euobserver
Making sense of the EU

MEDIAKIT 2017
“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
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 28 member states. We are an indispensable news source for anyone who wants to know what is going on in the EU.

In 2016, EUobserver was ranked the second most important news source for EU journalists and the sixth preferred news source among top influencers in Brussels.

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 28 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
- 280,000 social media followers
- 22,000 unique users per month from the European Parliament, the European Commission, and the Council of the European Union
- 41,000 newsletter subscribers
- 7,000 sites linking to EUobserver
- Readership spans 236 countries and territories, including all EU member states

For advertising and sponsorship
advertising@euobserver.com

For subscriptions
subscriptions@euobserver.com

For editorial
contact@euobserver.com
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
- 29% Other
- 16% Consultancies and businesses
- 10% NGOs and think tanks
- 17% Students and academics
Who Follows Us

With over 280,000 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.

Carl Bildt @carlbildt · 21 Dec 2015
Here more on latest, final and failed Russian effort to block the EU-Ukraine free trade agreement coming into force.euobserver.com/foreign/131632

Frans Timmermans @TimmermansEU · 3 Feb 2015
My Interview with @euobs on 'The toughest job I've ever had' euobserver.com/news/127456

Geoffrey Pyatt @GeoffPyatt · 14 Dec 2015
Superb @euobs overview of the criminal system & economic wreckage that so called LNR/DNR have left behind in Donbas theblacksea.eu/donbass/

Toomas Hendrik Ilves @IvestToomas · 26 Mar 2015
Brussels wants to end geo-blocking of online content euobserver.com/digital/128143

WikiLeaks @wikileaks · 12 Dec 2015
Russia: US has deployed 200 nukes to Turkey, Germany, Italy, Belgium & Netherlands press.tv/Detail/2015/12 ... See: euobserver.com/news/31381

World Affairs @WJournal · 18 Feb 2015
European Court Confirms #Polish Complicity in #US #CIA Rendition euobserver.com/foreign/127455

Karmenu Vella @KarmenuVella · 2 Feb 2015
Great article on #circulareconomy euobserver.com/opinion/127455 @IdaAuken @euobs e.g. 'from @bmw @MaerskLine @XeroxCorp #moreambitious EU_ENV
Advertising

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

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

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

Newsletter Announcements
Simple, text advertisements that reach over 41,000 newsletter subscribers every day.

Print Magazine
Advertisements in our print magazines - Business in Europe, Regions & Cities and Europe in Review - that allow you to publicise your message, organisation or brand to the most influential stakeholders in the EU.

Job Board
Recruit the best talent by posting a job advertisement that will reach a large, diverse and international talent pool.

For more information, please email advertising@euobserver.com.
FOCUS Section Sponsorship

FOCUS sections provide an opportunity for sponsors to raise awareness and public knowledge of specific policies or issues and establish themselves as thought leaders. It aims to shed light and educate readers, while fostering an informed debate.

FOCUS section sponsorship includes:
- Series of editorial articles published on the topic
- Sponsored text, infographics and/or videos
- Announcements in Stakeholders’ Highlights
- Digital banner, newsletter and magazine advertisements
- Logo and organisation name featured in the FOCUS section

The following sections are available for sponsorship:
- Digital Agenda
- Equality & LGBTI Rights
- EU & China
- Youth & Education
- Regions & Cities
- Business in Europe
- Health
- Security & Defence
- Nordic News

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:** EUobserver is the ONLY publication conducting investigative journalism at the EU level.

**Analysis:** Background analysis and context that help readers make sense of the EU and better understand policy issues and their impact.

**Cross-Border Reports:** As politics, business and organised crime operate across borders, journalists have to do so too. EUobserver is a pioneer in European cross-border journalism.

**Beyond Brussels:** A bottom-up approach to reporting, we report from EU members states and neighbourhood countries, covering local issues that have an EU-wide or transnational impact.

**Interviews:** Exclusive interviews with the most interesting, relevant and influential individuals in EU politics.

**Opinions:** Exclusive opinions submitted by former and current politicians, authors, journalists, industry leaders, think tanks and academics.

**Columns:** Analysis and insights by experts on specific policies, issues and trends.

**Agenda/This WEEK:** A sum-up of the agenda and key political events in Brussels and EU member states for the coming week, helping readers to stay ahead of political developments.

EUobserver is an essential information tool 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.