MONTHLY HIGHLIGHTS
April 2016

1820 mentions of UQ in press, TV, radio, online, national and international

42 releases sent to media

1257 new followers

41 media releases on UQ News

25,966 total followers

88,159 page views on UQ News

$19.79m worth of advertising

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

- ABC National Broadcast: $3.4M
- Radio National: $2.7M
- Forbes.com: $1.9M
- 612 ABC Radio: $1.2M
- Sydney Morning Herald: $631K

Top 10 stories on UQ News

1. Breakthrough may stop multiple sclerosis in its tracks – 7167 page views
2. When performers are in the zone, it’s spiritual, researcher finds – 4162 page views
3. UQ sparks electric vehicle revolution – 2474 page views
4. UQ still Australia’s number one in influential Nature Index – 1938 page views
5. UQ team an Australian-first at global physics comp – 1538 page views
6. Moby Dick whale tale maybe not so fictional – 1443 page views
7. Inside the mind of a terrorist – 1077 page views
8. Alzheimer’s breakthrough uses ultrasound technology – 981 page views
9. Sugary drinks tax would offer big benefits – 981 page views
10. Head-banging tunes can have same effect as warm hug – 902 page views

8,159 page views on UQ News

4,590,323 readers
25 articles
1341 comments
Top author Brendan Zietsch (HABS)