About EUobserver

INFLUENTIAL. INVESTIGATIVE. INDEPENDENT.
EUobserver is a not-for-profit, independent online newspaper established in Brussels in 2000. We value free thinking and plain speech and aim to support European democracy by reflecting the voice of people and by giving people the information they need to hold the EU establishment to account.

OUR GOAL
European journalism is essential in making European democracy actually function.

Today, there is a gap between the decision-makers in Brussels and the people they represent. Our goal is to fill this gap by reporting on how decisions are made in the European Union, and by giving people the possibility of making their voice heard within the European institutions.

We do this through our articles, our exclusive news stories, our cross-border investigations, our opinion platform and through our relentless quest for transparency and accountability.

OUR REACH
The EUobserver is one of the most influential news platforms in the EU institutions. With a small but dedicated team, we succeed in having an impact. Our reporting has made sure that issues were put on the EU agenda, that ordinary people from Europe and beyond have been heard in Brussels.
Key Readership and Traffic Figures

- 450,000 page views per month
- 220,000 unique users per month
- 340,000 social media followers
- 50,000 newsletter subscribers
- 5,000 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 234 countries and territories, including all EU member states
- 100 institutional subscribers, including 28 universities
Readers by geography

EUobserver has a truly global reach. Our readership spans 234 countries and territories. The core of our readership is nevertheless located in the EU, amounting to 66% of our readers.

Source: Google Analytics.

Readers by occupation

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

21% Academics and students
14% Businesses and consultancies
15% EU, international and national government institutions
5% Journalists
9% NGOs and think tanks
36% Citizens

Source: EUobserver online survey December 2019.
Social Media

With over 340,000 followers, EUobserver has one of the largest social media networks among EU publications.

Our followers include top-level government officials and politicians, renowned economists and academics, industry thought leaders, and acclaimed journalists.
Great reporting by @NikolaiNielsen @euobserver. Need more of this time-consuming, investigative reporting in Brussels. And less copy-and-pasting press releases, translations of Belgian press, EU stereotyping and PR posing as journalism.

Nikolai Nielsen @NikolaiNielsen Aug 21
Earn over 46,000/month and pocket a €290 per diem of public money for attending a lunch buffet and then use that to help pay for your flat in Brussels? Yes, it happens. More here: euobserver.com/institutional/...

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China spy suspect worked for EU for 20 years
The former EU ambassador suspected of spying for China was Gerhard Sabathil, according to EU officials speaking on...

euobserver.com

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We need to help those regions and communities confronted with a coal phase-out. We need new jobs and new business in places like Silesia, Poland.

Central and eastern Europe member states are often labelled or even focused on as only.

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EU failed to end overfishing by 2020: lost opportunity?
euobserver.com/environment/14
By agreeing to continue overfishing, EU fisheries ministers are refusing to pull their weight in addressing the climate & biodiversity crisis.
@Dey_Vlad/ @rencher @euobserver @YSKerviucius
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EU observer

If Putin thought his violent suppression of protests using jackbooted stormtroopers this last two weeks would scare people away, he was wrong. Russian opposition plans new protests across Russia next weekend.

[Trick] Russian opposition plans new protests despite mass... Russia’s anti-Kremlin opposition is planning a nationwide protest next weekend, despite over 1,000 people being... euobserver.com

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On MEPs (overheating) EU trade talks with Vietnam says he doesn’t have to declare his role in a group with ties to the ruling communist state regime in Hanoi - despite European Parliament rules. - news from @euobserver on @Zahradil euobserver.com/institutional/...

Zahradil 'conflict of interest' over EU-Vietnam trade deal

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Davor Jancic @DavorJancic Oct 18, 2019
Fully agree with this sobering piece by @jonathan Hofbog @euobserver. Europe’s retreat is an own goal but the game is on and will go on regardless. It’s not enough to just criticise populists, counteraction is needed.

[Opinion] Europe’s empty fortress
It is too easy only to criticise the rightists and their fixation with barbed wire, Trump for his wall on the border with Mexico, Orbán for his... euobserver.com

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UKReU @UKReUObserver Oct 29, 2019
#MustRead "To play big, Europe needs to get bigger" - Op-Ed by Deputy Prime Minister for European and Euro-Atlantic Integration of Ukraine @emytrofedubka for @euobserver @euobserver

bit.ly/329Mhy
**EUobserver’s magazine**

EUobserver publish two print magazines on selected topics each year. One in May and one in November.

Print versions of the magazines are mailed directly to 2,000 of the most influential EU stakeholders in Brussels, including high-level EU civil servants, embassies and regional representations, business federations, NGO and consultancies.

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

Read magazine online Read magazine online Read magazine online
EU Scream podcast

EU Scream is an independent and non-partisan politics podcast with a mission to uphold democratic values and further develop a European public space.

EU Scream produces weekly and bi-weekly episodes consisting of commentary, interviews and storytelling. The podcast is hosted by James Kanter, an award-winning journalist and former EU correspondent for The New York Times.

EU Scream launched in November 2018 and now ranks among the 20 percent most successful podcasts globally. Listenership has grown 50 percent each quarter.

In 2019 EU Scream was named Media of the Year at the Good Lobby Awards

EU Scream is produced in association with EUobserver and new episodes feature on EUobserver’s website. EU Scream is also available on iTunes, Spotify, Google and on all major podcast platforms.
Advertising & Communication Solutions

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

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EU SCREAM PODCAST
Host-read advertising in EU Scream's weekly and bi-weekly episodes consisting of commentary, interviews and storytelling.

VIDEO
Video advertising allows you to communicate your message via 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
Subscriptions

FOR INDIVIDUALS
As an individual member you can access all of EUobserver’s exclusive content, such as investigations, analyses, interviews, columns, opinions as well as our archives.
As a member you will also be able to file tips directly to our editorial team and send us feedback on stories.

Join EUobserver and support free, independent investigative journalism in Europe.

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euobserver.com/join

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Groups subscriptions are ideal for universities, libraries, government and international bodies, EU-focused associations, etc.

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