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About the EUobserver	Page 3
Facts	Page 4
Readership by Occupation	Page 5
Don't Take Our Word For It!	Page 6
Our Readers Know Best!	Page 7
Readers by Geography	Page 8
Readers by Age	Page 9
The Newsletter	Page 10
Why advertise with EUobserver	Page 11
Banner Advertisement	Page 12
Event Promotion	Page 13
Banner formats (1/2)	Page 14
Banner formats (2/2)	Page 15
FOCUS Sections	Page 16
Conferences and Events	Page 17
Contact us	Page 18

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

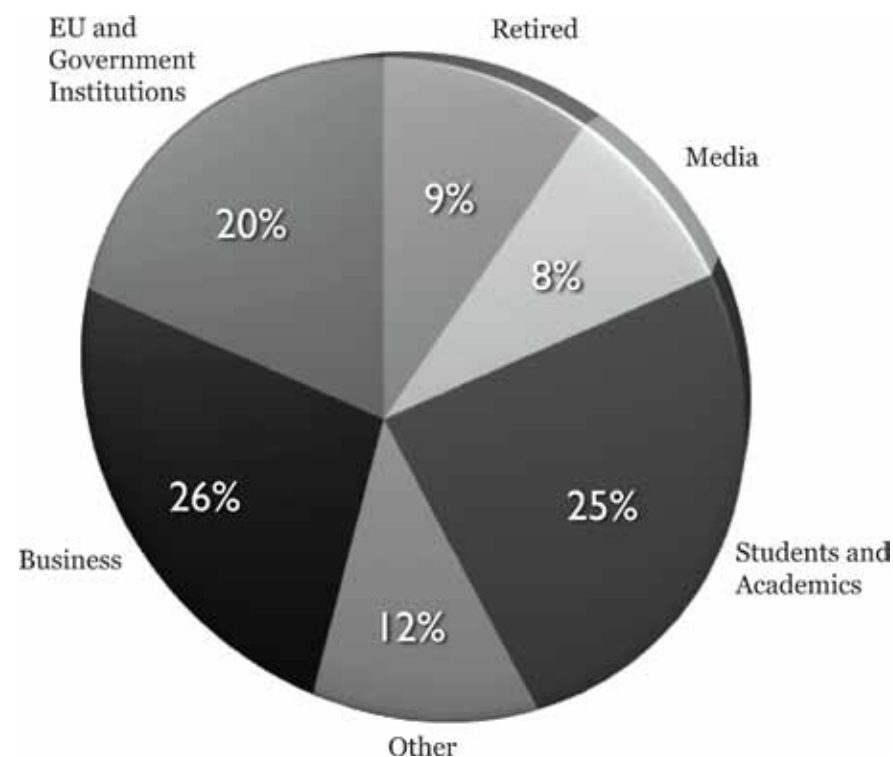
Facts.

- EUobserver is the most influential, agenda-setting, online news service covering European Affairs
- EUobserver reaches over 65,000 individuals daily throughout the EU and the rest of the world via the website, newsletters and RSS 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.

- 20% of our readers work in national or EU administrations
- 26% of our readership work in Business, NGO's and Think Tanks
- 25% of our readers are students and academics
- 8% work in the media
- 9% 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

Our Readers Know Best.

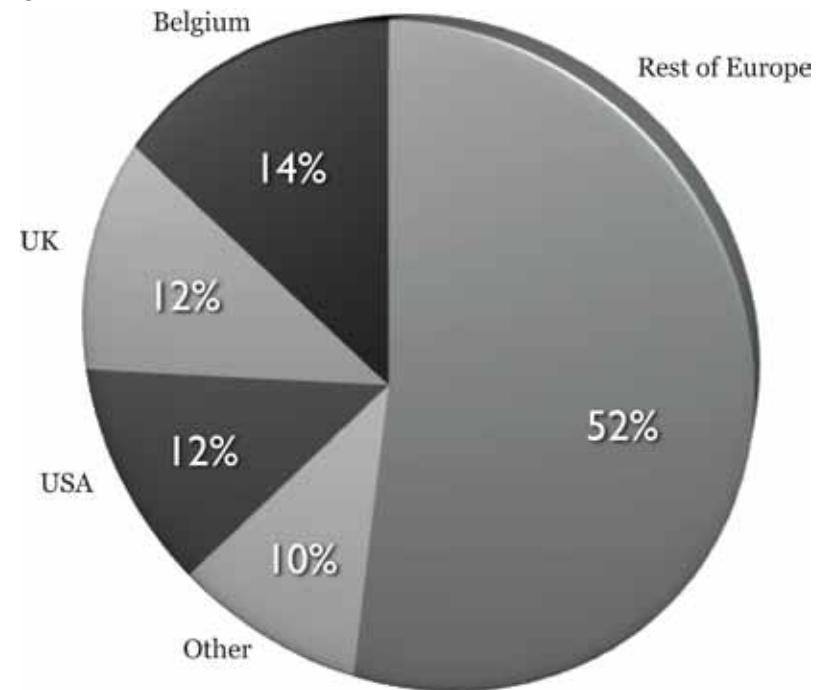
- 81% of individuals rate the EUobserver as “among the best” or “by far the best” source of EU news in comparison to other EU news sources
- The Financial Times and EUobserver are the two most read news sources for journalists working with EU related news, followed by Reuters, according to a survey by APCO consultants in partnership with Journalists@YourService published on 8 May 2008.

“ 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

Readership by Geography.

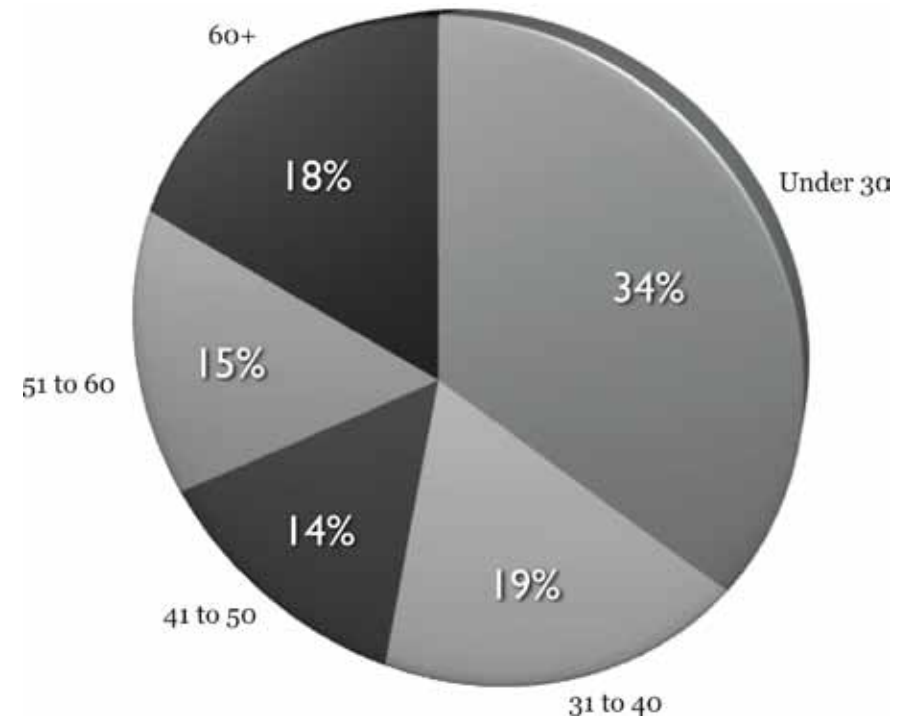
- 78% of our readers are based in Europe, while our readership spans over 100 countries world-wide
- EUobserver.com is read by a sophisticated audience. Our readers also regularly read or visit the following media:
 - Financial Times
 - Economist
 - BBC
 - CNN



Readership by Age.

EUobserver attracts a wide variety of age groups. From university students to retired business and government veterans.

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



The Newsletter.

- The latest EU news in your mailbox
- Three delivery variants, daily, twice-daily or weekly
- Over **35,000 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 organizational press releases**

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

Why advertise with EUobserver?

“ 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.

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

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 100,000 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 using one or a combination of the following weekly promo packages:

Platinum package

- Leaderboard
- In-article banner
- Newsletter advertisement

€1,200

Golden package

- Leaderboard
- In-article banner

€800

Silver package

- Skyscraper
- In-article banner

€600

Banner formats.

1/2



Leaderboard

Size: 728x90

Rate: 1,000 euro per week
(CPM 10)

Halfpage

Size: 300x600

Rate: 600 euro per week
(CPM 6)

In-article Rectangle

Size: 300x250

Rate: 500 euro per week
(CPM 5)

Banner formats.



Top rectangle MPU
Size: 336 x 280
Rate: 800 euro per week
(CPM 8)

Middle rectangle MPU
Size: 336 x 280
Rate: 700 euro per week
(CPM 7)



Wide skyscraper
Size: 160x600
Rate: 500 euro per week
(CPM 5)

FOCUS Sections.

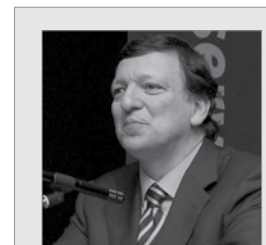
- The EUobserver special quarterly FOCUS section is composed of **5-10 articles, high-level interviews, analyses and expert commentary**
- Unique advertising possibilities on specific hot-topic issues every quarter
- Opportunity to **target a very specific group** of readers interested in the topic
- Previous topics included, Water, Health & Lifestyle, Energy, Creative Rights and Intercultural Dialogue (under the auspices of the EU Commission's Intercultural Dialogue Year 2008)

Conferences and 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, Charlie McCreevy
- Commissioner, Viviane Reding
- Singer, Nana Mouskouri
- Vice President of Multimedia Nokia, Mark Selby
- VP and General Manager Yahoo Music, Robert Roback



President of the
Commission,
Jose Manuel Barroso



Commissioner,
Viviane Reding

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