

Antiquity Media Workflow

We promote all articles via our social media channels and work with the authors of a small number of articles to develop a press coverage.

Author Contact

We contact authors of identified articles to discuss the publication timeline and ascertain whether they have any promotion plans of their own. Then, we conduct Q&A with authors to provide information that can be included in the press release to ensure accuracy

Additional Content

With authors, identify any additional content (images, videos etc.) that can be included with the press release.

Press Releases

We create press releases and send to authors for feedback.

Media Distribution

We send the press releases and access to relevant content to our media contacts under an embargo.

Promotion

After publication, research articles are promoted on Antiquity's social media platforms.

Media Coverage

Media coverage is also promoted on Antiquity's social media, in addition to our regular coverage. Further, in-depth promotion may take place at a later date.

Please Note:

We only have capacity to develop a promotion strategy for a minority of papers. These are selected on the basis of potential breadth of media interest and our selection is final.