



Media Impact Report

TUSCE_387

Research Paper Information

31 December 2024

Name of the faculty

Isao Shitanda

Title of the paper

Electrochemical Small-Angle X-ray Scattering for Potential Dependent Structural Analysis of Redox Enzymes

Journal Name

Langmuir

DOI

<https://doi.org/10.1021/acs.langmuir.4c03661>

Press release information

Press release distributed on EurekAlert, Medium and underwent earned outreach

Title of the press release

Electrochemical X-Ray Scattering Unlocks Secrets of Redox Enzymes

Date of distribution

27 January 2025

Infographics

No

Video

No

Impact Highlights

Impact Highlights - Performance Metrics from Altmetric (As of February 26, 2025)

Top 5%

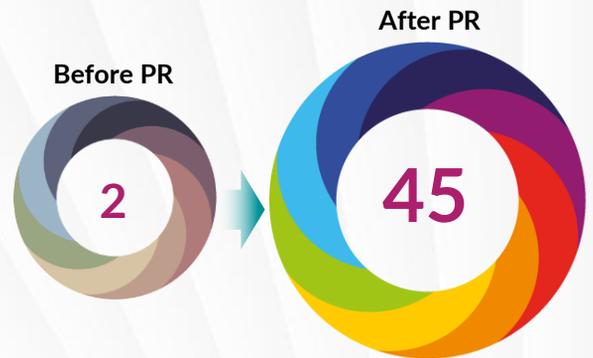
Is where your article was ranked – based on popularity – in this area of research among more than **27 million** articles tracked by Altmetric.

Ranked 3

Among **114** articles from *Langmuir* published within six weeks before or after the article's date of publication.

>96%

Earned an altmetric score that is higher than **96%** of the **224,029** research papers published within six weeks before or after the article's date of publication.



Altmetric score increased from **2** to a healthy **45** after press release.

Altmetric Score:

<https://www.altmetric.com/details/172557063>

Media Coverage Highlights

19

Global news outlets and social media handles featured the story of your research

507K

Followers of *Chemistry News*, a most popular "X" account for chemistry, have potentially read the research news story

172 million

People were potentially reached through online publications

40.33 million

Readers potentially reached on *News Break*, a popular news aggregator for general news

9.14 million

Individuals reached on a *Phys.Org*, a Science X vertical dedicated to latest science & technology news

565 million

Monthly visitors on *MSN*, Microsoft's news aggregator website

679

The article views of the research paper increased from 370 to 679 post distribution. The press release received over **263** individual views on *EurekAlert*.

Key highlights of research paper promotion



Academic Outreach

Out of the total 19 media mentions of the research paper, approximately 26% were from academic background.



Focused Outreach

Approximately 21% media mentions of the research paper came from platforms focused on industry news.



Subject Area Outreach

Approximately 73% of the media mentions of the research paper came from platforms focused on biofuels, environmental & chemical science, and technology



Social Media Outreach

2 X users, 2 Facebook pages, and 1 LinkedIn user have shared this research news story.

Top Coverage Highlights

The top coverage highlights for 2025 include press hits from popular industry publications such as MSN, News Break, and Phys.Org with first two having most of the estimated views.



Phys.Org

Potentially viewed by 9.14 million users
News specialization in latest science & technology news



News Break

Potentially viewed by 40.33 million users
News specialization in general news



MSN

Potentially viewed by 565 million users
News specialization in general & breaking news

Media Outreach performance

A pitch email was sent for outreach to 395 media contacts, resulting in 125 email opens and 4 clicks.



435

Total number of journalists & media outlets added to the media list



395

Total number of emails sent



125

Number of emails opened



31.64%

Average open rate
125 total opens



3.2%

Average click rate
4 total clicks

Recommendations, if any

- This research, published in December, underwent distribution in January. To optimize impact, we recommend a continuation or expansion of the distribution strategy for feature stories and research news in related topics. This should ideally take place on the same day or within 1-2 weeks of the online publication of corresponding manuscripts.

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Case study 1

Trust our company for a streamlined, effective media distribution strategy that maximizes the reach and impact of your research manuscript.

Contact Us: dms@editage.com