Monthly highlights

October 2016

1,695 mentions of UQ in press, TV, radio, online, national and international

3,944 new followers
39,594 total followers

$13.68m 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

- $566k: 612 ABC Brisbane, QLD
- $499k: 4 Traders, Online
- $425k: Courier-Mail, QLD
- $425k: ABC Online, Online
- $166k: 702 ABC Sydney, NSW

82,390 page views on UQ News

Top 10 stories on UQ News

1. Food vans here to help UQ students with exam study - 2,771 page views
2. Student success with Do it in a Dress - 1,682 page views
3. QBI scientists identify cause of common developmental brain disorder - 1,586 page views
4. UQ Business School MBA is Asia-Pacific's best yet again - 1,188 page views
5. Being number one is in UQ's nature - 1,129 page views
6. Research finds that ultrasound slows brain ageing - 1,024 page views
7. Nature v nurture research shows it's both - 992 page views
8. This snake is a killer of killers - 911 page views
9. Learn to write right - 902 page views
10. Five new fellows from UQ - 875 page views

828,014 readers 26 articles 1,316 comments Top author André Drenth

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.