

THE **C**ONVERSATION

Academic rigour, journalistic flair


What we are


- Comment and analysis magazine for general audience, written by academics, edited by journalists
- Information gold standard: subject experts only
- University-funded charity, no advertising or reader subscriptions
- Mission to better connect academic knowledge with wider society
- 3.5m unique visitors/month; 35m reach, UK university network of circa 60

Why write for us

- Impact agenda/detailed metrics
- Profile-building/creative commons
- Control
- Working with dedicated editor – lots of help!
- Low maintenance (word count, front of mind)
- Digital know-how
- Organise your thoughts
- Public service
- Joy of writing

Metrics

Home Edition: **United Kingdom** Events [Get newsletter](#) [f](#) [t](#) [RSS](#) Dashboard Steven Vass  2

 **Iain Macdonald**
Associate Professor of Advertising and Graphic Design, Edinburgh Napier University [See Edinburgh Napier University metrics](#)

In Progress

You're not working on any articles



[Pitch an Article Idea](#)

FAQs



- How do I start writing?
- I submitted a pitch. Now what?
- How do I handle interview requests from radio/TV?
- Other questions? Contact us.

Published (3)



ANALYSIS December 18, 2015
How famous Star Wars title sequence survived imperial assaults

 21,579  1 [t](#) [f](#) [in](#)

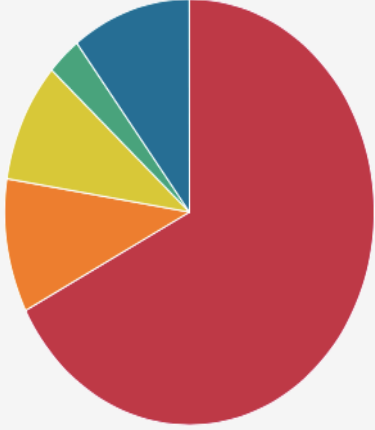
ANALYSIS October 15, 2015
Why Channel 4's new branding is worthy of a Turner Prize

 1,570  0 [t](#) [f](#) [in](#)

ANALYSIS September 17, 2015
How to make a Doctor Who title sequence at home – a masterclass


 1,250  1 [t](#) [f](#) [in](#)

Reach

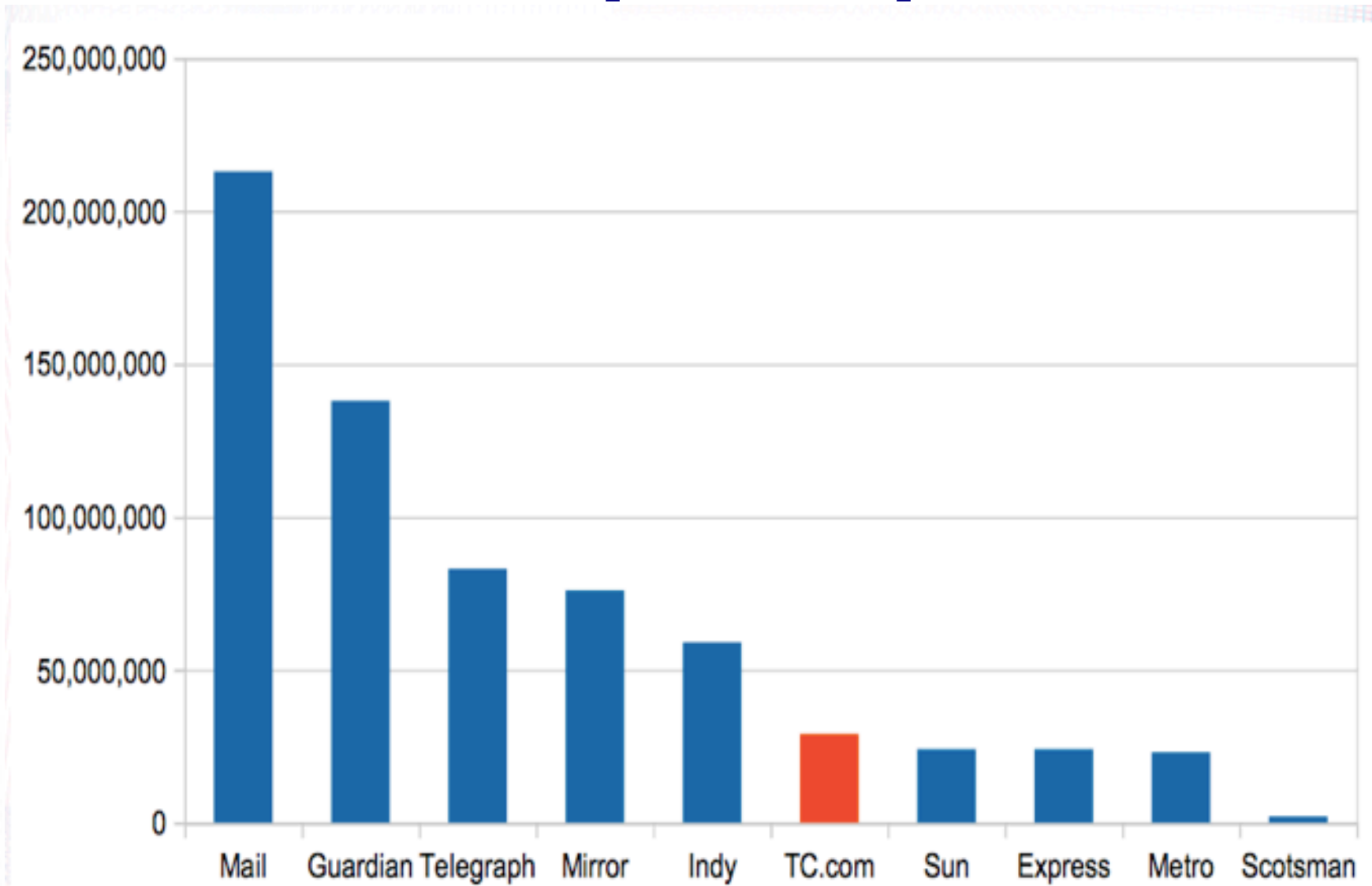


Country	Reach
India	19,608
United Kingdom	3,139
United States	145
Australia	0
other	0

Publications

Publication	Reach
thereel.scroll.in	19,608
 theconversation.com	3,139
www.napier.ac.uk	145

Readership comparison



How to write for us

- 100-word pitch: what, why now, why it matters
- What works: One thought developed well
- Reaction to news/diarised events/new research/reaction to research/good ideas
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