

Awareness Growth and Reader Engagement Through Collaboration



New Philosopher is a quarterly magazine in Australia devoted to exploring philosophical ideas and topics that guide readers toward living a more fulfilling and happier life. New Philosopher continually seeks out innovative ways to approach new audiences beyond students and academics with backgrounds in philosophy. The magazine often collaborates with organizations to grow brand awareness and to promote engagement through social media debates about global challenges.

Reaching New Audiences Through Debate

For its 23rd issue, “Being Human”, New Philosopher licensed The New York Times’s special package, The Big Ideas, in which some of the world’s leading thinkers wrote essays answering the question, “What does it mean to be human today?”. To help promote the project and the magazine, The New York Times’s Australia bureau arranged for Alex Hinds, a journalist at New Philosopher, to take over the bureau’s Facebook group for a week.

NewPhilosopher



Industry
Magazine Publisher



Country
Australia



Content Package
The Big Ideas



Language
English

The New York Times

Licensing Group

Engaging Readers Through Social Media Experimentation

The feedback was very positive. The first post, announcing the takeover, had a number of commenters praising New Philosopher as a “great publication” and “one of Australia’s best journals”. During the takeover, many active members returned every day and provided thoughtful and intelligent comments and questions. Throughout the week, there was a total of 166 comments, 110 likes and 16 shares on just five posts. The takeover also helped NYT Australia’s Facebook group add 122 new members who specifically mentioned “New Philosopher” in their entry posts.

166

COMMENTS THROUGHOUT
THE WEEK ON
JUST FIVE POSTS



122

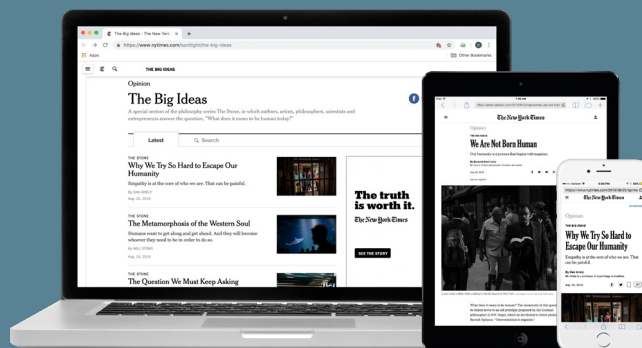
NEW MEMBERS TO NYT
AUSTRALIA’S FACEBOOK GROUP
AFTER THE TAKEOVER

The Big Ideas

Humans have always been engaged in the search for wisdom — a deeper understanding of their world, the universe and their own minds. Despite a rapidly changing society and daily life, that pursuit continues. The Big Ideas brings together the world’s leading thinkers to contemplate a singular issue.

Service Details

The Big Ideas delivers 10 to 12 essays with photos and illustrations as available, making up about 20 magazine-sized pages of editorial content or six to eight broadsheet-sized pages for a special section. Local content may be added to round out the package and enhance the appeal of your market.



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The New York Times
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