

# THE CONVERSATION

Share knowledge. Inform decisions.

## QUT's growing global reach

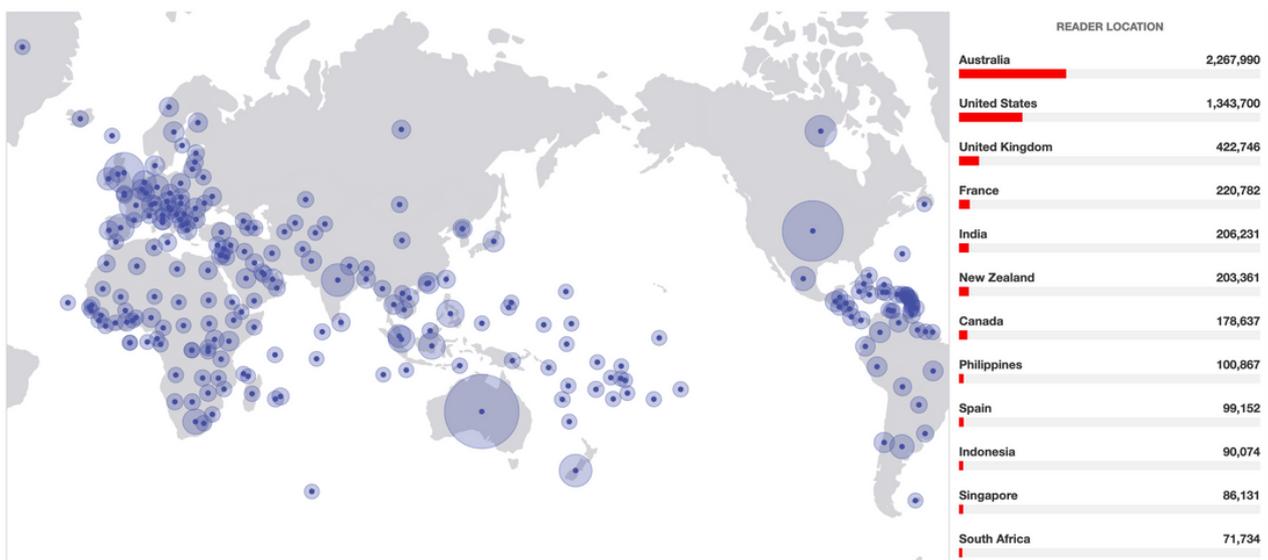
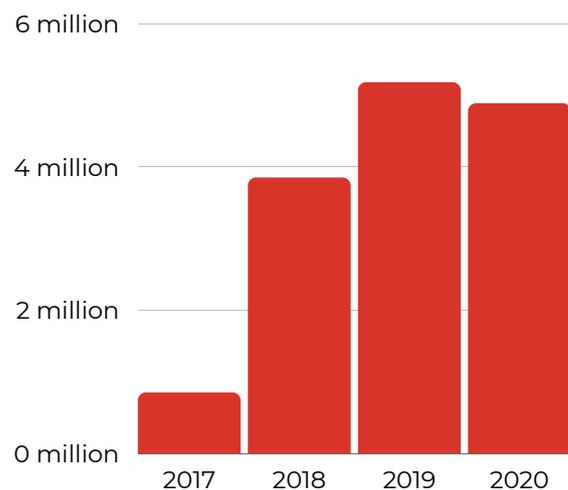


Your highlights over the last 12 months\* include:

- Audience for QUT articles reached an audience of 4,885,877.
- 114 articles published by 86 academics.
- 54% of readers of QUT articles were from countries outside Australia.
- The most-read QUT article by Michael Flood reached an audience of more than 252 thousand with 91% of readers from countries outside Australia.

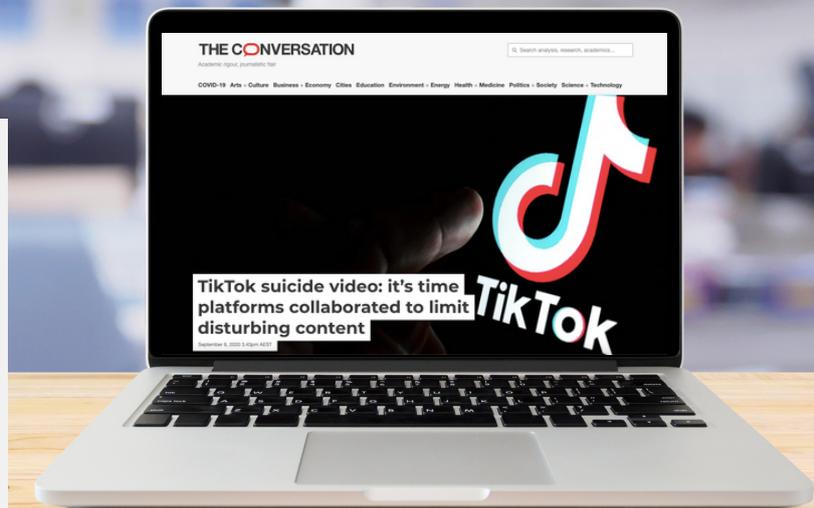
\*1 May 2020-30 April 2021

### QUT's rising readership



# Readers' choice

The most-read articles by QUT academics in last 12 months\*



Date	Author	Article	Reads*
8 July 2020	Andrea Waling, Chris Rissel, Michael Flood, Meredith Temple-Smith, Megan Lim	Is watching porn bad for your health? We asked 5 experts	252,186
8 September 2020	Ariadna Matamoros-Fernández, D. Bondy Valdovinos Kaye	TikTok suicide video: it's time platforms collaborated to limit disturbing content	179,876
10 May 2020	Laurie Buys, Rosemary Jean Kennedy	Retire the retirement village – the wall and what's behind it is so 2020	144,495
21 January 2021	Gary Mortimer, Louise Grimmer	The rise and rise of Aldi: two decades that changed supermarket shopping in Australia	132,810
17 January 2021	Andrew Spark, Peter O'Connor	To get ahead as an introvert, act like an extravert. It's not as hard as you think	114,817
3 January 2021	Elke Hacker, Louise Baldwin	I can't get sunburnt through glass, shade or in water, right? 5 common sunburn myths busted	112,689
19 November 2020	Andrea Waling, Chris Rissel, Michael Flood, Meredith Temple-Smith, Megan Lim	Regarder du porno est-il mauvais pour la santé ? Cinq experts répondent	100,626
12 November 2020	Katherine Kirkwood	Vale Sizzler: the cheese toast king couldn't keep up with dining trends	89,005
24 November 2020	T.J. Thomson	I studied 5,000 phone images: objects were more popular than people, but women took way more selfies	77,414

\*Reads 1/5/2020–30/4/2021

# Access to our large, diverse audience

Free to read  
Free to republish

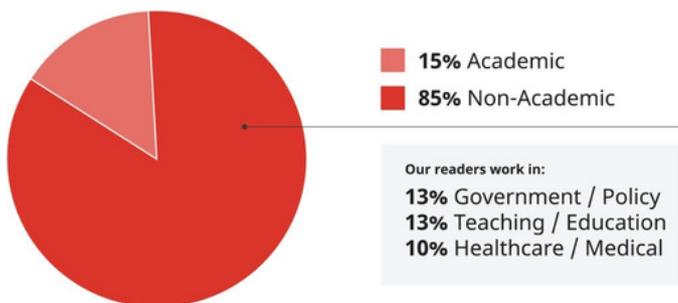


All articles we publish at The Conversation are free for other media outlets around the world to republish under Creative Commons. It's our way of ensuring good, evidence-based information has as great a reach as possible.

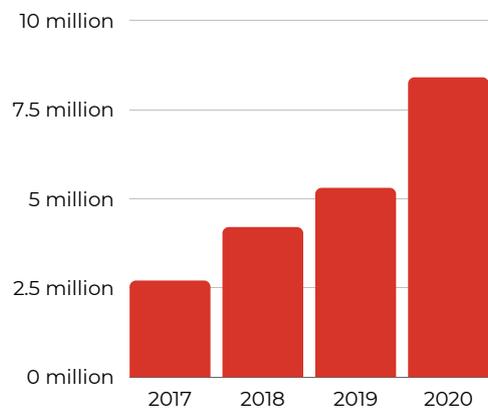
The top republishers of QUT articles in the last year were ABC, The New Daily, Flipboard, Quartz and Stuff (NZ).



The Conversation is different to other media, because we only publish stories by academics and researchers. But our audience is much more diverse than that. Our readers include time-poor policymakers looking for useful research (13%), teachers looking for credible but clearly written teaching resources (13%), students, people in the health sector, business, and beyond.

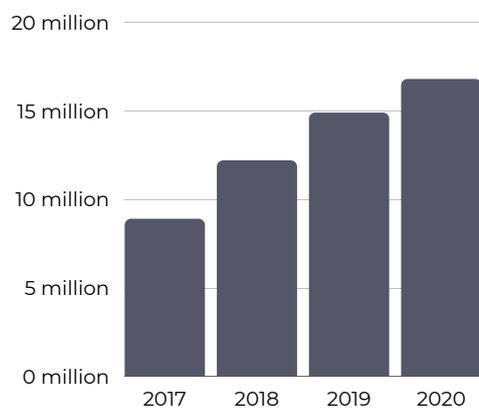


## 8.3 million readers per month



Average monthly reads at theconversation.com

## 16.8 million readers per month



Average monthly reads through republication

# Real-world impacts for your authors



Producers and journalists use The Conversation as a valuable resource to find experts who can provide evidence-based commentary.

After publishing with The Conversation, 68% of Australian authors report being contacted by media for follow up, including interviews on TV, radio, online, print or elsewhere.

Other ways that our authors have impact include being contacted by government (10%), invited to speak at conferences (13%), contacted for research collaboration (20%), approached for business consultation (14%), sparked discussions with students (32%) and others (76%).

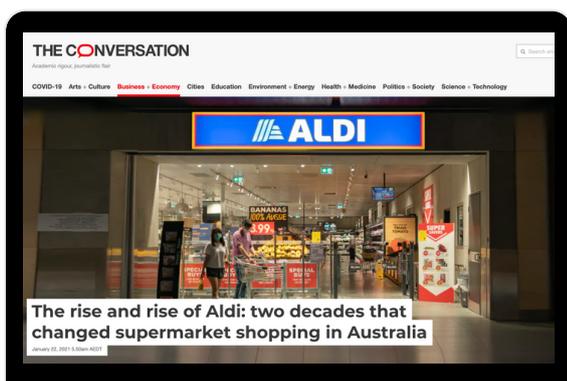
Gary Mortimer has written 78 articles for The Conversation, reaching a global audience of 2.9 million. In the last 12 months he has published 11 articles which have been republished and cited by numerous other media outlets. Gary has been interviewed repeatedly on television and radio including 9 News, SBS World News, The Project, Sunrise and ABC Radio stations across the country.

"The Conversation is a very important vehicle for connecting with broader audiences.

"There is a real clear benefit when editors take a proactive approach in identifying experts and calling for articles. I was invited by the Arts + Culture editors to write on 100 years of Chanel which led to great media coverage.

"My article on Aldi also gained significant coverage. News.com noted it was their most-read social media story of the day. More than 14 thousand people, including 240 from the Aldi organisation internationally, viewed the article on my LinkedIn account."

**Gary Mortimer**  
Professor of Marketing and  
Consumer Behaviour



# Global media project

Eight editions around the world

The Conversation now has eight separate editions – in multiple languages – based in the US, Canada, UK, France, Spain, sub-Saharan Africa, Indonesia, and Australia & New Zealand, reaching 64.4 million readers per month via republication.

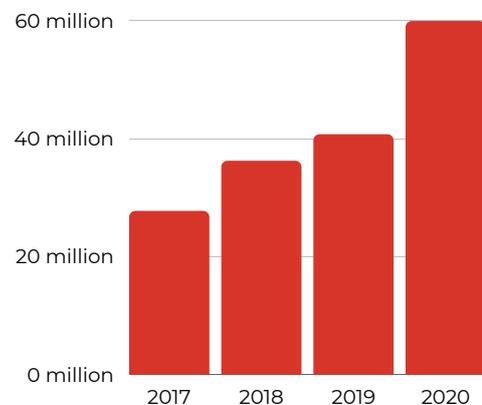
Our international editions often translate and republish Australian content so your academics reach an even larger international audience.

Our team works with our international colleagues to ensure articles reach large influential audiences through global publishers like CNN, El País and The South China Morning Post.

The Conversation articles have been translated into 28 languages and republished in 97 countries to date – from Algeria, Argentina and Azerbaijan, to Venezuela, Vietnam and Zambia.



64.4 million readers per month



Average monthly reads through republication

Lesley Irvine's article about communication was translated by The Conversation France and republished by French-language media outlets including Ouest-France and Slate.fr. It reached an additional audience of more than 18 thousand in countries across the globe including Canada, Switzerland and Morocco.



# Membership benefits

Cost-effective national and international reach



As a not-for-profit, The Conversation's goal is to collaborate with universities to make more knowledge free to read and republish. From industry and academic sites to global news outlets, more than 20,000 sites republish our articles. Your membership benefits include:

- **Eligibility for researchers and academics to publish with The Conversation.**
- Access to professional editorial service delivered by our team of 26 professional journalists.
- Final say by academic author before publication to ensure research is accurately presented.
- Access to a large and fast-growing global readership.
- Access to the expert callout sent daily to media teams.
- Access to 20,000 global republishers.
- A customisable widget enabling you to easily republish articles by your academics.
- Training for staff from The Conversation's editorial team ranging from free one hour talk, to comprehensive masterclasses.
- Prominent branding and acknowledgement alongside other university partners.
- Detailed metrics and author dashboards providing detail on republishing and readership.
- Notification when one of your academics is published and/or commissioned by The Conversation.
- Qualitative feedback on other aspects of impact, such as increased citation for journal articles or influence on policy formation.
- Promotion of your articles to print and broadcast media via our daily Morning Story Brief email.
- Social media promotion of your articles to The Conversation's extensive following on Twitter, Facebook and Instagram and via The Conversation daily newsletter (165K subscribers).
- Free event and short course listings on The Conversation Events and Courses page.

For more information about member benefits or to sign up for real-time audience metrics, please contact:

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