



ABOUT E!SHARP

The European Union continues to expand, extending its reach into a growing number of policy areas, aspiring to be a powerful player in global affairs – and a credible interlocutor for the United States. But who wields the real power and influence in Brussels? How will the bloc emerge from the worst economic crisis since World War Two? Can it provide a credible response to the twin challenges of climate change and energy security? Will it ever forge a meaningful common foreign and security policy? And how are relations developing between leaders in London, Paris and Berlin and the Obama administration? *E!Sharp* provides the answers to these questions, with lively analysis and provocative commentary on European Union affairs and transatlantic relations.

Read by key decision-makers

E!Sharp is widely read by decision-makers in both policymaking and business circles, in Brussels and in national capitals around the EU. In addition to our individual subscribers in both the public and private sectors, the magazine is distributed to thousands of senior officials in the EU institutions and member states' representations, as well as in over one hundred diplomatic missions in Brussels, and in NATO headquarters. *E!Sharp* is also available to business travellers on high-speed trains between Brussels and London, Paris, Amsterdam and Frankfurt, in executive lounges at London Heathrow and Brussels airports, and on selected Brussels Airlines and British Airways flights. It is also widely distributed at high-level conferences, in hotels in Brussels' EU quarter and in think-tanks on both sides of the Atlantic.



"E!Sharp has become an excellent reference for understanding Europe and the wider world in which we live."

Pascal Lamy, director-general of the World Trade Organisation



"E!Sharp has played an important role informing people about the challenges and opportunities of Europe."

Tony Blair, former UK prime minister



"E!Sharp fills a gap in the growing market for news and views about the European Union. It is informative – and it is fun."

Lionel Barber, editor of the Financial Times

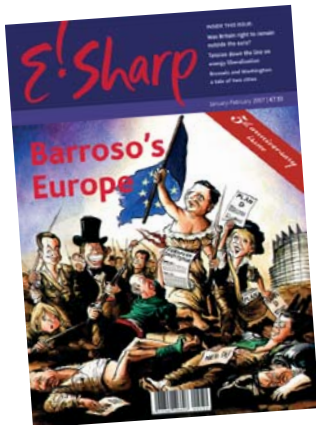
Written by top commentators

Regular contributors include Philip Stephens, associate editor, *Financial Times*; David Rennie, EU correspondent, *The Economist*; Ian Traynor, Europe editor, *The Guardian*; Andrew Osborn, Moscow bureau chief, *The Daily Telegraph*; Susan Milligan, national political correspondent, *The Boston Globe*; Bettina Vestring, columnist, *Berliner Zeitung*; and BBC World News America anchor Matt Frei. *E!Sharp* also regularly publishes exclusive interviews with leading European politicians and decision-makers, as well as opinion pieces by influential thinkers and business people.

Available by subscription in print and online

An annual subscription to our print edition costs only €40 (plus postage*) including full access to our website and a free copy of our best-selling Jargon Alert guide. Alternatively, online-only subscriptions are available for just €20.

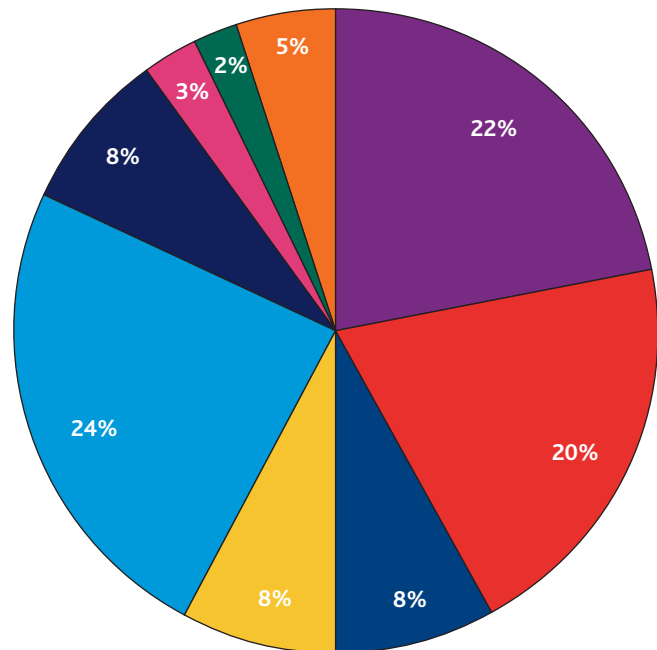
*Annual postage and packaging rates: Belgium €5; rest of the EU €10; and non-EU countries €15



CIRCULATION

E!Sharp is distributed to named individuals directly involved in the European political process, primarily in Brussels and London. It is also offered to business class travellers moving between Brussels, London, Paris, Frankfurt and Washington DC.

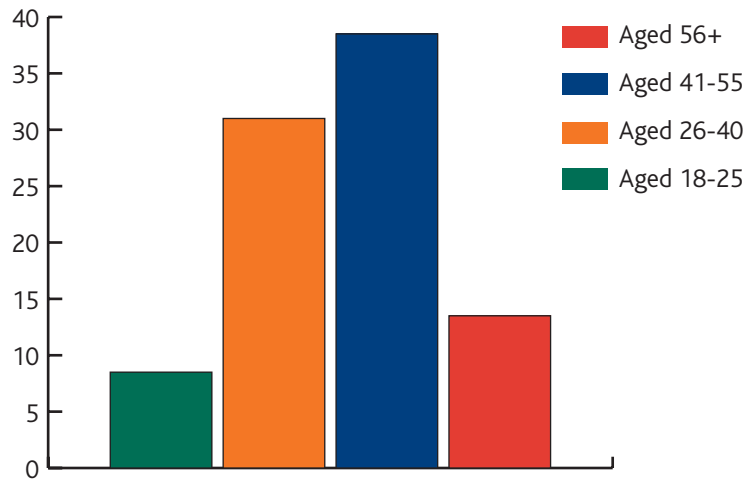
- Think-tanks in Brussels, London & Washington DC
- EU institutions
- Individual subscribers
- British Airways Heathrow airport lounges
- Diplomatic missions & national governments
- Eurostar first-class carriages & lounges
- Chambers of commerce & business groups
- Brussels Airlines flights & Brussels airport lounges
- Thalys first-class carriages (Brussels to Amsterdam, Paris and Frankfurt)



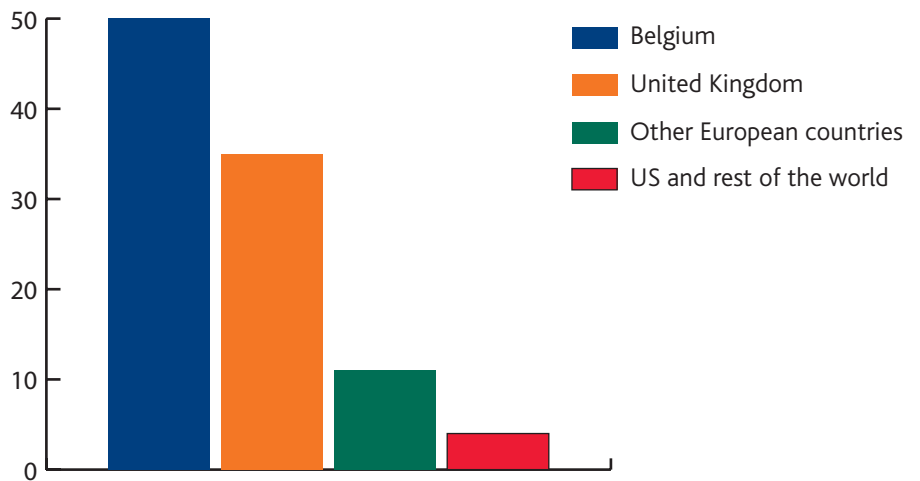
READERSHIP

www.esharp.eu

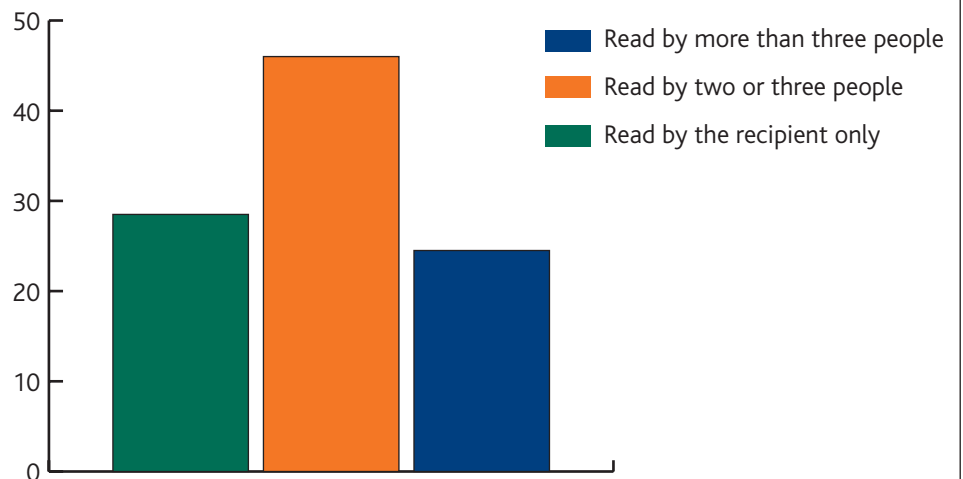
READER AGE



READER LOCATION



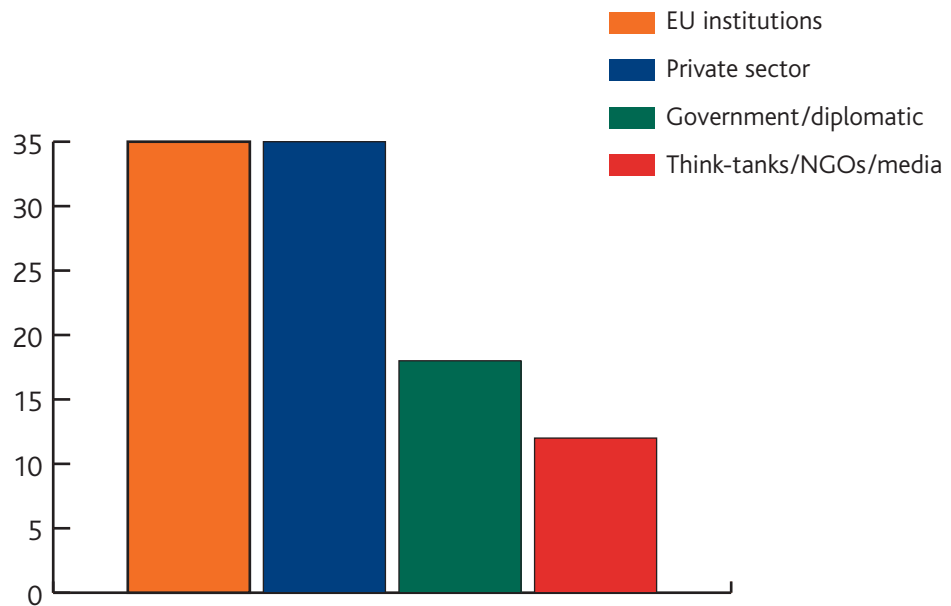
PASS ON RATE



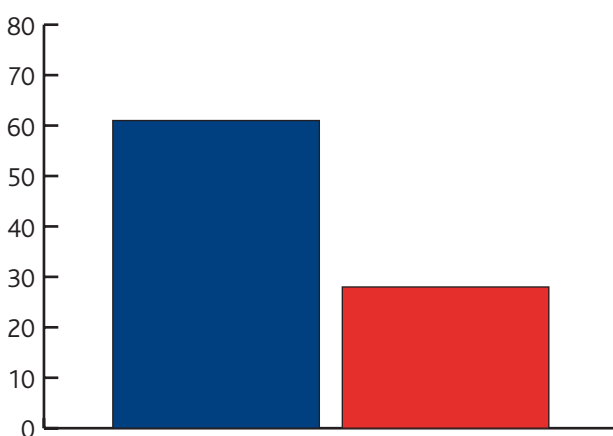
READERSHIP

www.esharp.eu

EMPLOYMENT



BUSINESS TRAVEL



■ Take between 1-10 business flights per year
■ Take between 11-20 business flights per year

■ Take Eurostar up to 10 times per year
■ Take Eurostar over 10 times per year

RATE CARD

www.esharp.eu

ADVERTISING RATES 2010

DISPLAY

Full page

One issue	€ 7,500
Three issues	€ 6,750
Six issues	€ 6,000

Outside back cover	€ 10,000
Inside back cover	€ 8,500

Double-page spread

One issue	€ 12,500
Three issues	€ 11,250
Six issues	€ 10,000
Inside front cover spread	€ 15,000

Half page

One issue	€ 4,000
Three issues	€ 3,600
Six issues	€ 3,200

ONLINE ADVERTISING (CPM = cost per 1000 page impressions)

Top leaderboard (728 pixels wide x 90 pixels high)	€ 1000/month
Top leaderboard (728 pixels wide x 90 pixels high)	€ 500/CPM
Side rectangle (300 pixels wide x 250 pixels high)	€ 750/month
Side rectangle (300 pixels wide x 250 pixels high)	€ 75/CPM
Side mini-banner (234 pixels wide x 60 pixels high)	€ 350/month
Delivery: Animated .gif files by email to: info@esharp.eu	

PUBLISHING SCHEDULE 2010

	AD ARTWORK DEADLINE	ISSUE DATE
JANUARY/FEBRUARY	Friday 11 December	4 January
MARCH/APRIL	Friday 12 February	1 March
MAY/JUNE	Friday 16 April	3 May
JULY/ AUGUST	Friday 18 June	5 July
SEPTEMBER/OCTOBER	Friday 6 August	30 August
NOVEMBER/DECEMBER	Friday 22 October	8 November

TECHNICAL SPECIFICATIONS

DISPLAY

Full page

	Width	Height
Non-bleed	168mm	244mm
Bleed	220mm	307mm
Trim size	210mm	297mm

Double-page spread

Non-bleed	380mm	244mm
Bleed	430mm	307mm
Trim size	425mm	297mm

Half page

Non-bleed	168mm	118mm
-----------	-------	-------

DELIVERY

Digital delivery (preferred option)

APPLICATION SOFTWARE

MAC or PC: high-resolution PDF files, QuarkXPress or InDesign (include high-resolution images, illustrations and fonts files)

Off-line delivery

CD-rom

NB: PLEASE SEND A COLOUR PROOF WITH EVERY ADVERT

DELIVERY ADDRESS & CONTACT

Simon O'Connor
Tel: +32 (0)2 548 0267
Avenue Marnix 22
1000 Brussels, Belgium
Email: info@esharp.eu

ADVERTISING CONTACTS

London

Richard Partridge
Tel: +44 (0)1273 232 566
Email: resharp@ntlworld.com

Brussels

Paul Adamson
Tel: +32 (0)473 334066
Email: paul@esharp.eu

