Monthly Highlights

June 2016

1634 mentions of UQ in press, TV, radio, online, national and international

52 releases sent to media
70 media releases on UQ News

1201 new followers
29,655 total followers

83,695 page views on UQ News

$11.2m advertising value

The Advertising Value Equivalency (AVE) is the average cost of editorial coverage if it were advertising space (or time).

Top 5 media outlets by AVE

- Courier Mail, QLD: $642k
- ABC Online: $487k
- 612 ABC Brisbane, QLD: $225k
- The Australian Online: $128k
- The Australian, NAT: $125k

Top 10 stories on UQ News

1. Barrier reef rodent first mammal declared extinct due to climate change – 12,725 page views
2. UQ’s investment in engineering recognised internationally – 1869 page views
3. Ancient crops provide a clue to Madagascar’s past – 1536 page views
4. Queensland government lends support to a new era of UQ student living – 1485 page views
5. Prestigious award for UQ superstar scientist - 1339 page views
6. Study seeks sweet sleep relief for children with ADHD – 1328 page views
7. Partner perils associated with FIFO life – 1217 page views
8. Spiders put the bite into irritable bowel syndrome pain – 1055 page views
9. UQ researchers identify potential anti-cancer target – 1051 page views

83,695 page views on UQ News

THECONVERSATION 253,427 readers 13 articles 594 comments Top author John Cook

This report provides an overview of statistics on press, broadcast and online media coverage for The University of Queensland. Statistics have been derived from iSentia, UQ News, Senior Executive speeches and correspondence.