MONTHLY HIGHLIGHTS
February 2016

1459 mentions of UQ in press, TV, radio, online, national and international

957 new followers
23,235 total followers

$10.45m 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

<table>
<thead>
<tr>
<th>Outlet</th>
<th>AVE</th>
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</thead>
<tbody>
<tr>
<td>ABC Radio National</td>
<td>$1m</td>
</tr>
<tr>
<td>The Courier-Mail</td>
<td>$520K</td>
</tr>
<tr>
<td>Sydney Morning Herald</td>
<td>$460K</td>
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<tr>
<td>The Australian</td>
<td>$404K</td>
</tr>
<tr>
<td>ABC Online</td>
<td>$372K</td>
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</tbody>
</table>

48 releases sent to media
38 media releases on UQ News
6 speeches
18 letters

Top 10 stories on UQ News

1. Native grass could be key to super thin condoms – 2064 page views
2. How to protect your pets from heat stress – 1535 page views
3. Would you take a bullet – 1471 page views
4. Alzheimer’s breakthrough uses ultrasound technology – 1295 page views
5. Pancreatic cancer is four diseases, each with new treatment possibilities – 1301 page views
6. 'Like second-hand smoke': Worst emitters least affected by climate change – 1260 page views
7. UQ students head to Dubai on global business – 1190 page views
8. Scholarship takes UQ grad from Brisbane and Iran to the Big Apple – 1164 page views
9. 11,000 join free UQ course that paves the road to employability – 1107 page views
10. Nature v nurture: Research shows it’s both – 859 page views

72,541 page views on UQ News

481,497 readers
20 articles
855 comments
Top author Liam Viney (HASS)