



Asia Research News 2024 magazine

Awareness promotion report

Prepared for
Xi'an Jiaotong-Liverpool
University

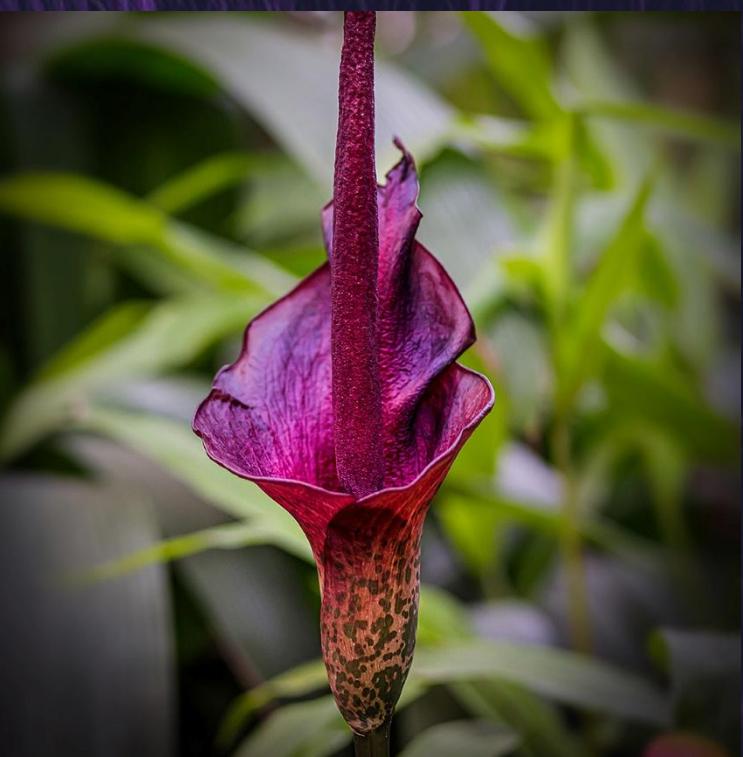


WHO WE ARE

Celebrating 20 Years

Asia Research News is on a mission to elevate new voices, increase diversity and spread knowledge.

For twenty years, we have worked with hundreds of research organisations to build the largest research news platform in Asia and communicate more than 15,000 pieces of newsworthy research to readers, viewers and listeners in 190 countries.





Thank you for allowing us to showcase your research in
Asia Research News 2024 magazine.

We have enjoyed writing, designing and promoting your
research. In this report, we outline the impact of our
awareness raising efforts for your story.

Asia Research News team

OUR MAGAZINE PROCESS

Part 1

Part 2

Part 3

WRITING

Expertly written to engage

DESIGN

Beautifully designed to attract

AWARENESS

Widely promoted to raise awareness

This report details the results of part 3 - the awareness promotion.

Please note that these are results to date as promotion continues throughout 2024 through various partner events and online on asiaresearchnews.com, Asia's largest research news platform.



RAISING AWARENESS

We optimise different strategies to bring attention to your research from a diverse readership from research leaders and government policy makers to young researchers, students and the public.

RAISING AWARENESS

01

Asia Research News

Stories were published on our asiaresearchnews.com platform, sent out to subscribers, which include journalists and researchers and promoted on the front page and sidebars of all pages, all year. The magazine was also announced to science communication courses globally.

02

Print

Print copies were sent out individually to research leaders, government policy makers and international funders.

03

PDF and Online

PDFs of your stories were available for you to use in-house and are hosted on interactive reading platform ISSUU. Flyers with QR codes will be distributed at partner events throughout 2024.

04

Social Media

We created static and video content, promoted in English, Japanese, Korean and Bahasa to targeted audiences on various platforms to attract readership from different ages, countries, and professions.



→ Click to go to pages

The magazine is promoted

On Asiaresearchnews.com, Asia's largest research news platform with 1M annual page views, showcased on landing page and 20,000 page sidebars.

To 5000 subscribers in daily, weekly and monthly newsletters with a link to the magazine on each newsletter.

To 4800 journalists globally

To over 100 Science Communication courses globally.

10,000 flyers with QR codes distributed at partner events, including innovation expos and events attended by the United Nations and the various Academy of Sciences.

PDF on interactive reading platform with 100 Million monthly visitors.



An interactive digital magazine page from Asia Research News. The top section features a woman in a traditional hat and a close-up of brain tissue. Below this, there are two main sections: "NANOROBOT BRAIN REPAIRS" (page 12) and "MYANMAR'S YOUNG VISIONARIES" (page 14). Each section has a grid of smaller images with captions. To the right, a vertical column labeled "contents" lists various articles. At the bottom, there's a section titled "SUSTAINABLE CITIES: SEEDS OF CHANGE FOR A GREENER FUTURE" (page 24), along with a note about print availability and an email address. The page has a "Published" stamp in the top right corner and navigation controls at the bottom.



Three thousand print copies sent to research leaders, policy makers and funding bodies.

Their job roles include Vice Chancellors, Directors of Research, Executive Directors, Ministers for Higher education and Ambassadors.

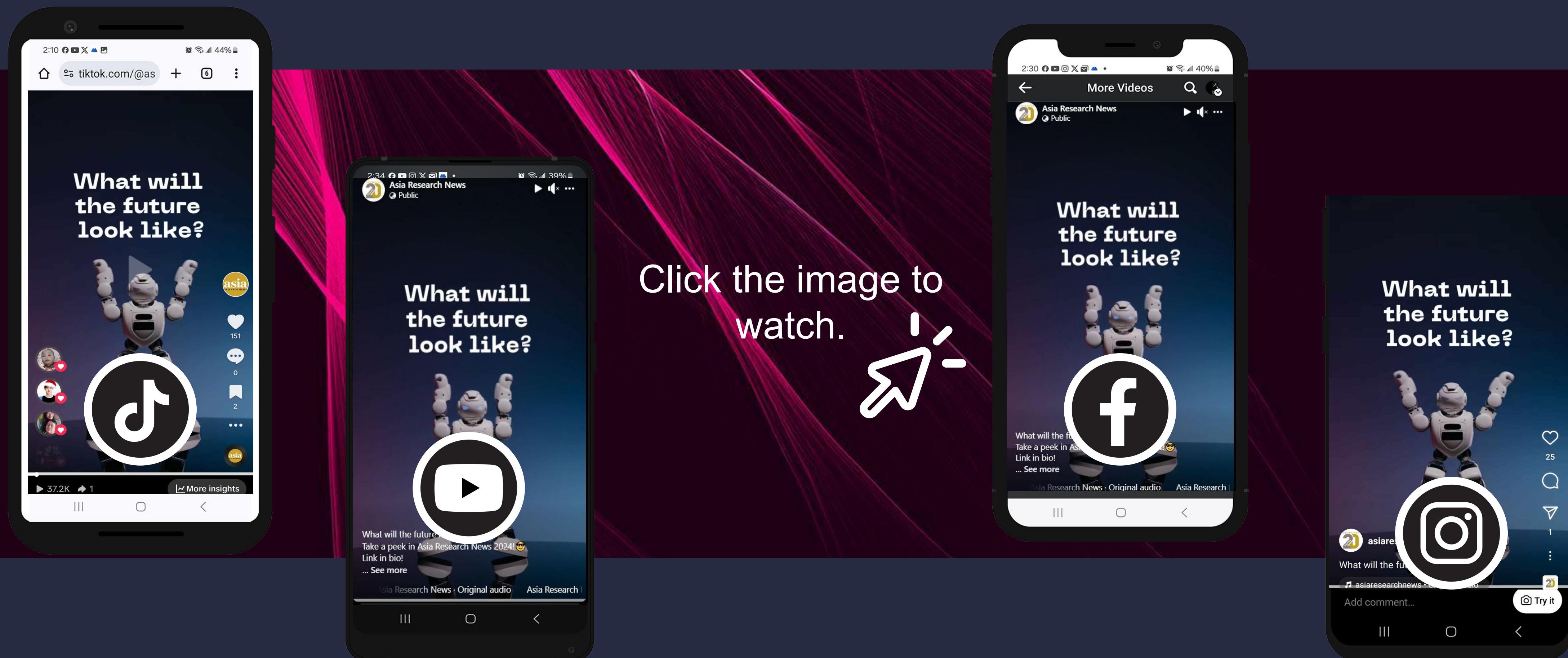
SOCIAL MEDIA STATIC

4 LANGUAGES: English • Japanese • Malay • Korean



SOCIAL MEDIA VIDEOS

Promotional video featuring the magazine posted on TikTok, YouTube, Facebook and Instagram.



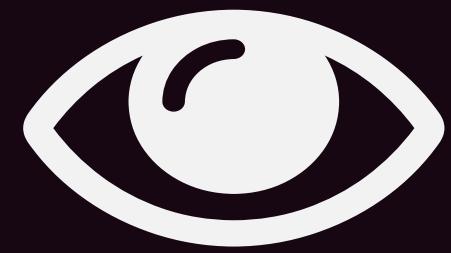
asia
RESEARCH NEWS



RAISING AWARENESS

Magazine numbers

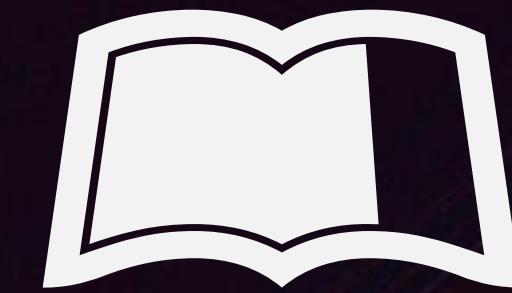
THE NUMBERS



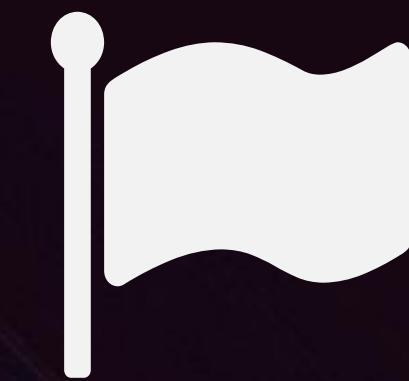
6,651,674 visibility



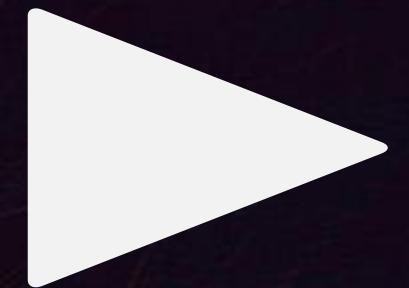
56,743 reads



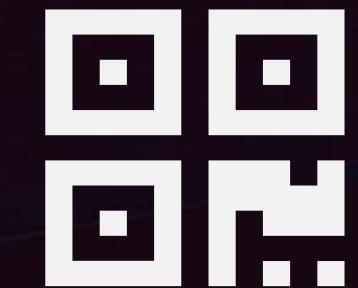
3,000 print



190 countries



843,633 plays



10,000 flyers

Note: Visibility is counted as the sum of impressions, reads are the sum of clicks and plays are the sum of video views.

ONLINE

*Top 10 countries
by page views
(by order of page views)*

- Philippines
- United States
- India
- Malaysia
- Korea
- Singapore
- Japan
- Indonesia
- Hong Kong
- Pakistan

PRINT

*Top distribution
locations
(in alphabetical order)*

- Canada
- China
- Europe
- Indonesia
- Japan
- Korea
- Malaysia
- Philippines
- Singapore
- Taiwan
- Thailand

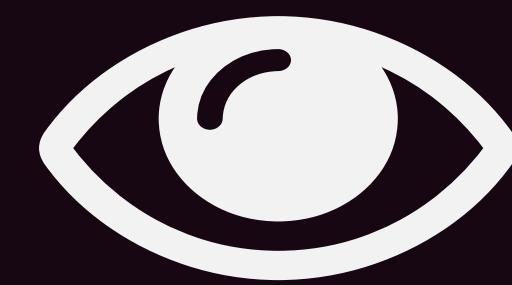




RAISING AWARENESS

Sustainable cities: Seeds of change for a greener future

THE NUMBERS



694,102 visibility



5,737 reads



366,514 plays

Note: Print and flyers data are not included here. Visibility is counted as the sum of impressions, reads are the sum of clicks and plays are the sum of video views.

PDF AND WEB

Created in static and interactive (Issuu) formats

SUSTAINABLE CITIES: SEEDS OF CHANGE FOR A GREENER FUTURE

At Xi'an Jiaotong-Liverpool University, four researchers in diverse fields of study – from urban planning to digital architecture – are working hard to reach sustainability goals.

STORY CONTINUED

Flexible polymer solar cells can be applied onto various surfaces such as a vehicle roof to provide power for someone on the move.

STORY CONTINUED

A smart city actually means using a range of resources to ensure that everyone can enjoy the urban environment in a more effective way.

STORY CONTINUED

Better ways to build

Architectural improvements are also vital for sustainable cities. Ms. Tedjosaputro has been working on a series of digital architecture projects, making her skills in this field stand out. She has made significant progress in her research, but she found repeat thinking about what she does not work well for her.

STORY CONTINUED

In order for us to have seeds available for restoration, we must have healthy landscapes with healthy soil and healthy water. We must have healthy soil because the seeds need to germinate in the soil, and healthy water because the seeds need to grow in the water.

STORY CONTINUED

Seeding the future

Sustainable urbanization also needs healthy landscapes within and around cities. Seed banks are an important part of this process, and something that Ms. Tedjosaputro is interested in. Ursula Goodale became interested in seeds as a child. Goodale fondly remembers watching her mother plant seeds in the garden, and how she would provide the best possible conditions for their germination. She went on to study environmental science at the University of Western Ontario, followed by a postdoctoral position at the Xishuangbanna Tropical Botanical Garden in Yunnan, China.

Goodale's practical goal is improving the outcome rate of restoration work. Conservation seed banks are a good way to do this, as they store seeds from different locations and species. However, they usually lack the quantities of seeds required for restoration. Conservation seed banks make up the last line of protection for rare and threatened species, which are available to achieve the most ambitious restoration goals, we need conservation seed bank knowledge, as well as restoration methods.

Sustainable cities: Seeds of change for a greener future

At Xi'an Jiaotong-Liverpool University, four researchers in diverse fields of study – from urban planning to digital architecture – are working hard to reach sustainability goals.

Published: 20 Feb 2024

Country: China

News topics: Climate Change, Energy, Environment, Innovation, Plants & Animals, Women

Academic disciplines: Engineering & Technology, Human geography, Chemistry, Biology

Researcher: Mia Ardiati Tedjosaputro

Content type: Asia Research News Magazine

PDF

Asia Research News Platform

SOCIAL MEDIA

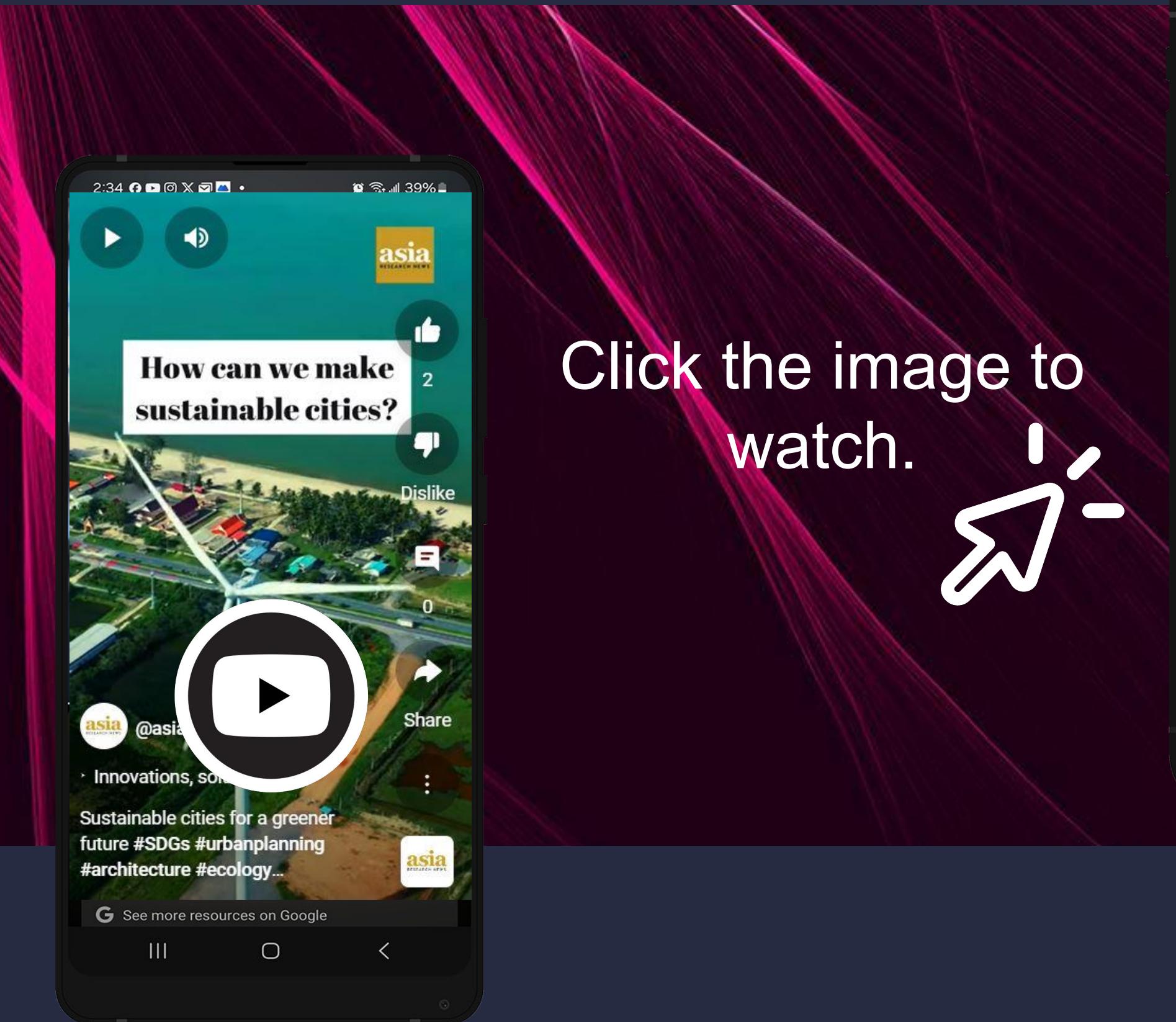
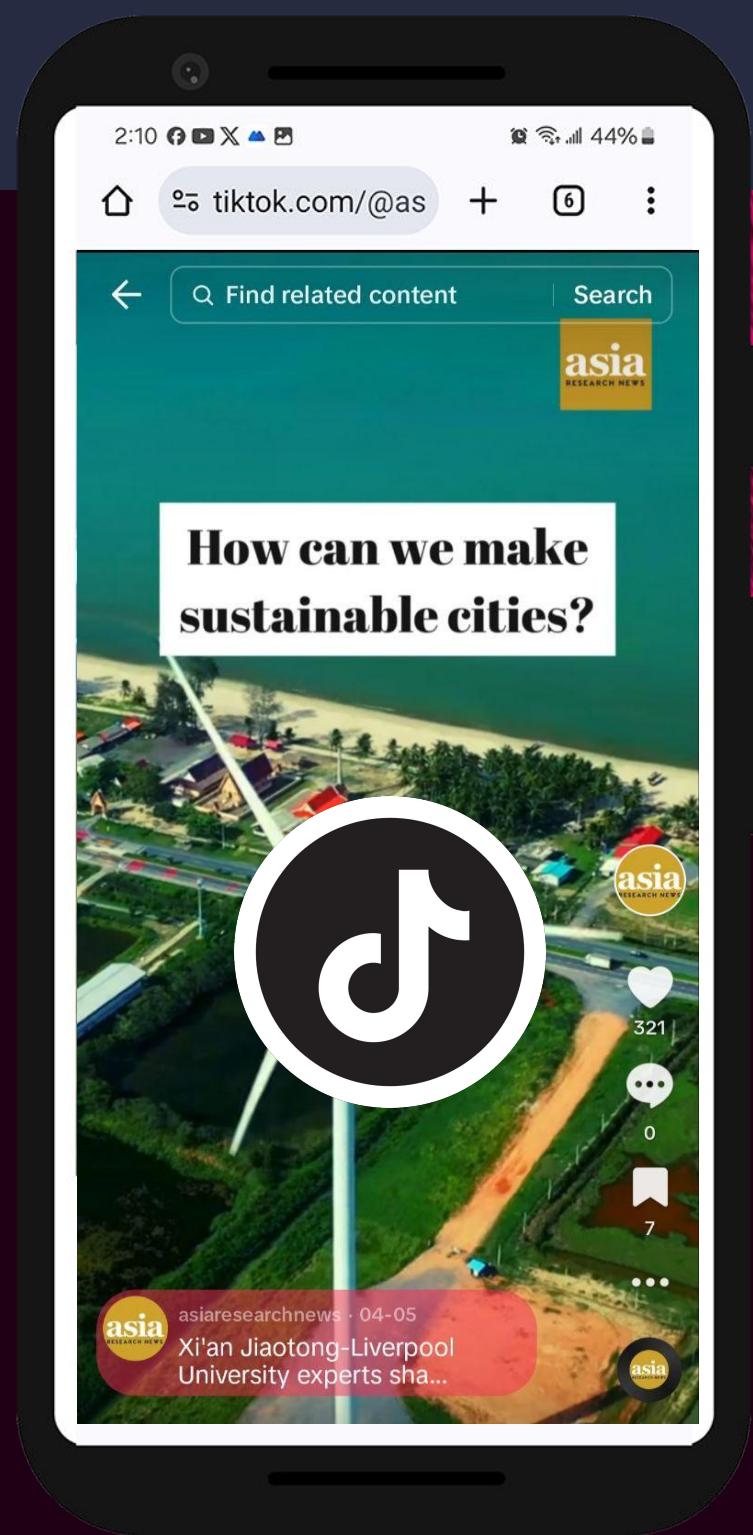
PRODUCED IN: English • Japanese • Malay • Korean



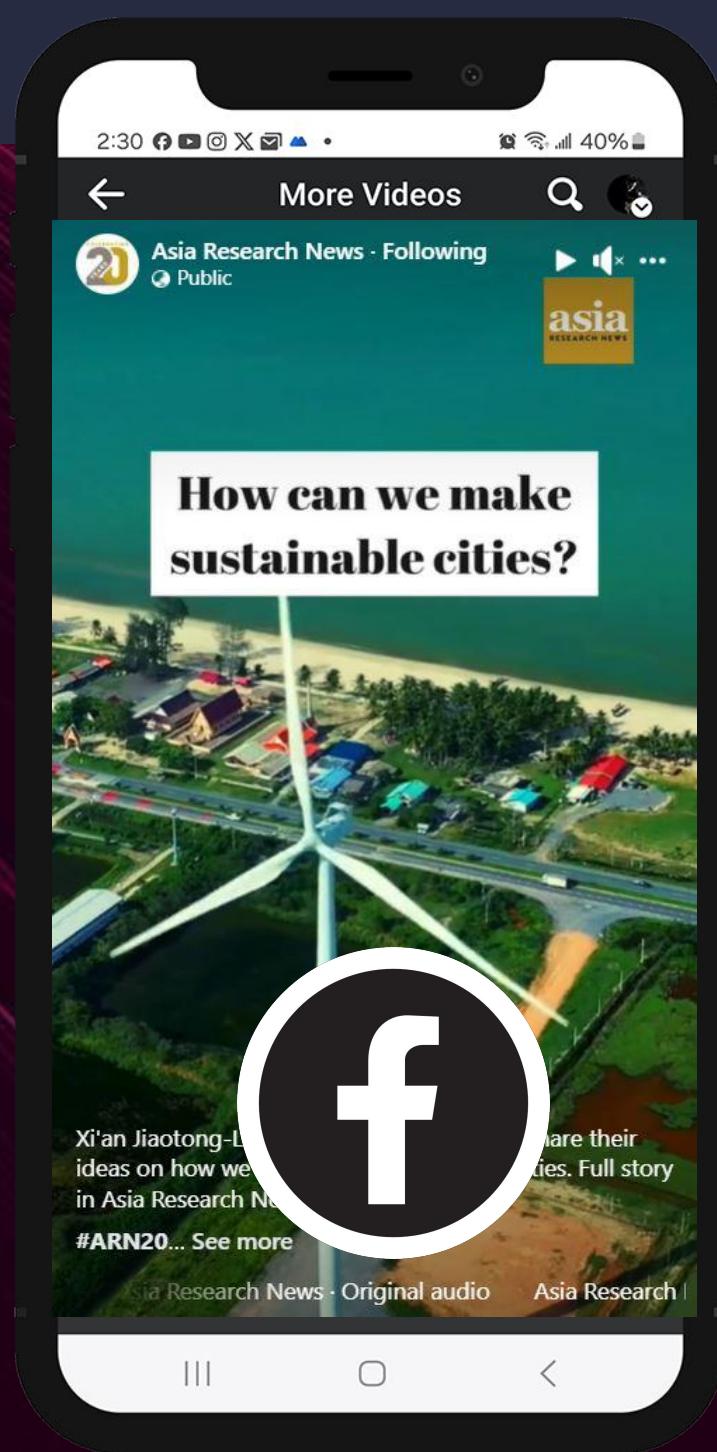
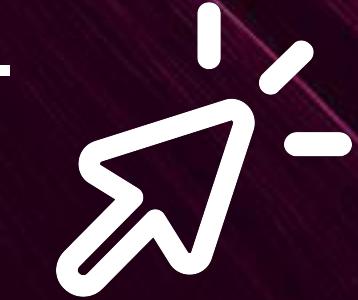
SOCIAL MEDIA VIDEOS

VIDEOS

A dedicated promotional video featuring your story posted on TikTok, YouTube, Facebook and Instagram.



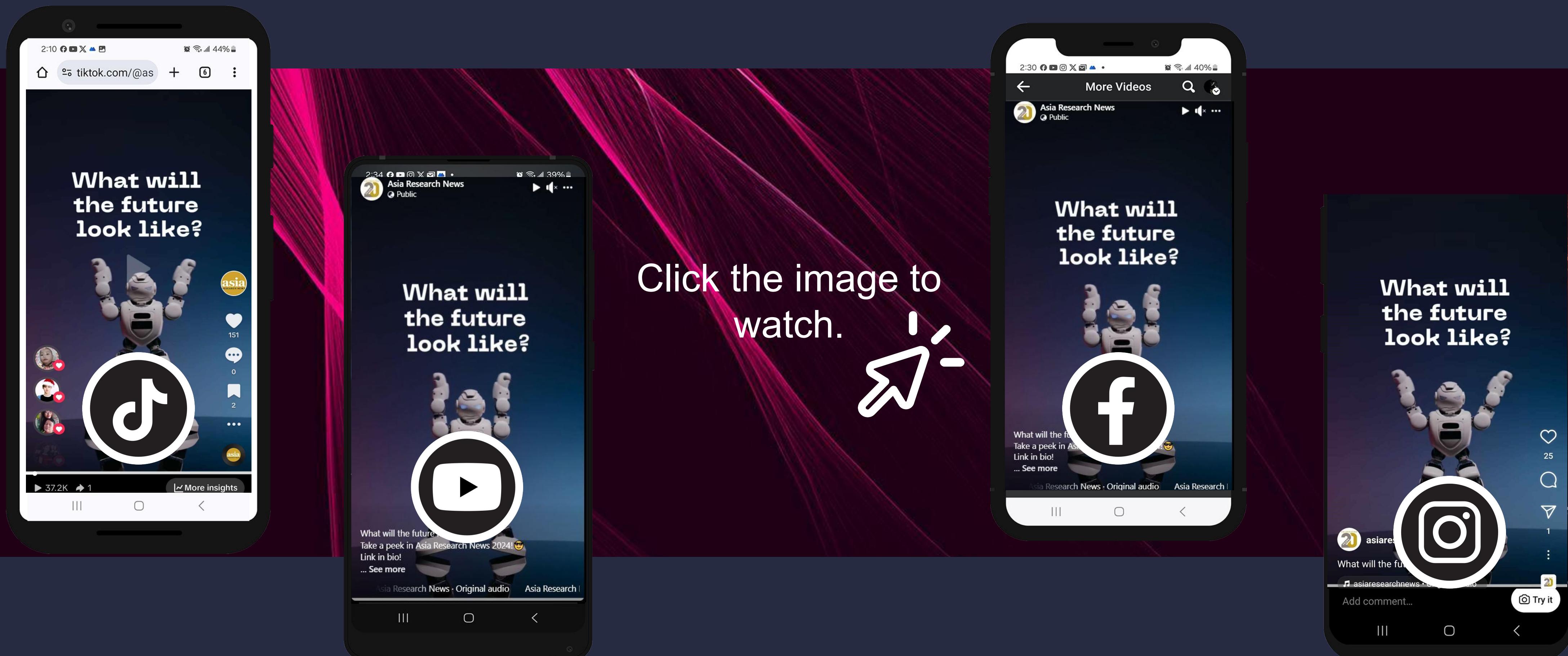
Click the image to
watch.



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RAISING AWARENESS

Promotion continues throughout 2024 through print and flyers at partner events and online on asiaresearchnews.com, Asia's largest research news platform.

“

横浜国立大学
Yokohama National University
Japan

素晴らしい記事を制作いただきました。
You have produced a wonderful article [for us].

“

NGU WAH WIN
Chiang Mai University
Thailand

I saw my story's feature yesterday and loveeeeeeee it!

“

DR CATHERINE DIAMOND
Xi'an Jiaotong-Liverpool University
China

The Asia Research News team have been fantastic to work with. They took all our comments on board and smoothly guided the interviews with our researchers. The resulting pages look attractive and the content of the magazine is very interesting.

2024 Magazine Feedback

ASIA RESEARCH NEWS 2025



We hope to feature your research in

Asia Research News 2025

Expertly written to engage

Beautifully designed to attract

Widely distributed to raise awareness

Early bird discounts available until 31 July 2024

2025 STORY OPTIONS

Research Story

•••

Present your peer-reviewed paper
as an engaging story to reach new
audiences

Written and designed to fit 1 page
GBP 995
GBP 895 (before 31 July 2024)

Researcher Q&A

•••

Share your research journey in
your own words. A personalised
way to get to know your research

Written and designed to fit 2 pages
GBP 1600
GBP 1450 (before 31 July 2024)

Feature Showcase

•••

An in-depth article and dedicated
social video to showcase your
broader initiatives. Perfect to let the
world know about major innovations.

Written and designed to fit 4 pages
GBP 2300
GBP 2000 (before 31 July 2024)

*Contact us to discuss which option is best for your
research*

Dr. Magdeline Pokar
maggie@asiaresearchnews.com

Aya Kawanishi
aya@asiaresearchnews.com

2025 STORY OPTIONS

More reasons to be in Asia Research News magazine ...



- Print and online edition
- Video promotions
- Stories you can reuse
- Individual reports
- To leading scientists, journalists and public
- With individual mailing, at events and on social media
- 190 Countries
- 7 Million impressions



Contact us to discuss which option is best for your research

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maggie@asiaresearchnews.com

Aya Kawanishi
aya@asiaresearchnews.com



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Community



Championing Asia's Brilliance



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KNOWLEDGE COMES WITH EXPERIENCE



CONSULTANCY



CONTENT



OUTREACH



MONITORING

WE HAVE PLENTY OF BOTH.

CONTACT

We don't just publish a magazine.

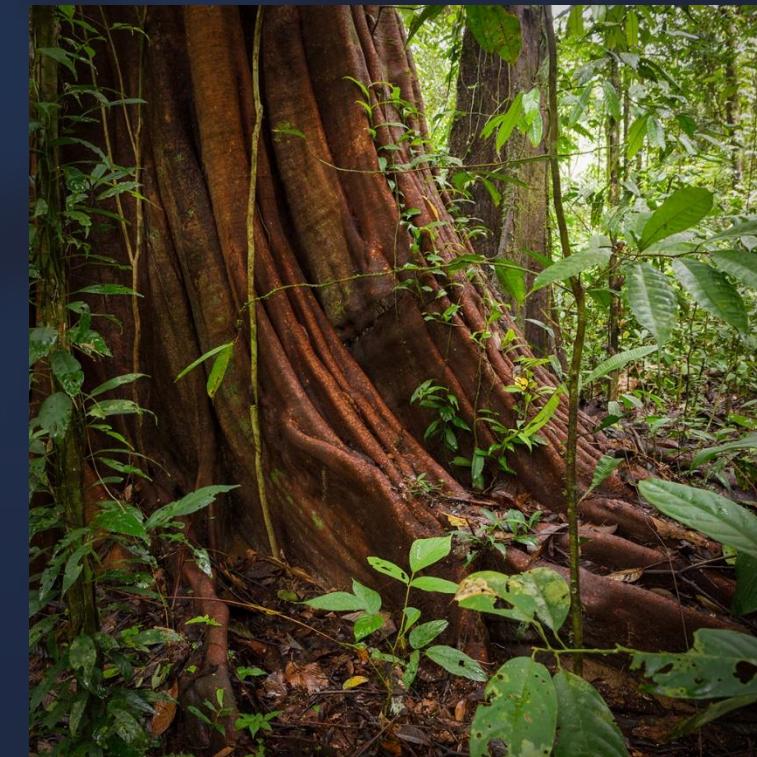
Get in touch and let's chat about how we can help you

make a deeper impact on your science communications.



Dr. Magdeline Pokar
maggie@asiaresearchnews.com

Aya Kawanishi
aya@asiaresearchnews.com





THANK YOU