MONTHLY HIGHLIGHTS

January 2016

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

636 new followers

22,000 total followers

$8.15m 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

Courier Mail: $1m

ABC Online: $400K

612 ABC Brisbane: $300K

4BC: $300K

SMH: $200K

Top 10 stories on UQ News

1. Laundry founders named Young Australians of the year – 2490 page views
2. UQ welcomes nearly 10,000 new students – 2327 page views
3. Small but deadly: The chemical warfare of sea slugs – 1591 page views
4. Nature v nurture: Research shows it’s both – 1021 page views
5. Alzheimer’s breakthrough uses ultrasound technology – 1039 page views
6. Passion for policy leads to Schwarzman scholarship – 861 page views
7. Top graduate helping seniors stay independent – 700 page views
8. Lack of self-control could be a sign of power – 678 page views
9. UQ research tries wee solution to wombat conservation – 558 page views
10. Head banging tunes can have the same effect as a warm hug – 551 page views

65,500 page views on UQ News

18 speeches

4 letters

23 releases sent to media

28 media releases on UQ News

THE CONVERSATION

458,703 readers

34 articles

807 comments

Top author Veronique Chachay