

RESEARCH ADJACENT PODCAST MEDIA KIT

ABOUT THE PODCAST

Research Adjacent is a podcast which celebrates the huge range of people who work in the research environment but are not researchers. They help to make research happen and get it out into the world, but don't usually get the recognition they deserve. Research Adjacent is also a careers podcast which showcases all the interesting and fulfilling roles people might consider if they want to stay connected to research, but don't want to be a researcher.



In most episodes the host Sarah McLusky interviews a research-adjacent professional about their career journey. The conversation explores what they do now and how they got there, the highs and lows along the way and what they would change if they had a magic wand.

New episodes of Research Adjacent are released fortnightly on Tuesday.

Listen to the podcast trailer <https://researchadjacent.com/podcast/>

MOST POPULAR EPISODES



ABOUT THE HOST AND CREATOR



Research Adjacent is created, hosted and produced by Sarah McLusky. Sarah has been research-adjacent for over 25 years. She is currently a freelance specialist in research events and communications. Sarah has worked for universities and research projects, science centres and museums, learned societies and education providers. <https://sarahmclusky.com/>

WHO THE PODCAST IS FOR

Research Adjacent provides stories and strategies to help people thrive in a research-adjacent career. The podcast's target audience includes

1. people who currently work in research adjacent roles
2. people who are considering a research adjacent career (e.g. early career researchers)
3. careers advisers and coaches who support students and graduates
4. people who are interested in improving research culture

HOW TO LISTEN

- Research Adjacent website <https://researchadjacent.com/podcast/>
- Listen to the podcast in any podcast app including [Spotify](#), [Apple Podcasts](#) and [YouTube](#)
- Contact Sarah McLusky via hello@researchadjacent.com
- Follow the podcast on [LinkedIn](#), [Instagram](#) and [BlueSky](#)

FEEDBACK FROM LISTENERS

<i>"You have a fabulous manner. I feel like I'm joining you and your interviewee on the sofa with a nice cup of tea and some cake!"</i> Sam Andrews	<i>"As a Recent Adjacent member of staff myself, I'm really enjoying your podcast. Your first episode really resonated with me and I instantly sent it to colleagues in the Research Office."</i> Hannah Preston	<i>"I came across your 'research-adjacent' page and podcast. It triggered such a strong reaction as I feel so seen. Great job highlighting our invisible work!"</i> Gabrielle Beans	<i>"The podcast is such a wonderful and inspiring resource! Thank you so much for making it for all the sector - giving us a voice and sense of unity."</i> Lorraine Coghill
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SUPPORT FOR CHARITY

Trees for Life The Research Adjacent podcast supports the rewilding charity [Trees for Life](#). For every new episode we donate to plant a tree in the Scottish Highlands to create forests for the future. [Visit the Research Adjacent virtual grove.](#)

ACCESS THE PODCAST MEDIA ASSETS

Download the logo, brand guidelines and other media assets in [this OneDrive folder](#)

FACTS AND FIGURES

(Statistics correct on 9 September 2025)

Episodes

The podcast was launched in January 2023 and has over 75 episodes.

New episodes are released fortnightly on Tuesday.

Subscribers

Research Adjacent has 497 subscribers/followers across the main podcast apps.

The Research Adjacent email newsletter has 207 subscribers

Social media followers

Research Adjacent has 1902 followers across the main social media platforms.

Downloads/listeners

The average number of listens/downloads per episode is around 210.

Audience demographics

(Spotify listeners)

Gender		Age		Top 5 Countries
Female	78.2%	0-17	0.1%	1. United Kingdom
Male	14.3%	18-22	1.4%	2. Australia
Non-binary	4.1%	23-27	6.3%	3. Germany
Not specified	3.4%	28-34	23.5%	4. Netherlands
		35-44	35.7%	5. United States
		45-59	31.4%	
		60+	1.5%	
		Unknown	0.1%	