



UNIVERSITY OF  
**LEICESTER**

# Media Coverage

News Centre, Marketing and Student Recruitment  
**JANUARY 2016**

UK and International Breakdown



Confidential  
Not for circulation outside the University

[Previous media reports \(staff log-in required\)](#)

# UK Media Coverage: January 2016



**£3.4 MILLION**

Advertising Value Equivalent

Bloomberg	£405k
Daily Mail	£312k
Yahoo!	£258k
Times	£251k
Leicester Mercury	£182k



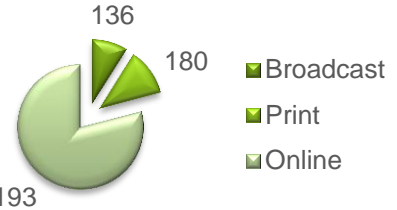
**169 MILLION**

Opportunities to see



**1,509**

Volume of news articles



**5 ARTICLES**

**83,184 VIEWS**

[The Conversation Coverage](#)



**4415 LIKES**

**352 SHARES**

UniofLeicester



**922 RETWEETS**

**1048 FAVOURITES**

@UniofLeicester  
@UoLNewsCentre



Confidential to UoL

[Coverage via Precise](#)

[Coverage via Google](#)

Precise.



# Human impact has created a 'plastic planet', research shows



**£298K**

Advertising Value Equivalent

Bloomberg	£55.9k
Mail Online	£29k
This is Money	£25.2k
Daily Express	£15.3k
UPI	£11k



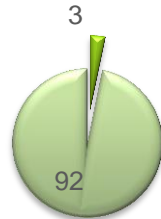
**13.6 MILLION**

Opportunities to see



**95**

Volume of news articles



■ Print  
■ Online



[Press release on News Centre website](#)

[Selection of coverage via Google](#)

# Sir David Attenborough returns to Leicester



**£308K**

Advertising Value Equivalent

Bloomberg	£81k
Guardian	£29.5k
Mail Online	£29.1k
Yahoo!	£21k
ITV	£19k



**17 MILLION**

Opportunities to see



**322**

Volume of news articles



- Broadcast
- Print
- Online



- [Video produced by Creative Team](#)
- [BBC news coverage part 1](#)
- [BBC news coverage part 2](#)
- [ITV news coverage](#)

- [Press release on News Centre website](#)
- [Precise coverage](#)
- [News coverage via Google](#)

# International Coverage January 2016



**£60.7 MILLION**  
Advertising Value Equivalent

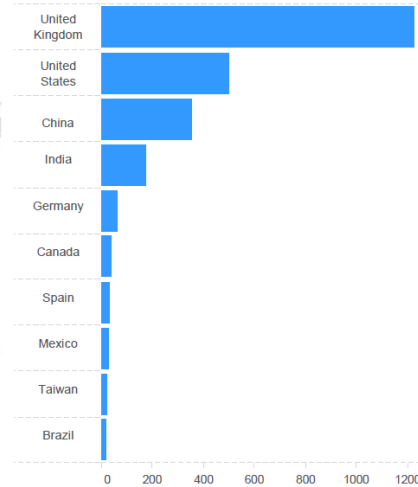
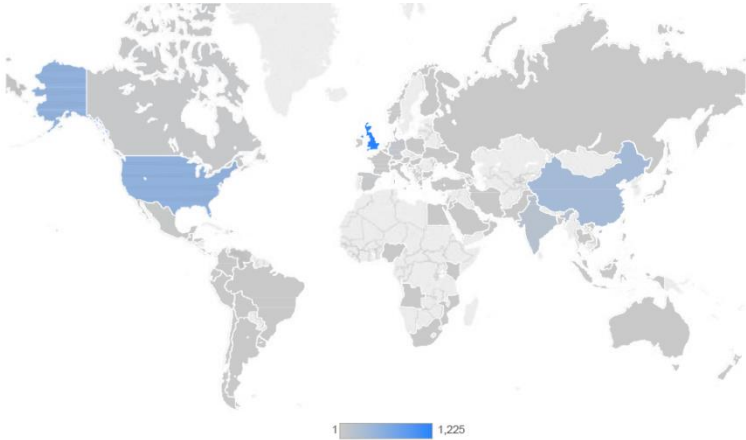


**2,736**  
Volume of news articles



**9.4 BILLION**  
Opportunities to see

## Geographical Spread



## Top 10 Publications by Ad Value

## Ad Value

360doc个人图书馆	£3,416,760
光明网	£3,236,694
Daily Mail Online	£2,865,913
Mail On Sunday	£2,546,853
Ciencias Médicas News	£2,364,808
Daily Mail (eClips Web)	£2,228,496
新浪新聞	£2,169,900
MSN Deutschland	£2,111,069
MSN News UK	£2,111,069
MSN Philippines News	£2,111,069

The map shows the countries in which most content was picked up in January

The bar chart shows the top 10 countries for current month (dark blue) and previous month (light blue).

68th Australia Brunel University London climate change countries Economics and Political Science future institutions **Leicester** London

moment Oxford and University College London **people** profound way renowned broadcaster students Switzerland

Times Higher Education World University Rankings editor

**University** world

