



# What research makes the news?



Academic research often appears in the news - whether it's a breakthrough drug trial, a new policy proposal or an exciting discovery.

To give you an idea of what the media is looking for, we've gathered some of our top-performing media campaigns and how they appeal to journalists.

**A major breakthrough in the field:** Significant advancement on a popular subject ...



*New species of the 'first bird' Archaeopteryx uncovered*

- Altmeter 341
- Article Views 6,735
- Media hits 66

**Impact on society:** Relevant to the everyday lives of people ...



*Many young people don't know when female and male fertility declines, study finds*

- Altmeter 319
- Article Views 2,464
- Media hits 80

**Recommendation for change:** An idea to help improve practice or policy ...



*Web-based teaching can improve science understanding for struggling pupils*

- Altmeter 188
- Article Views 1,981
- Media hits 63

**Timely:** Relating to current events or popular ideas ...



*Urgent need to reduce meat and dairy consumption to meet climate targets, says expert*

- Altmeter 310
- Article Views 6,852
- Media hits 92



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