

euobserver.com | MEDIAKIT
2011

ABOUT EUOBSERVER.COM

At a time when important decisions are increasingly being made at the EU level, our role in bringing news and debate to an online audience is greater than ever.

We see our job as reporting politics and business news in an independent manner and keeping our demanding readers in the know.

Lisbeth Kirk
Editor in Chief

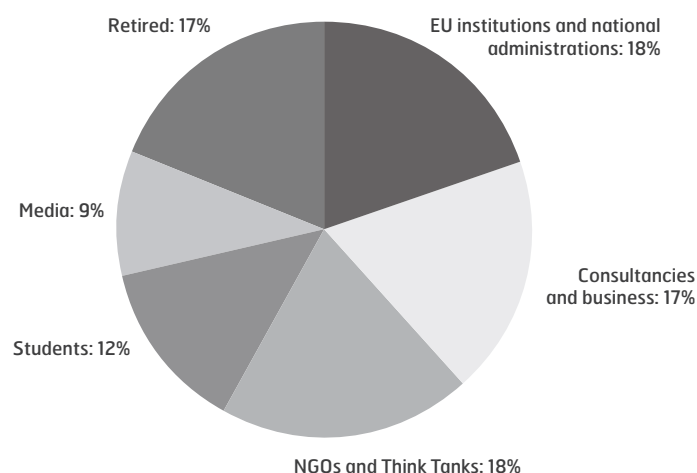
FACTS.

- EUobserver is the most influential, agenda-setting, online news service covering European Affairs
- EUobserver's website receives more than 3 million visits per year from key EU decision makers and opinionformers. In addition to this, EUobserver's newsletter has 33,000 subscribers. Our RSS feeds also have 12,000 subscribers.
- EUobserver is read by Europe's decision makers: EU and government officials
 - MEP's
 - Lobby groups and businesses
 - Media and Press
 - Academics

READERSHIP BY OCCUPATION.

- 18% of our readers work in national or EU administrations
- 17% of our readers are in consultancies and business
- 18% of our readership work in NGO's and think tanks
- 12% of our readers are students and academics
- 9% work in the media
- 17% are retired

The EUobserver has a dedicated readership – 63% of readers visit the site once, or several times per day.



DON'T TAKE OUR WORD FOR IT ...

“EUobserver is the first place I look every day for news of what is going on in the European Union. An invaluable resource, allowing you to seem almost as knowledgeable as your students”

Anand Menon,
Director of the European Research Institute,
University of Birmingham

“I asked my colleagues which papers are actually read by the EU member state representations in Brussels, and they told me to call EUobserver”

Brad Adams,
Executive Director Asia division,
Human Rights Watch

WHY ADVERTISE WITH EUOBSERVER.COM?

“Advertising and promoting our political ideas with EUobserver has proved very successful and worthwhile. Thanks to EUobserver’s advertising services – both the newsletter ads and banners – the visibility of the Group has greatly improved. I will use this platform for further campaigning and would recommend the services on EUobserver without any hesitation”

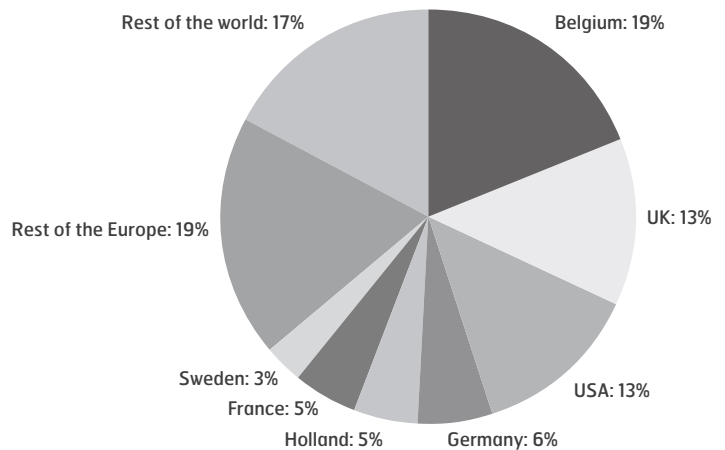
Sylvia Remiszewska,
Head of Communications Unit, ALDE Group,
European Parliament

OUR READERS KNOWS BEST.

- 86% of individuals rate the EUobserver as “among the best” or “by far the best” source of EU news in comparison to other EU news sources
- The Financial Times and EUobserver are the two most read news sources for journalists working with EU related news, followed by Reuters, according to a survey by APCO consultants in partnership with Journalists@YourService published on 8 May 2008.
- According to a survey by public affairs consultancy Fleishman and Hillard from 2009 EUobserver has most daily visitors from the European Parliament in comparison to other EU focused media.
- The Economist’s Brussels correspondent recently put EUobserver top of his ‘online daily reading’ list: <http://www.economist.com/blogs/charlemagne/>

READERSHIP BY GEOGRAPHY.

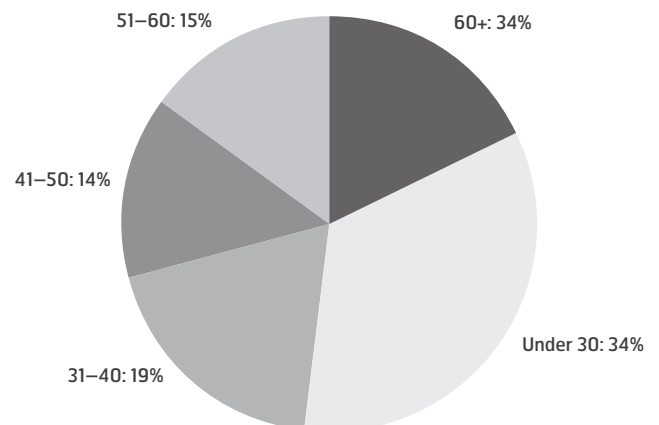
- 70% of our readers are based in Europe, while our readership spans over 100 countries world-wide
- EUobserver.com is read by a sophisticated audience. Our readers also regularly read or visit the Financial Times, the Economist, the BBC, CNN and the Guardian



READERSHIP BY AGE.

EUobserver attracts a wide variety of age groups. From parliamentary assistants to senior decision-makers at the top of EU institutions

- 53% of our readers are under 40 years of age
- 31% of our readers are between 21-30



RSS.

- The latest EU news direct to subscribers
- Updated constantly as soon as new articles and tickers are posted on the site
- Over 12,000 individual subscribers
- Banner ads on RSS feeds offer direct marketing opportunities and excellent outreach
- A high click-through rate

BANNER ADVERTISEMENT.

Your banners on EUobserver.com

- Different placements of banners are available in every section of the site including top banner ads, skyscrapers, MPU's and article banners
- Each choice offers large-scale marketing and branding opportunities to a high-level and select European audience

Banner advertising offers

- Reach a top-level and a very highly targetted EU audience
- High industry standard for click-throughs
- A range of options to suit all budgets
- Banners can be geo-targeted and access to ad-views and click-through statistics is offered for all campaigns
- Banners can expect to reach up to 70,000 impressions per week

EVENT PROMOTION.

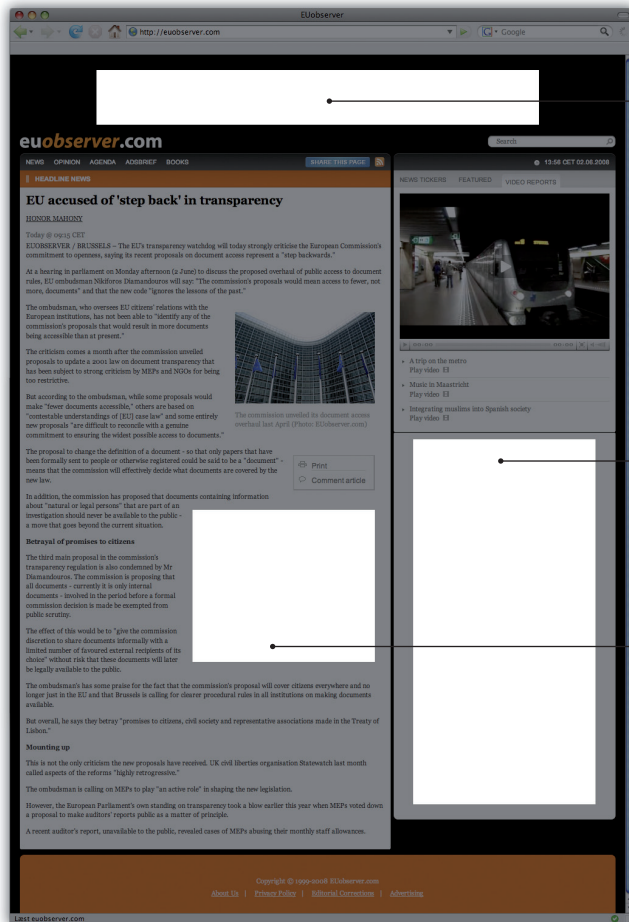
“Promote your event’ special EUobserver packages”

EUobserver provides an excellent channel through which to inform EU stakeholders on roundtable discussions, events and conferences. A full 20% of EUobserver’s readers have attended events advertised through EUobserver.com and our newsletter.

Promote your brand, enhance your visibility and increase attendance to your events.

Contact us for our special event promotion rates!

BANNERFORMATS.



LEADERBOARD

Size: 728x90

Rate: 1,400 euro per week
(CPM 20)

HALFPAGE

Size: 300x600

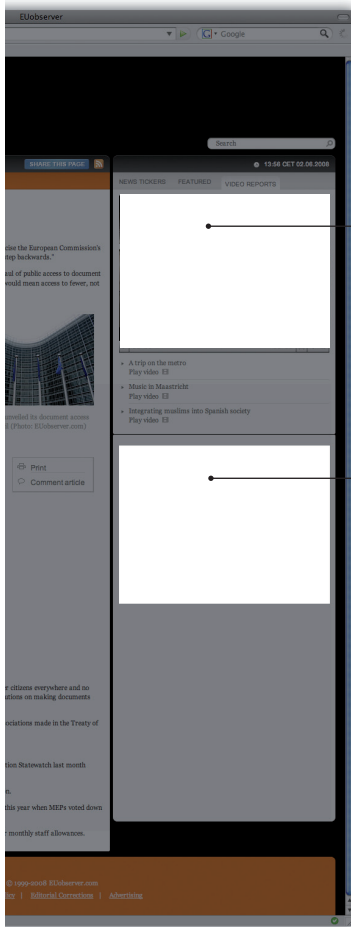
Rate: 1,000 euro per week
(CPM 14)

IN-ARTICLE RECTANGLE

Size: 300x250

Rate: 800 euro per week
(CPM 25)

BANNERFORMATS.



TOP RECTANGLE

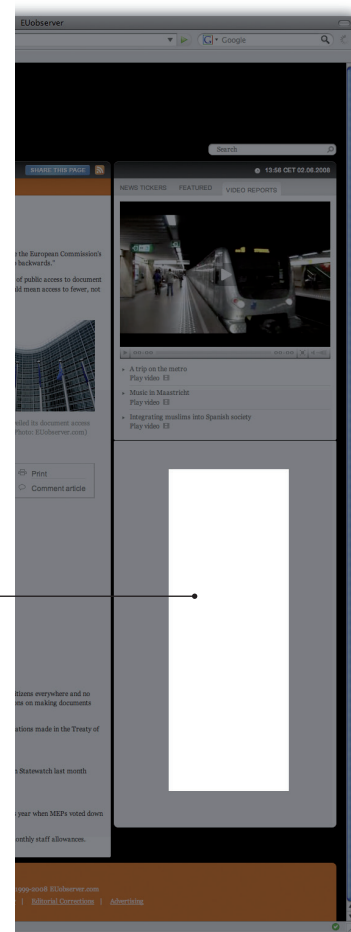
Size: 336x280

Rate: 1,400 euro per week
(CPM 20)

MIDDLE RECTANGLE

Size: 336x280

Rate: 1,200 euro per week
(CPM 17)



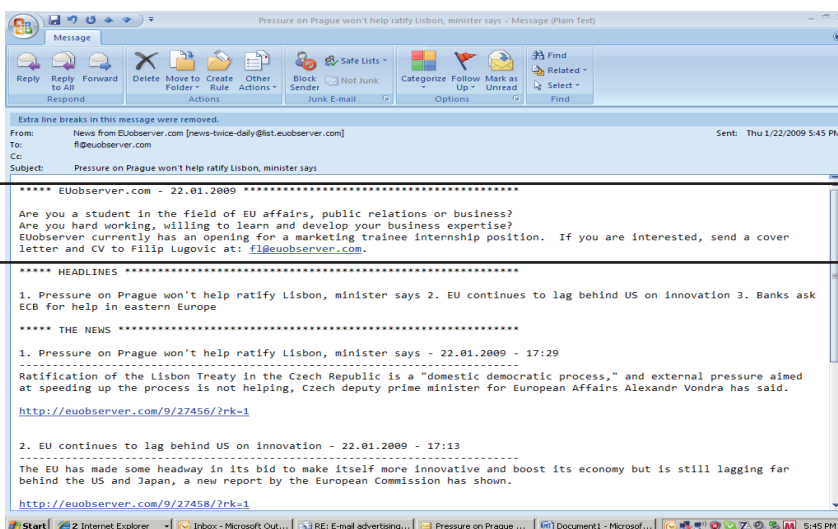
WIDE SKYSCRAPER

Size: 160x600

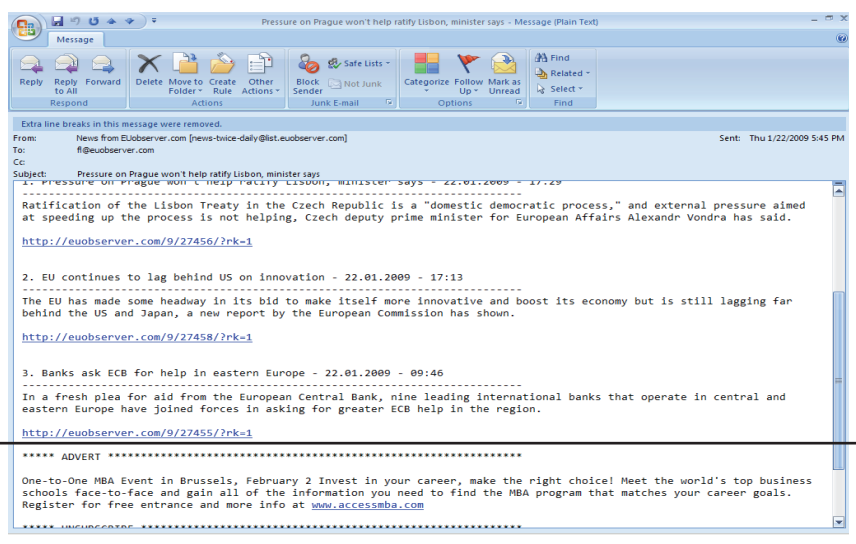
Rate: 800 euro per week
(CPM 11)

THE NEWSLETTER.

- The latest EU news in your mailbox
- Three delivery variants, daily, twice-daily or weekly
- Over 33,000 individual subscribers, including more than 500 MEP's and 2000 journalists.
- The newsletter offers direct marketing opportunities and excellent outreach
- A high click-through rate
- Simple text based advertising for the quickest and most cost-effective means to advertise and promote sites, products, events and organisational press releases



TOP AD
 Format: Text
 Price: 800 euro



BOTTOM AD
 Format: Text
 Price: 500 euro

FOCUS SECTIONS.

- The EUobserver special FOCUS section is composed of 5-10 articles, high-level interviews, analyses and expert commentary
- Unique advertising possibilities on specific hot-topic issues every quarter
- Opportunity to target a very specific group of readers interested in the topic
- Previous topics have included: Health, Energy and Climate, Transport, EU China Business Relations

EUOBSERVER'S SPECIAL FOCUS SECTIONS.

EUobserver's Special Focus Section on 'European Regions & Cities'

Check link: <http://euobserver.com/886>

On 16 June 2010, EUobserver kicked off a new permanent section covering regional and city affairs. The section has quickly become one of the most visited sections on EUobserver with an average of 10,000 visitors every month. In addition to this, the special newsletter for this section already has almost 2,000 subscribers, readers with a special interest in regional affairs.

The 'European Regions and Cities' section is supported by EUobserver's regional partners: The Assembly of European Regions, Republika Srpska, Region of Silesia and Regional Development Agency of Slavonia and Baranja.

EUobserver's Special Focus Section on 'European Education'

Check link: <http://euobserver.com/881>

On 15 September 2010, EUobserver launched another special section on 'European Education'. This section is supported by our 'Academic Partners': King's College, London and St. Gallen University.

Contact us to find out how to become one of EUobserver's academic or regional partners and benefit from long term visibility on EUobserver.com and the sections!

CONFERENCES & EVENTS.

EUobserver provides conference organisation services generating the right mix of media neutrality, analysis and objectivity on a particular topic of concern for major EU stakeholders.

Past speakers have included:

- President of the Commission, Jose Manuel Barroso
- Commissioner, Oli Rehn
- Commissioner, Viviane Reding
- Singer, Nana Mouskouri
- Vice President of Multimedia Nokia, Mark Selby
- VP and General Manager Yahoo Music, Robert Roback



Commissioner,
Viviane Reding



President of the
Commission,
Jose Manuel Barroso

CONTACT EUOBSERVER.COM

FOR EDITORIAL

Lisbeth Kirk,
Editor in Chief
lk@euobserver.com

FOR ADVERTISING AND MARKETING

Filip Lugovic,
Marketing Manager
fl@euobserver.com

FOR CONFERENCE ORGANISATION

Aleksandra Milosevic,
Conference Manager
am@euobserver.com