“EUobserver is great, I think it’s one of the best things around. So keep doing it. I’m very happy with it, that’s how I keep up with the news.”

Toomas Hendrik Ilves
Former President of Estonia

“EUobserver is a great resource for EU news and gives you an immediate overview of the most important developments. What makes EUobserver even greater is that it looks deeper and investigates issues beyond the headlines and provides opinions and testimonies from various perspectives.”

Evelyne Paradis
Executive Director of ILGA-Europe

“EUobserver has the most in-your-face journalists in Brussels.”

Veronika Szente Goldston
Advocacy Director for Europe and Central Asia, Human Rights Watch

“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
Professor of European Politics and Foreign Affairs, King’s College London
About Us

Reporting on the European Union since 2000, EUobserver is an independent, not-for-profit news organisation that publishes daily news reports, analyses and investigations from Brussels and the EU's member states. We are an indispensable news source for anyone who wants to know what is going on in the EU.

EUobserver is ranked year-after-year as one of the most important news source for EU journalists and a preferred news source among Brussels influencers.

How Are We Different?

Unique Content
EUobserver is the only EU-focused news media that produces cross-border and investigative journalism. We also publish exclusive features, interviews, analyses, cross-border reports and opinions that cannot be found anywhere else.

Beyond Brussels
EUobserver bridges the gap between citizens and the EU institutions by reporting not only from Brussels but also from EU member states. Our network of journalists spans across all member states and neighbourhood countries.

Independent
EUobserver is editorially independent. Our income comes from three main sources: advertising, subscriptions and foundation grants.

Our Readers
Our readership is not only comprised of EU stakeholders. A large portion of our readers are civil society members and the general populace.
Key Readership and Traffic Figures

- 696,000 page views per month
- 298,000 unique users per month
- 330,000 social media followers
- 53,000 newsletter subscribers
- 22,000 unique users per month from the European Parliament, the European Commission, and the Council of the European Union
- 7,000 sites linking to EUobserver
- Readership spans 236 countries and territories, including all EU member states
- 99 institutional subscribers, including 28 universities
Who Reads Us

Readers by geography
Our readers span 236 countries and territories. 70% are from Europe.

- 15% Belgium
- 12% USA
- 11% United Kingdom
- 7% Germany
- 5% Netherlands
- 3% France
- 3% Poland
- 26% Rest of EU
- 18% Rest of World

Readers by occupation
Our readers do not only comprise of EU stakeholders. We have a large readership among civil society.

- 10% Journalists
- 18% EU and other government institutions
- 26% Other
- 18% Consultancies and businesses
- 10% NGOs and think tanks
- 18% Students and academics
Who Follows Us

With over 330,000 followers, EUobserver has the largest social media network among EU publications. Our followers include top-level government officials and politicians, renowned economists and academics, industry thought leaders, and acclaimed journalists.
Advertising & Communication Solutions

**Digital Banner**
A range of digital text, graphic or video advertising options that allow you to reach a large audience.

**Newsletter Announcement**
Simple text advertisement that reaches over 53,000 newsletter subscribers every day.

**Sponsored Content**
An opportunity to promote your brand, opinions and ideas in article-format using text, infographics and/or video.

**Print Magazine**
Advertisements in print magazines that target the most influential stakeholders in Brussels.

**Stakeholders’ Highlights**
A PR newswire displayed throughout EUobserver’s website that allows you to promote your own content and drive traffic to your website.

For more information, please email advertising@euobserver.com.
Subscriptions

Independent press and quality journalism are necessary in any democracy. EUobserver’s subscription service allows us to remain financially and editorially independent by helping to finance our editorial operations.

Our subscription service provides access to premium content which includes:

**Investigations**: groundbreaking investigative journalism

**Analysis**: background analysis and context that help readers better understand policy issues and their impacts

**Cross Border Reports**: transcending borders to report on transnational and EU-wide issues

**Beyond Brussels**: country reports from member states and neighbourhood countries

**Interviews**: interviews with the most relevant and influential figures in EU politics

**Opinions**: exclusive opinions from political leaders, journalists, business heads, think tanks, NGOs and academics

**Columns**: expert analysis and insights on specific topics, policies and trends

**Agenda**: weekly agenda that helps readers stay ahead of political developments

**Newsletter**: daily, twice-daily and weekly e-newsletter with a summary of all articles and news tickers

**Archives**: access to entire database of articles dating back to 2000

EUobserver is an indispensible news source for anyone who wants to make sense of the EU. We offer individual subscriptions for 150 EUR per year and discounted subscriptions for groups of 5 or more users.

For more information, please email subscriptions@euobserver.com.