

Why use a press campaign to promote research articles?



Taylor & Francis Group
an informa business



A press campaign can be a highly effective way to promote research, especially if it is of interest to the public, ground-breaking or related to current affairs. Just one press release on a research article has resulted in...

139 articles

written in news outlets including the **BBC, International Business Times** and **The Guardian**



8 new **blog** posts

11,386 **article** views




128 **tweets**

from **120** users with a total following of **152,704**



2 new **Wikipedia** entries

Being in the top **5%** of all research outputs scored by

 **Altmetric** with a score of **1,253**

Want to highlight an article?

To nominate an article for media attention, please complete our 'Press Nomination Form' at <http://bit.ly/pressnomination>



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