Monthly highlights
July 2016

1485 mentions of UQ in press, TV, radio, online,

1504 new followers
31,159 total followers

$12.1m 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: $533k
- ABC Online: $378k
- ABC News 24, NAT: $307k
- 612 ABC Brisbane, QLD: $238k
- The Conversation Online: $136k

1. New sports fields or car parks - how about both? - 2245 page views
2. UQ welcomes new chancellor - 1924 page views
3. Sailors leave ancient fingerprints across Polynesia – 1493 page views
4. UQ athletes set for Rio Olympics– 991 page views
5. UQ poised to make pivotal changes to the university experience - 914 page views
6. Green is the new black for grads – 853 page views
7. Customs House’s delicious cellar secret– 715 page views
8. Multimillion dollar biopharmaceutical centre for Qld – 674 page views
9. Government lends its support to new era of UQ student living – 646 page views
10. Blind study fails to support deniers – 627 page views

69,960 page views on UQ News

219,018 readers
17 articles
675 comments
Top author Brendan Zietsch

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.