In 2009 - 2012 we reached 31.9 million people through popular talks, newspaper articles, TV, magazines, radio, exhibitions and schools talks among others.

The “audience” numbers are dominated by TV and radio shows including BBC Sky at Night, Radio 4’s Material World and the Today Programme. Our magazine articles were also read by hundreds of thousands including Time Magazine.

The heat map to the left displays how many people in the UK we reached with our outreach activities (broken down by county). Notice how well served Cardiff and London are (the latter is mostly due to the large audiences for TV news and radio shows). Below is the breakdown of outreach activity from 2009 to 2012.