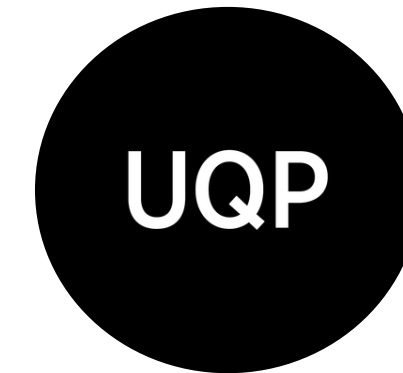
The Conversation only accepts partnerships with organisations that align with our values. Our audience trusts us, so becoming a sponsor means they will trust you.

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

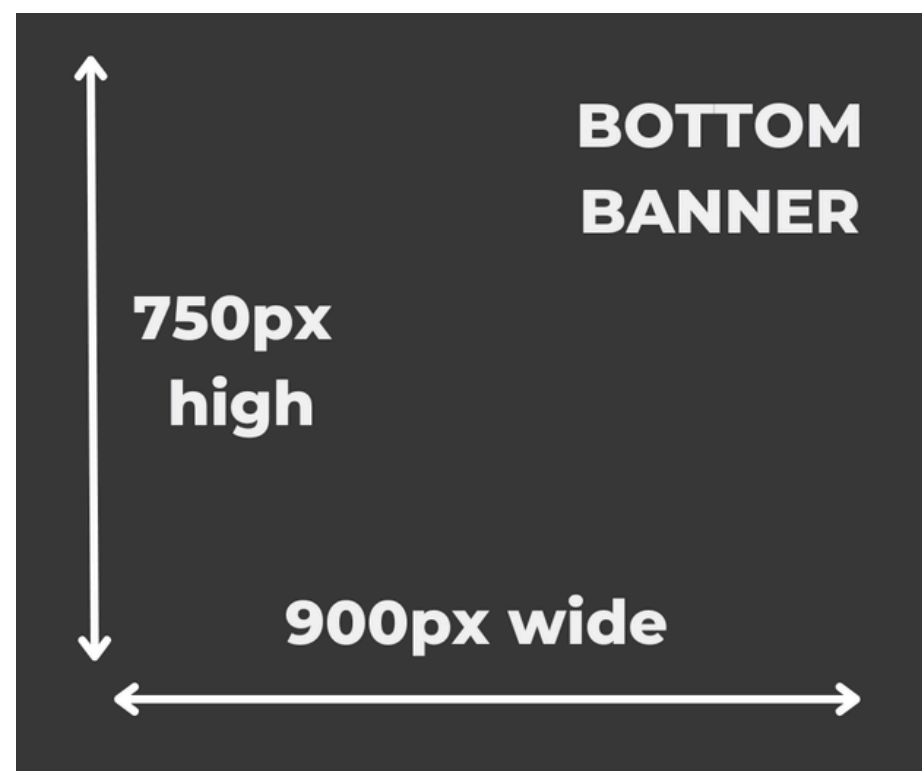
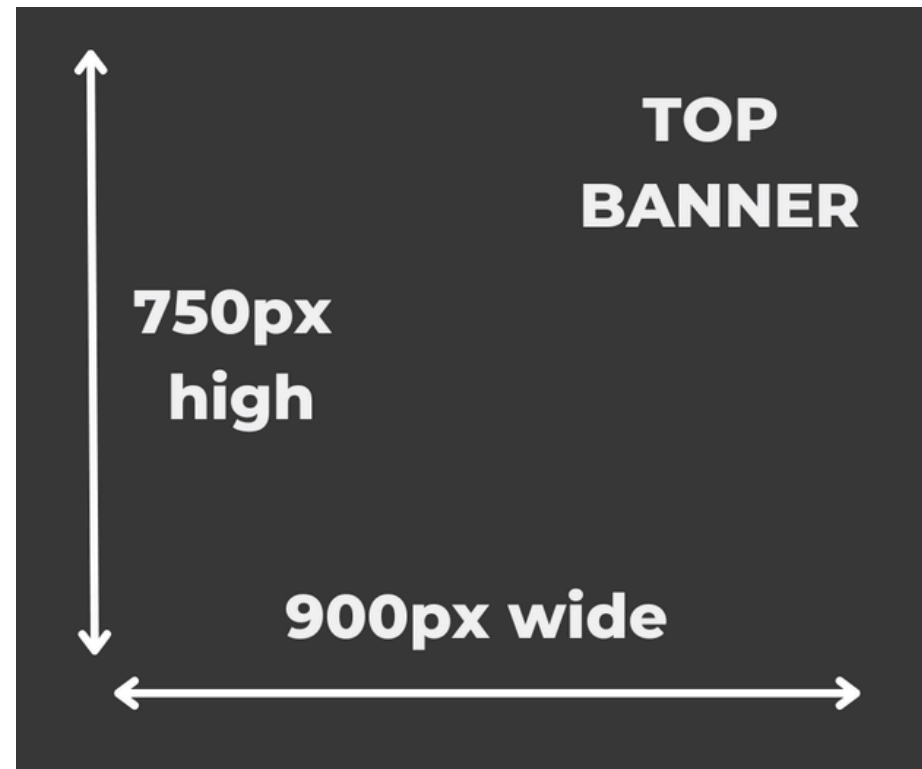
Newsletter	Rate
<b>The Daily Newsletter</b>	\$900 per day
<b>The Weekender Newsletter</b>	\$950 per day
<b>Science Newsletter</b>	\$250 per day
<b>Books &amp; Ideas Newsletter</b>	\$300 per day
<b>New Zealand Newsletter</b>	\$175 per day

\*All rates are in NZD.



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.
- Your banners will click-through to the URL that you provide to us, so it's a good idea to **include a call to action button on your banners** E.g “apply now”, “click here”, “find out more”.

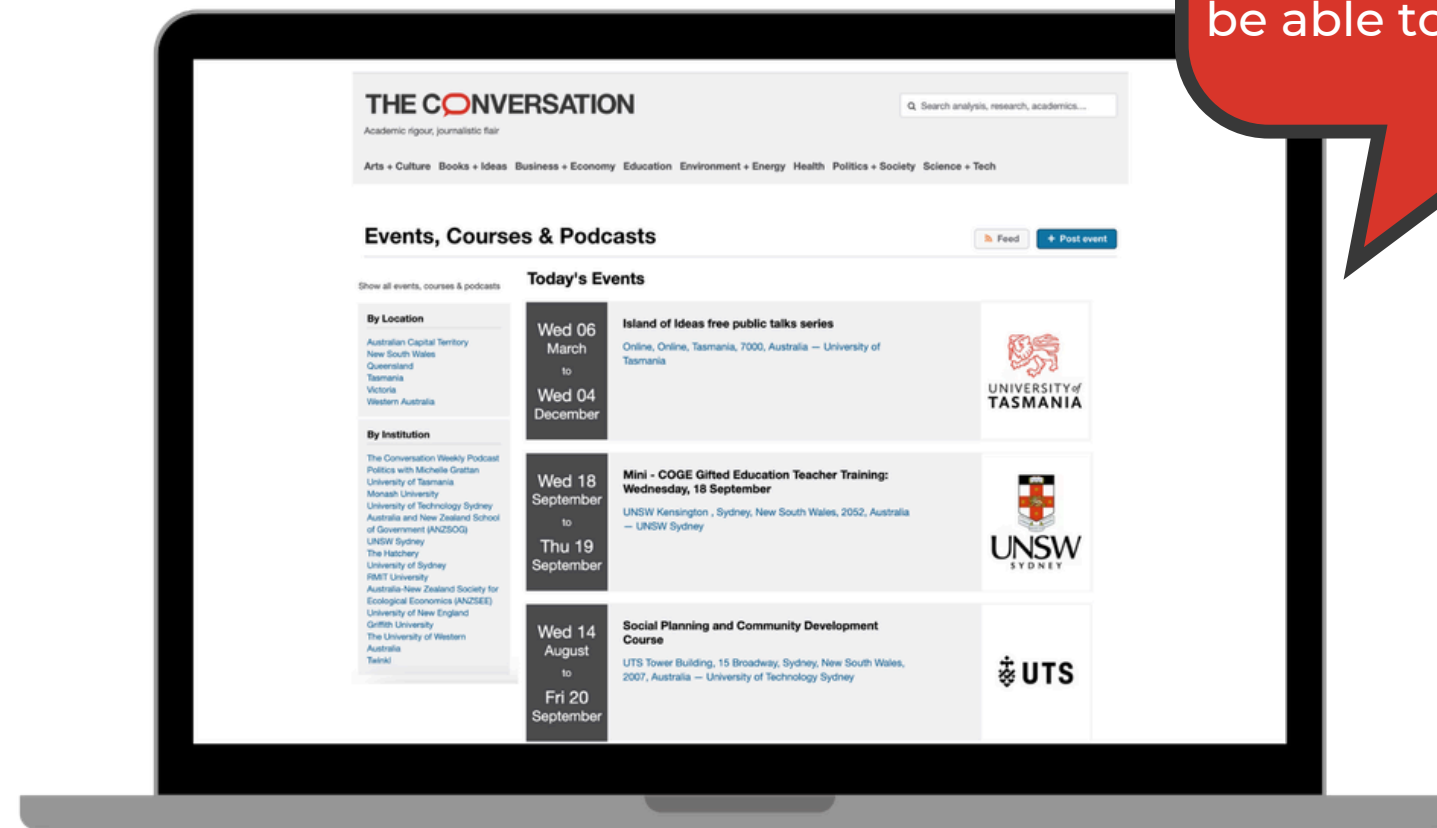
# Event, Course & Podcast Listings

Your event or course listing will be advertised on our **Events, Courses & Jobs 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, calls for papers, funding, submissions, articles and applications.

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

# Boosted Listings

Boost your job ad, event or course listing to reach **thousands more of our readers.**

Boosting your listing means that it will be featured at the bottom of The Conversation NZ homepage for one week and in the New Zealand Weekly newsletter **(20K subscribers).**

Your listing will also be featured on The Conversation's LinkedIn page **(26K followers).**

**Rate**

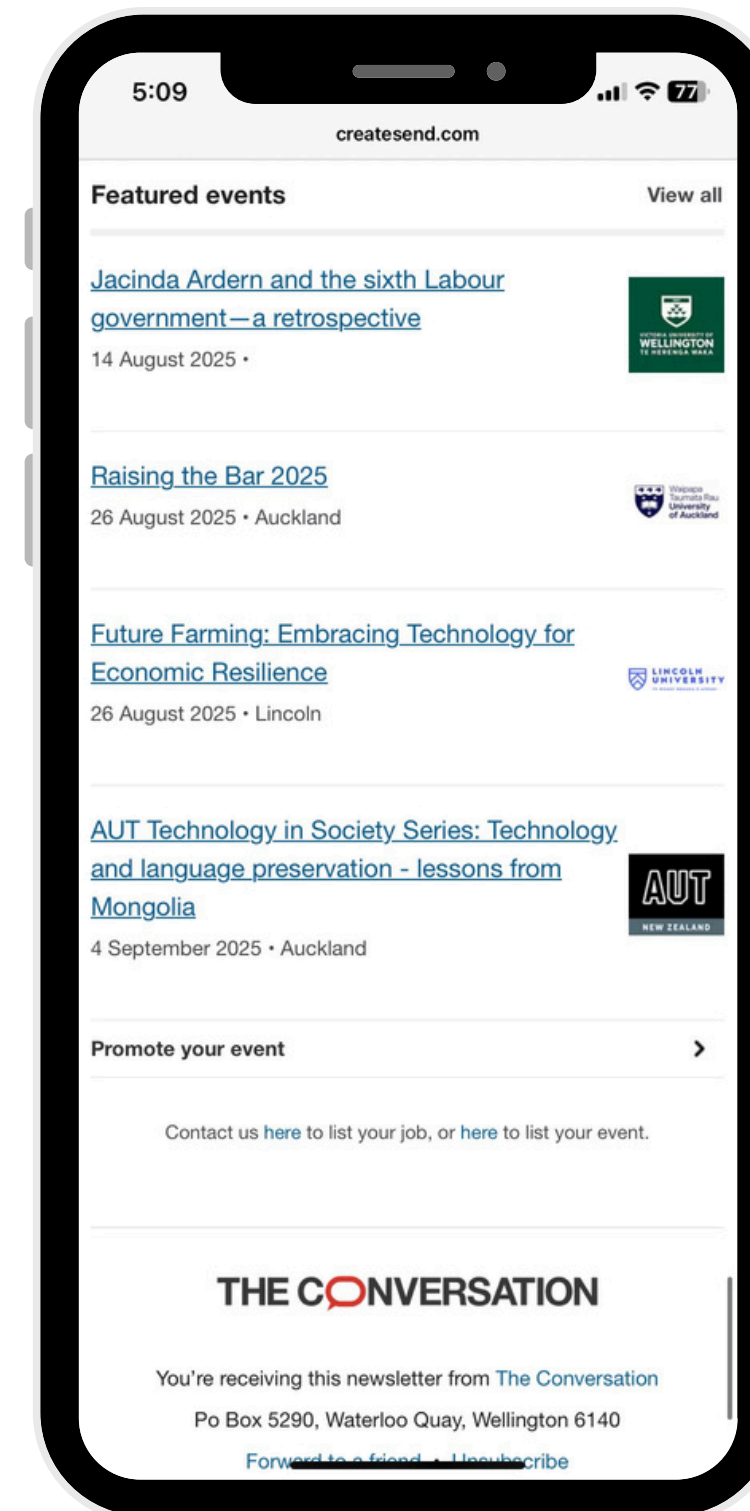
\$150

\*All rates are in NZD.



# Boosted Listings (How To)

To feature your job listing, simply 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)