

Tips for preparing your submission to *The Conversation*

***The Conversation* bridges the gap between academic research and public discourse. Publishing here allows you to share your insights with millions of engaged readers—journalists, policymakers, and the general public. To get started, you'll need to submit a short pitch to the editorial team for review.**

How to make your pitch stand out

Be selective: *The Conversation* prioritizes research with clear relevance to current debates, emerging issues, or broad public interest. If your research addresses a niche audience, you might find better engagement with outlets like the [Sage Perspectives blog](#).

Don't bury the lead: Keep your pitch concise. Clearly state the core of your research, its significance, and its real-world implications. *The Conversation* editors prefer pitches under 200 words.

Connect to current events: Editors favor pitches that relate to news, policy, or trending debates. Show why your research matters now.

Showcase your expertise: Briefly mention your academic credentials and explain why you're the right person to write about this topic.

Highlight the takeaway: Make it clear what readers will learn or understand from your article.

Offer a fresh perspective: Before pitching, search *The Conversation* archive to avoid duplication. If your topic is widely covered, propose a new angle or challenge conventional thinking.

What you need to know before submitting

Institutional affiliation: You'll need to create an author profile linked to your institution. Anyone affiliated with an accredited institution can pitch.

Response times: If you're affiliated with a [member institution](#), you can expect a response within five business days. If not, you may not hear back. Consider your pitch rejected if there's no response within two weeks. After that, you may consider submitting to the [Sage Perspectives blog](#).

Timeline: From pitch to publication, the process typically takes 6–7 weeks. You can begin working on your pitch before publication, although this isn't necessary and you can submit a pitch after your article is live. If you'd like your piece on *The Conversation* to be live at the same time as your article, you can work with Sage Production to have matching timelines.

Global editions: *The Conversation* operates internationally, with editions for Africa, Australia, Brazil, Canada (English and French), Europe, France, Indonesia, New Zealand, Spain, the UK, and the US, plus a general Global edition. Select the edition that aligns best with your research focus or intended readership.

Ready to share your research with the world? Follow these tips to craft a pitch that captures attention and makes a difference. Visit [The Conversation](#) now.