

WITNEWS

WORLD OF INNOVATION & TECHNOLOGY

MEDIA KIT

About WIT News

WIT News is a digital platform built to close a specific gap in how European research and innovation reaches the world.

Social media moves fast, but a post's visibility lasts a day. Academic journals last, but they're written for specialists who already know what they're looking for. WIT News sits between the two: a space where research results, project outcomes, and innovation stories - whatever their size or origin — get told in a way that's visible, accessible, and built to be found long after the moment has passed.

For our partners, that means a story doesn't just get published once and disappear. It gets a permanent, searchable home, written so that a non-specialist can follow the bigger picture and a specialist can follow the trail back to the source.

Who reads WIT News

Policymakers, fellow researchers and project coordinators, journalists and communicators working in the EU innovation space, and a wider public genuinely curious about what's next for Europe.

The team

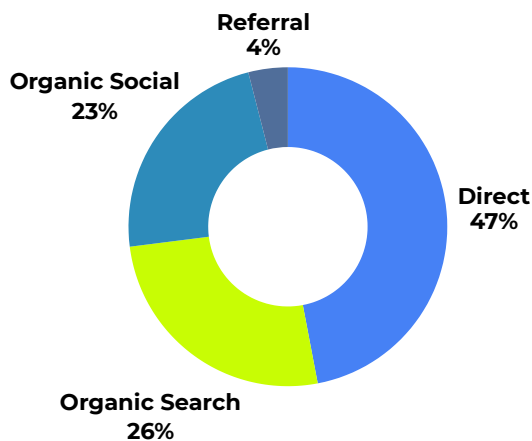
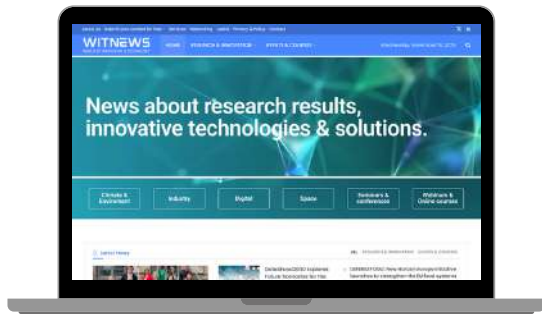
WIT News is produced by the team behind WIT Berry, specialists in EU project communication and dissemination. Linda, our Marketing and Communications Lead, brings over a decade of science communication experience and space-sector background; Guna, our Strategic Communications Expert, brings sharp editorial insight honed across dozens of EU-funded projects.



WIT News Audience Statistics

Updated July 2026

Portal statistics



>8K

Active users last 12 months
> 650 active users per month

>15K

Views

>340

Press releases / events published on portal

Top countries (visitors)

1. United States
2. Spain
3. Germany
4. Italy
5. Nigeria
6. Netherlands
7. South Africa
8. Belgium
9. Ireland
10. France



Social media statistics



>2250

Followers



20

Average reactions per post

400

Average impression per post

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