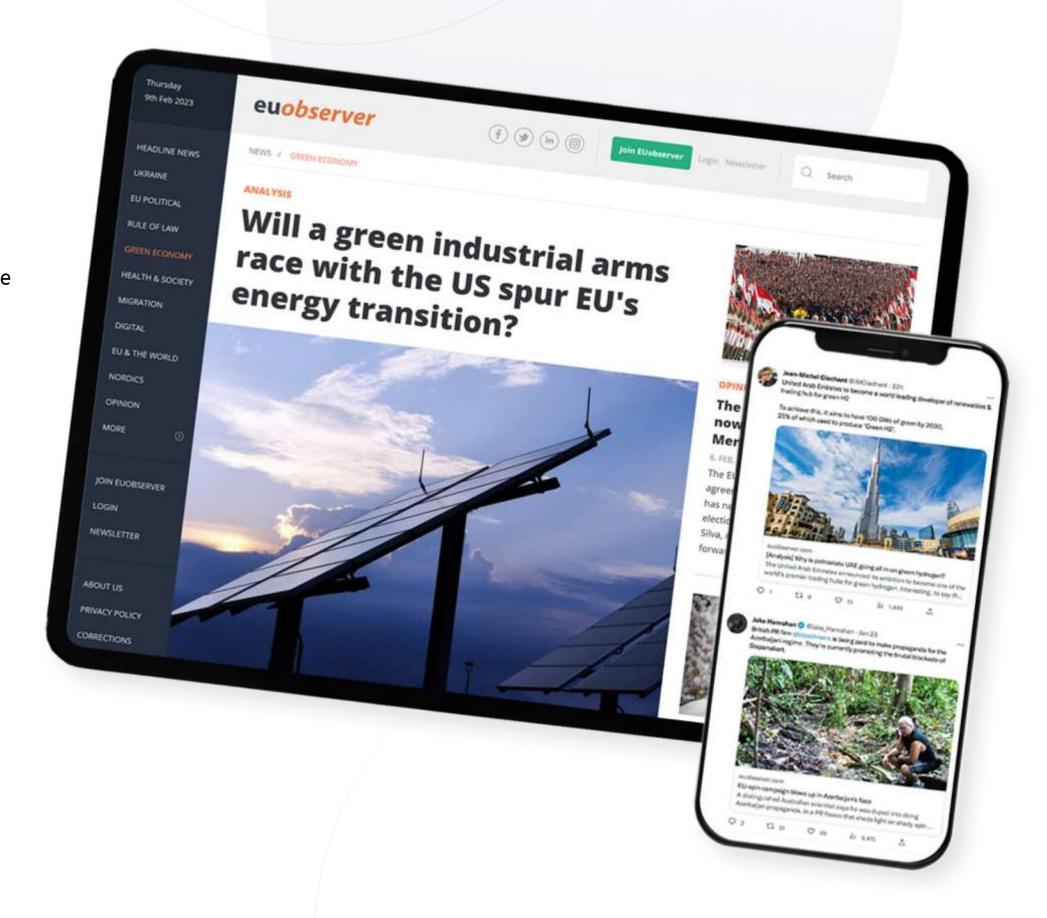
euobserver

EUOBSERVER:

Non-profit news and analysis for a fair and democratic Europe

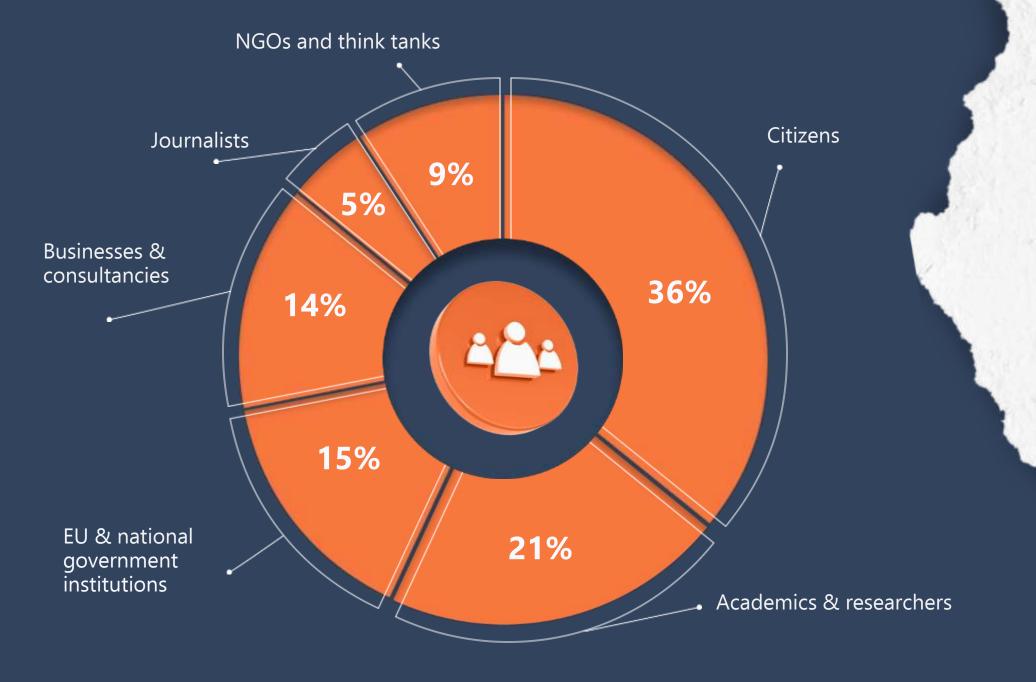
EUobserver is Brussel's premier nonprofit news outlet focusing on (underreported) EU affairs. Since its founding in 2000, the publication has carved out a niche covering stories overlooked by commercial media akin to a public broadcaster for the EU. Over time, its influence and reach has expanded beyond the bubble, reaching a large and diverse audience all over Europe — and beyond. It's frequently cited as one of the most influential sources of news among policy makers. Relying on members, foundations and ethical advertising, EUobserver remains one of the only independent pan-European publications in the industry.

of EU decision makers regard EUobserver as **fairly to highly influential**



READERSHIP

Our core readership consists of the most influential and valuable audiences in Brussels and beyond.



HIGHLIGHTED READERS:

NGOs

Our journalism informs and enriches the valuable work done by civil society across Europe, providing a reliable source for research and publications.

Policy makers

EU policymakers consider EUobserver to be among the top 10 most influential publications in Brussels, up from last year's poll.

Journalists

EUobserver reporting serves as the source for many international media organisations to cover EU affairs, amplifying our reach.



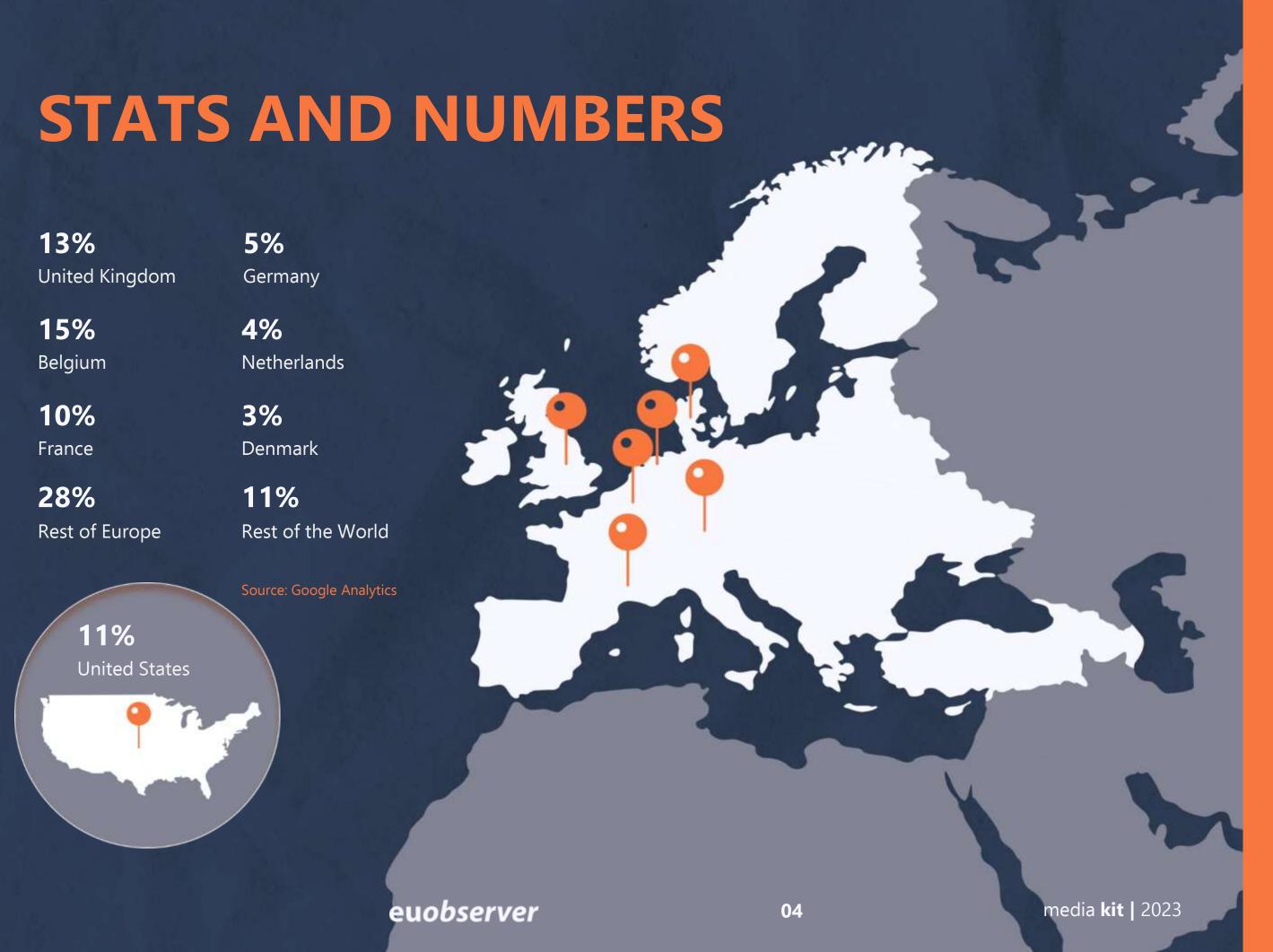
INSIDER











1,000,000+

tweets' impressions per month

950,000

Individual users per month

350,000+

followers on social media

36,000+

daily newsletter subscribers

13,300 + articles cited in academic papers

USEFUL EUROPEAN MEDIA INSIGHTS

In case you wanted to hear from those who have been doing it for the last 22 years



MEDIA MATTERS

EU decision-makers overwhelmingly base opinions on trusted media sources, delivering information through a variety of channels



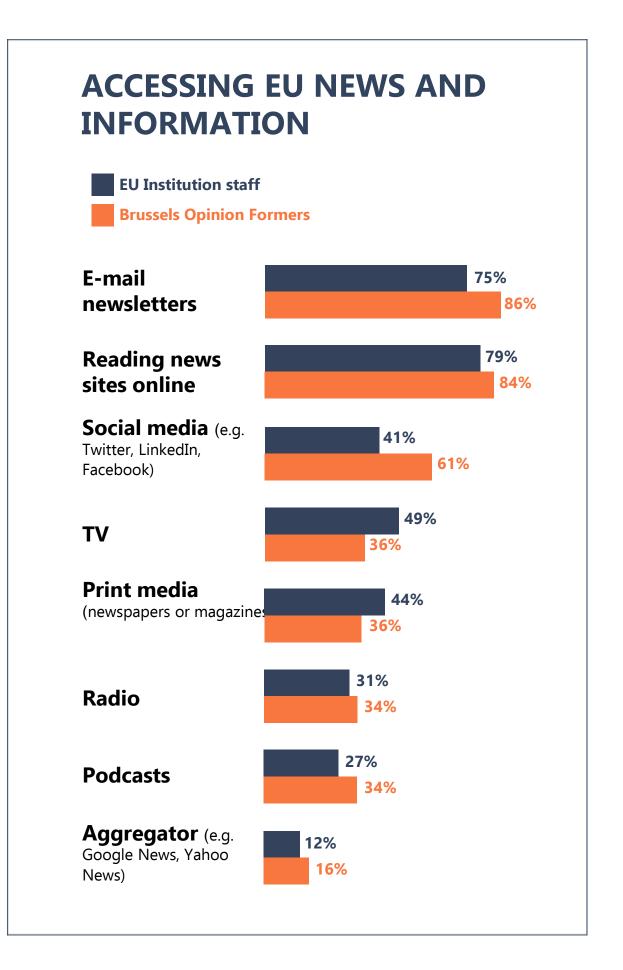
INDIRECT OPINION FORMING

Journalism acts as an ambassador for ideas. Ideas that can be shared among policy makers.

The more trustworthy the messenger, the more effect a shared idea will have. And EUobserver is among the most trusted publications on EU affairs.



Source: LinkedIn analytics



THESE CLIENTS HAVE BENEFITTED FROM WORKING WITH EUOBSERVER









































































































WHAT CAN euobserver DO FOR YOU?

BEHEARD IN EU POLICY-MAKING CIRCLES



A TRUSTED SOURCE

EUobserver continues to be regarded as a reliable, and trustworthy news source.

Policy makers care what we have to say.

BOOSTED REACH

EUobserver is an agenda-setting publication. Our news is often used as a source for many major international and national publications.

REPRESENT YOUR INDUSTRY

It is hard to be heard. In holding power to account, we help to raise the issues of ordinary people and industries that EU decisions might be affecting.

BODY OF REFERENCE

Tens of thousands of researchers and academics quote us in their work.

Be a part of the feuilleton on important issues that you have something to contribute on.

GET PHYSICAL

Our bi-annual print magazine puts your content physically in front of EU stakeholders.

Our magazine is hand-delivered to every single MEP at the EU Parliament, senior EU staff and representations to the EU.

UNIQUE EXPOSURE

We have unique reach which no PPC campaign will ever match.

It is not about volume, it's about the decisionmaking power of your audience.

CLAIM THOUGHT LEADERSHIP



BE HEARD

Don't just settle for a quote taken from your press releases.

Publish your own article on the subject and be recognised for your thoughts.

WHITE PAPERS

Get your white papers and reports read by decision makers at regional and EU level.

Stakeholder Highlights put your paper in front of our audience on our mostly visited home page.

TOPIC TAKEOVER

We offer the opportunity to sponsor a topic-specific section on EUobserver.com.

Have your content and logo appear among exclusive content around the most crucial issues facing European citizens.

Check out our new Themed Weeks campaigns.

PROMOTE YOUR PERSONAL PROFILE

Analyst, policy adviser or CEO — we all need recognition to open doors, get responses and build partnerships.

Let EUobserver act as a legitimiser for your brand and profile.

BENEFIT OUR SOCIETY

Do you have research insights or technological solutions to the big problems our society is facing? Share it with those that really matter in EU affairs.

We will help your voice to rise above the noise.

ACHIEVE BRAND AWARENESS ALL OVER EUROPE



Be part of one of the most influential cross border media organisations in Europe.

We reach citizens across Europe — and beyond.

BESPOKE COMMUNICATION

We offer a wide range of advertising solutions across various platforms.

Banners, newsletter campaigns, social media exposure or podcast — we have it all. If you need more bespoke media, our media solutions team is happy to help.

EDITORIAL CALENDAR

Plan your campaigns around relevant topic-led conversations scheduled in advance.

Get insights in our editorial calendar on major upcoming issues and legislation at the EU level.

BE 'THE GOOD GUY'

Your advertising supports not-for-profit independent journalism.

As a non-profit, all of your advertising euros go towards our editorial efforts that keep the EU accountable and transparent.

TWO-WAY ENGAGEMENT

Our upcoming commenting platform allows our influential members engage with your content and experts — in a safe environment.

FOR YOUR EVENTS, THE RIGHT PEOPLE



euobserver

PRO AUDIENCE

EUobserver is followed daily by a unique and dedicated audience as part of their job duties.

Our group memberships include most EU institutions.

ASSET CREATION

Our studio team is at hand to help you with video making, banner production and design expertise.

COFFEE AND EUOBSERVER

Appear in our daily news email sent to our highly engaged 42K subscribers.

From EU policy makers to civil society to think tanks, EUobserver's newsletter is part of their morning ritual.

GO VIRTUAL

Reach our global audiences in policy making circles with our video streaming service.

Live-streamed videos are featured on our home page, social platforms and daily news update.

EXPERT SUPPORT

Tap into our expertise, recognised by EU political circles.

We offer moderation service by topic-expert journalists, President Koert Debeuf, and our founder, Lisbeth Kirk.

ADDRESS THE UNEXPECTED



ANNUAL PLAN

We offer publication packages so you can enjoy the flexibility of a 12-month plan, during which you have a selected range of communication solutions at your fingertips — at any time.

INDUSTRY INSIGHTS

Get insights on the topic and policy challenges. Media trends and size of the impact

EDITORIAL ASSITANCE

Our content production team, with in-depth expertise on various subjects is available at short notice to help draft or perfect communication solutions for your approval.

WELCOME OPINIONS

Our experienced oped editors can help during times of turmoil.

Craft a response, publish it in EUobserver and get ahead of speculations.

CREATIVE CAMPAIGNS

We know what your audience wants

EUobserver can work with you to create the best possible (white label) content to get your message to the people that matter. We believe that better content not only better serves your purpose, but also provides value for our readers. Plus it saves you work.

WHAT IS IT?

An in-house creative studio that helps our clients communicate their message to EUobserver's readership and beyond.

HOW DOES IT WORK?

It's simple. Our experienced team creates a complete media plan based on your briefing.

After feedback, we get to work creating content that will appeal to readers of EUobserver.

With your fiat, this content is published and distributed through EUobserver channels.

Your package is valid for a year — activate and change your communication options when it fits you.

WHAT CAN YOU DO?

We aim to take as much work out of your hands.

EUobserver creates complete communication plans and the content that best fits the message, whether that's bespoke video, visuals, events, text or audio. **EXAMPLES**

TOPIC/ISSUE HIGHLIGHTS

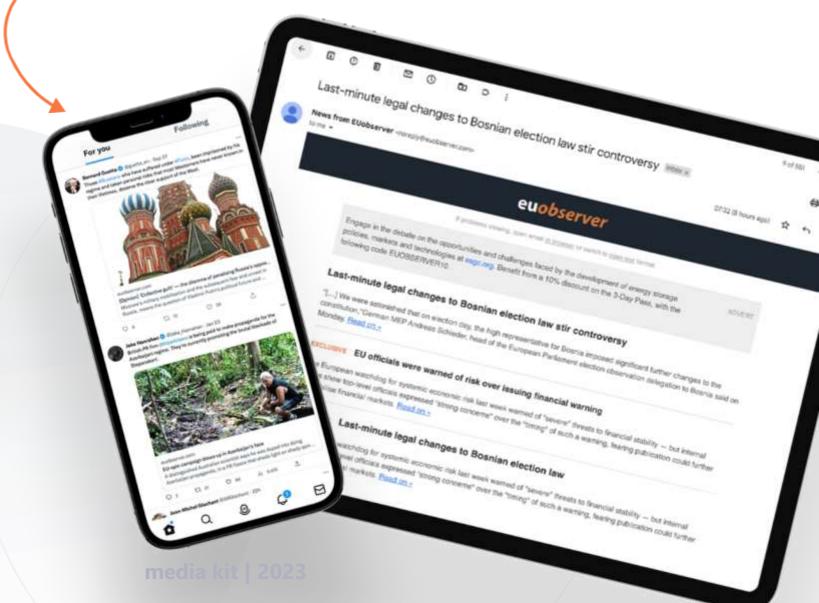
To establish thought leadership over a topic or issue that affects European citizens, EUobserver offers the opportunity to create a dedicated page with strategic client logo placement.

The Nordic Council's dedicated page highlights news from Nordic countries

INTEREST GROUPS

Recent polls show that 84% of European policy makers are influenced by policy-specific media sources. We can offer you access to this very elusive audience.

Through tailored packages of articles and distributions, we can get your message across:



Underwater explosions were

underwater explosions were detected near Nord Stream leaks

MEDIA SERVICES

Don't let your message go unnoticed

EUobserver offers a range of opportunities to help you communicate effectively, from simple banners to 360° campaigns. We aim to find the best solution for your challenges, that both reach the right audience and create the outcomes you need.

Q	CREATIVE CAMPAIGNS Full-service communication campaigns	10K
	WEB ADS Multiple sizes, full visibility	1,5K
Image: Control of the	SPONSORED ARTICLES Stakeholder articles on topics of choice	4,5K
Ш	NEWSLETTER ADS Reach our highly engaged daily audience	1,3K
	PRINT EUobserver magazine ads	3,4K

Rates from:

STAKEHOLDER ARTICLE

Tell your story in your own words

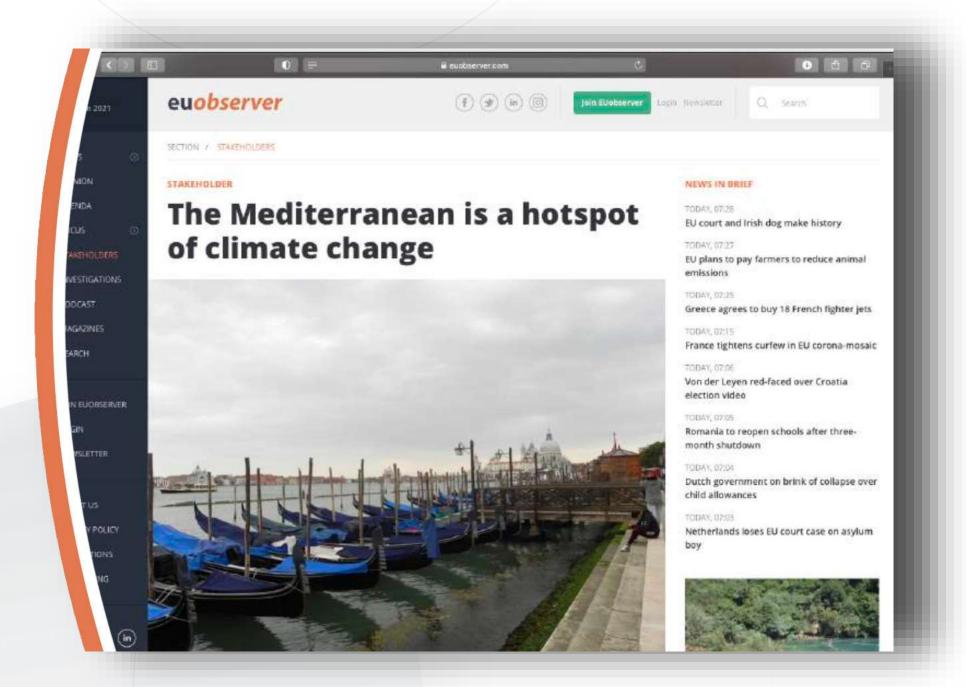
Sponsored content allows you to promote your ideas and opinions as text, infographics and/or video in an article format, providing you with the opportunity to establish yourself as a thought leader and increase your organisation's profile and influence.

Sponsored content is published and promoted alongside EUobserver's editorial content, but is highlighted to increase visibility and marked as "STAKEHOLDER".

It is also published in our newsletter with over 40,000 subscribers and social media network with over 340,000 followers.

Your story will be displayed on the home page for two days and will permanently stay on EUobserver's website, in stakeholder section. SEO optimisation and do follow links will remain too.

Note that sponsored content must be EU relevant and may include up to 800 words. Our editorial department has no involvement in the creation of sponsored content. EUobserver reserves the right to refuse submitted content that fails to meet our standards.



DYNAMIC BANNER

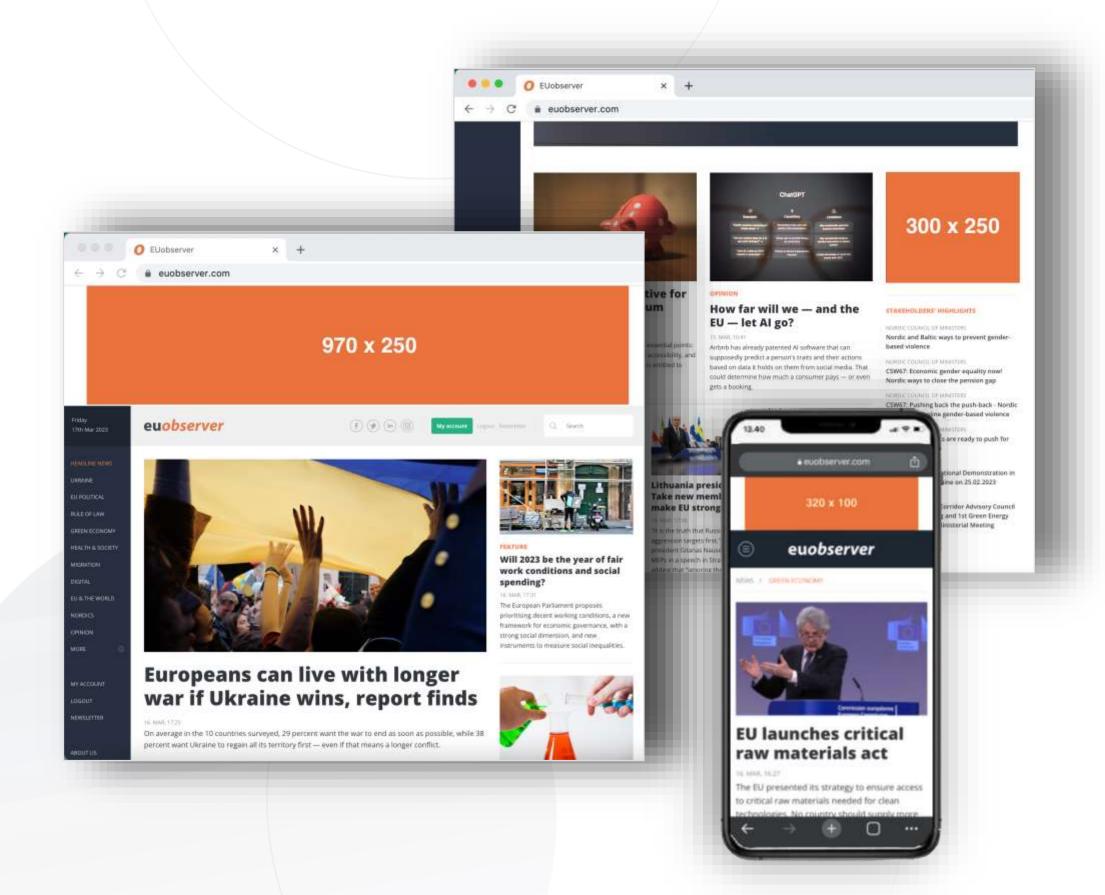
Most visual option that would work for your campaign - available in gif and png formats.

The most visible advertising position on EUobserver website:

Billboard (970w x 250h), medium rectangle banners (300w x 250h). On mobile devices, the it displays as a large mobile banner (320w x 100h).

These banners are ideal for promoting a brand, event, project or initiative. They are visible on every page **throughout the entire site** including the front page, subsections and articles.

Such campaigns receive between **150,00 - 200,000 impressions** per week.



SKYSCRAPER BANNER

Powerful visual campaign which allows you to display graphics with more space for text.

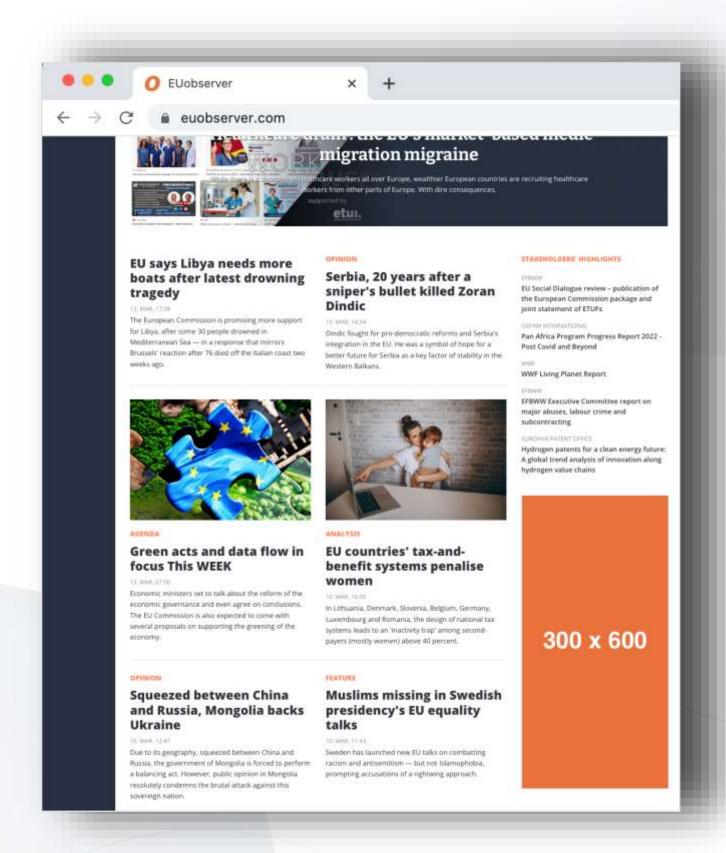
Vertical visual story telling is more and more popular format, especially prominent on social media and mobile apps.

Wider than majority of vertical banners it is spacious enough for visuals that contain graphics, as well as text.

Located in the middle section of every page, across the entire site. Including direct traffic to specific articles.

Size – 300w x 600h, and we also suggest adding double density format for retina display screens.

These banners are ideal for longer-term campaigns and on average receive around **150,000 impressions** per week.



euobserver



The EU 'Year of Skills' is only about skills — that's a problem

Shortages squeezing EU labour markets go beyond a mismatch between needed and existing skills. Poor working conditions, pay, or exclusion of certain demographics, are also at the root of the challenge.



OPINIO

Is EU running out of steam on Kosovo/Serbia?

3 APR 164

With the current approach, Brussels has wasted countless hours and funds with little to show for it. There is still room for agreement to be found, one that would finally bring Serbia and Kosovo into the



FEATURE

How successful is the European trade union movement?

3. APR, 12:42

A closer look at the protests and strikes across the EU to see if the struggle for labour rights is bearing fruit.

Dear Reader,

Help us improve EUobserver. Spend a few minutes on our **2023 Survey.**

euobserver

STAKEHOLDERS' HIGHLIGHTS

EFBWV

EFBWW calls for the EC to stop exploitation in subcontracting chains

NFORMA

Connecting Expert Industry-Leaders, Top Suppliers, and Inquiring Buyers all in one

VIDEO ADVERTISING

Share more than words

Video advertising allows you to communicate your message visually. It is a very popular option for product or service advertising as well as a video slideshow.

Video banners are placed in a medium rectangle (300w x 250h) banner position on the right-hand side of the website. Video banners receive a minimum of **100,000 impressions** per week.

NEWSLETTER ADVERTISING

Get your message read among thousands of subscribers

Newsletter advertising allows you to deliver a message directly to the inbox of over 36,000 subscribers. Subscribers include high-level EU stakeholders, government officials, public affairs professionals, journalists and academics.

Newsletter advertisements are displayed in simple text at the top, middle or bottom of the newsletter.

One campaign will last for five days (Mon to Fri) and is often used to attract our readers' attention to the topics discussed at the European institutions or to highlight brand values/commitments.

Newsletter texts may have up to 240 characters including spaces.

euobserver

If problems viewing, open email in browser or switch to plain text format.

Newsletter text-ad

Russian liquid gas sales to EU jump despite war

STAKEHOLDER Innovation and

In the EU. Estonia is one of the exe

AGENDA EU summit zooms ir

Competitiveness is expected be on proposals to boost the bloc's capac

MEPs probing spyware 'ston

Frustration over the lack of coopera

the EU upset and demanding answ

Read on »

Overall EU gas supplies from Russia are at all-time lows, but imports of Russian liquid gas have jumped over 30 percent despite the Ukraine war. Read on »

The unequal, insecure plight of PhD researchers across the EU

European PhD students face low salaries, poor working conditions, and a lack of formal contracts and social protection. Read on

Zelensky visits Poland amid farmers' anger over grain prices

Zelensky visited Poland at a delicate time as Ukrainian grain has been pushing down prices in Poland and in several countries in the eastern flank of the EU. Read on »

OPINION The 'Fediverse' — an old key to a new internet?

Newsletter text-ad

Unsubscribe from newsletter or update your settings. Read our Privacy Policy.

Follow us also on Twitter, Mastodon, Facebook, Instagram, LinkedIn or via RSS.

© EUobserver 2023

EVENT LIVE STREAMING

Share your online event

EUobserver offers the possibility to host a live stream as more and more events are taking place online. Your event will receive the maximum exposure among EU affairs professionals worldwide. Live streaming enables you to reach a broad audience, and establish your organisation as a thought leader on a given topic. The live stream will be hosted on our website as well as our social media channels with over 340,000 followers. Afterwards, the video of the stream will live permanently on our website and will be search engine optimised. Note that the event organiser is responsible for the technical setup of the streaming signal (in RTMP).

Moderation services

A moderator is an essential part of any event. Moderators link together the different parts of your event as the day progresses and ensure that the audience gets the most value out of their attendance. To help you make your event - whether online or in-person - a success, EUobserver offers the possibility to have our experienced journalists as your event moderators. This service is subject to the availability of our journalists as well as their expertise on a given subject. This is to ensure that the moderation is on point and adds value to the discussion/event.



21

STAKEHOLDER' HIGHLIGHTS

Your actions can be seen

Stakeholders' Highlights is a PR announcement service that allows you to publish your content (such as an event, publication, press release, or video) and drive traffic directly to your website.

Announcements are featured in a special box that is displayed throughout EUobserver's website for a minimum of five days. Announcements are limited to 80 characters, including spaces, and hyperlinked to a designated URL destination.

Stakeholder's Highlights receives over 100,000 impressions per week.

'Final warning' to act on climate change, warns IPCC

The United Nations's report — synthesising years of climate, biodiversity, and nature research — paints a picture of the effects of global warming on the natural world, concluding there is "no time for inaction and delays."

'Forever chemicals' industry hit by perfect storm

A tsunami of court cases in the US, coupled with EU plans to restrict toxic PFAS 'forever chemicals' pose a growing risk for investors.



EU launches critical raw materials act

The EU presented its strategy to ensure access to critical raw materials needed for clean technologies. No country should supply more than 65 percent of any key material. Currently, China dominates almost all rare earth metal markets.



The forever chemical's dirty secret: PFAS in your toilet paper

Toilet paper should be considered as a potentially major source of PFAS entering wastewater treatment systems, new research shows.



'The race is on', EU Commission warns on green tech

The EU Commission is expected to detail its plans on Thursday as part of the Net-Zero Industry Act on industrial incentives, and the Critical Raw Materials Act, which seeks to reduce EU over-reliance

STAKEHOLDERS' HIGHLIGHTS

EFBWW calls for the EC to stop exploitation in subcontracting chains

Connecting Expert Industry-Leaders, Top Suppliers, and Inquiring Buyers all in one space - visit Battery Show Europe.

EFBWW and FIEC do not agree to any exemptions to mandatory prior notifications in construction

NORDIC COUNCIL OF MINISTERS

Nordic and Baltic ways to prevent genderbased violence

NORDIC COUNCIL OF MINISTERS

CSW67: Economic gender equality now! Nordic ways to close the pension gap

NORDIC COUNCIL OF MINISTERS

CSW67: Pushing back the push-back -Nordic solutions to online gender-based

Dear Reader,

euobserver

MAGAZINE PRINT ADVERT

Reach the unreachable

EUobserver's print magazine is a high-impact communication tool, which is published twice a year.

Print versions of the magazines are mailed directly to 2,000 EU stakeholders in Brussels, including EU commissioners, directorsgeneral, directors and heads of unit; MEPs; ambassadors; business and industry leaders; heads of civil society groups, and gives you access to the most influential EU stakeholders in Brussels.

Digital versions of the magazine are published on our website and social media platforms and emailed to our newsletter subscribers, ultimately reaching over 300,000 readers.



COMMUNICATION PRODUCT DETAILS

DYNAMIC BANNER

The billboard (970w x 250h) and medium rectangle banners (300w x 250h) large mobile banner (320w x 100h) A minimum of 100,000 impressions per week.

EVENT LIVE STREAMING

The live stream will be hosted on our website as well as our social media channels with over 340,000 followers. Afterwards, the video of the stream will live permanently on our website and will be search engine optimised. Note that the event organiser is responsible for the technical setup of the streaming signal (in RTMP).

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STAKEHOLDERS' HIGHLIGHTS

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NEWSLETTER ADVERTISING

Campaign to 39,000 subscribers, displayed in simple text at the top, middle or bottom of the newsletter.

One campaign will last for five days (Mon to Fri). The message may have up to 240 characters including spaces

SKYSCRAPER BANNER

The skyscraper (300w \times 600h) Located in the middle of the front page, a minimum of 50,000 impressions per week.

VIDEO PRODUCTION SERVICES

Pricing for this product is dependent on the duration of the video as well as the length of the production process.

STAKEHOLDER ARTICLE

Sponsored content is published and promoted alongside EUobserver's editorial content, but is highlighted to increase visibility and marked as "STAKEHOLDER".

It is also published in our newsletter with over 39,000 subscribers and social media network with over 340,000 followers. The content lives permanently on EUobserver's website and is search engine optimised

Note that sponsored content must be EU relevant and may include up to 800 words.

VIDEO ADVERTISING

Video banners are placed in a medium rectangle (300w x 250h) banner position on the right-hand side of the website. We guarantee a minimum of 100,000 impressions per week.

PRICELIST 2023

SUBSCRIPTION & MEMBERSHIP



Monthly Short-term commitment	€ 19
Pest value, save 34%	€ 150
Reduced Yearly Student or retired? Then this plan is for you	€ 90

Prices are excl. VAT



Users	Yearly Price (EUR) including discount	Per month (EUR)
Max. 5 users	€ 694	€ 58
Max. 10 users	€ 1 164	€ 58
Max. 25 users	€ 2 880	€ 240
Max. 100 users	€ 9 984	€ 832

Find out more - advertising@euobserver.com

TO DISCUSS MORE CONTACT US

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- hsorg@euobserver.com