

euobserver

Making sense of the EU



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

Veronika Szente Goldston

Human Rights Watch’s Advocacy Director for Europe and central Asia



“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”

Thomas Ilves

President of Estonia



“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

About

EUobserver is a non-profit organisation established in Brussels in 2000. It is financially and editorially independent of the EU institutions. Our team of experienced journalists file daily news reports from the EU capital and beyond and do in-depth investigations on topics of special interest.

Because our network of journalists and editorial style focus on giving news context rather than just reporting on them, EUobserver has grown into an indispensable tool for over 60,000 people every day.

How are we different?

Unique Content

EUobserver is the ONLY EU focused media that conducts investigative journalism. We also regularly publish exclusive features, interviews, analysis and opinions that cannot be found elsewhere.

Beyond Brussels

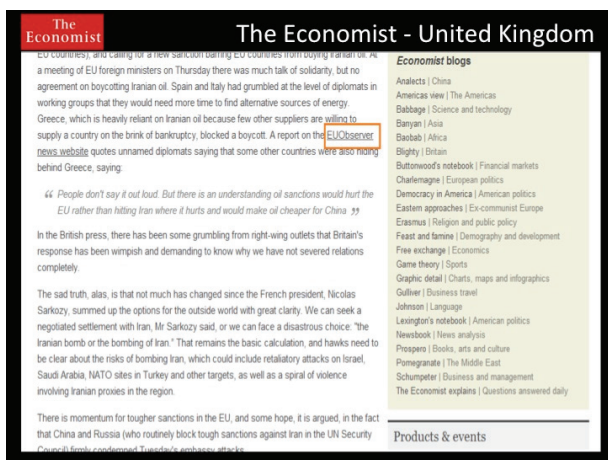
EUobserver bridges the gap between citizens and EU institutions by reporting not only from Brussels but also from EU member states. 80% of readers come from outside of Brussels.

Independent

EUobserver is independent. Our income comes from two main sources: advertising and foundation support. We do not receive EU subsidies or sponsorship from corporations.

Key readership facts

- Over **15,000 daily readers** and 250,000 monthly visitors
- **33,000 individuals** subscribe to EUobserver's newsletter
- **Over 65,000 people** follow EUobserver through social media channels
- Readership spans across all European countries as well as the USA
- Nearly 20% of our readers are **EU or government officials**
- **Over 500 Members of the European Parliament** are subscribed to the daily newsletter
- EUobserver is a primary source of EU news for international journalists and is regularly quoted in publications such as The New York Times, The Guardian, Le Monde, The Economist and many others.



For subscriptions
subscriptions@euobserver.com

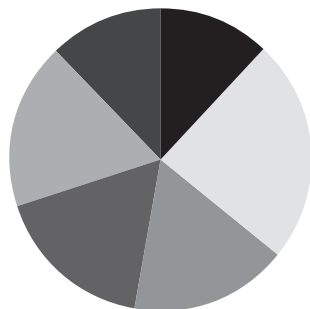
For editorial
contact@euobserver.com

For advertising, sponsorships and business related inquiries
advertising@euobserver.com

About our readers

Readership by occupation

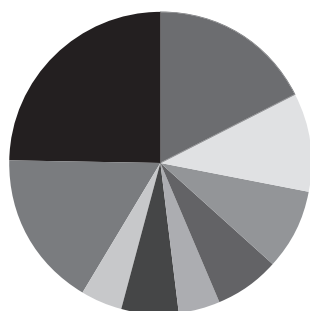
The EUobserver has a dedicated readership – 63% visits the site once, or several times per day.



- 12%** Journalists
- 24%** EU Institutions and national administrations
- 17%** Other
- 17%** Consultancies and business
- 18%** NGO'S and Think Tanks
- 12%** Student/academics

Readership by geography

70% of our readers are based in Europe, while our readership spans over 100 countries world-wide



- 20%** Belgium
- 12%** UK
- 10%** USA
- 8%** Germany
- 5%** Poland
- 7%** France
- 5%** Sweden
- 19%** Rest of Europe
- 14%** Rest of the World

Readership by age

EUobserver attracts a wide variety of age groups. From parliamentary assistants to senior decisionmakers at the top of EU institutions.



- 34%** Under 30 yrs.
- 19%** 31-40
- 14%** 41-50
- 15%** 51-60
- 18%** 60+

Communication solutions

Banner advertising

The most classic way of online advertising allowing a combination of a message and graphics.

Stakeholders' Views

These are sponsored articles which represent an ideal medium to present a comprehensive position with the advantage of permanent online access.

Stakeholders' Highlights

A unique platform allowing stakeholder's to present press releases and other activities on EUobserver.com.

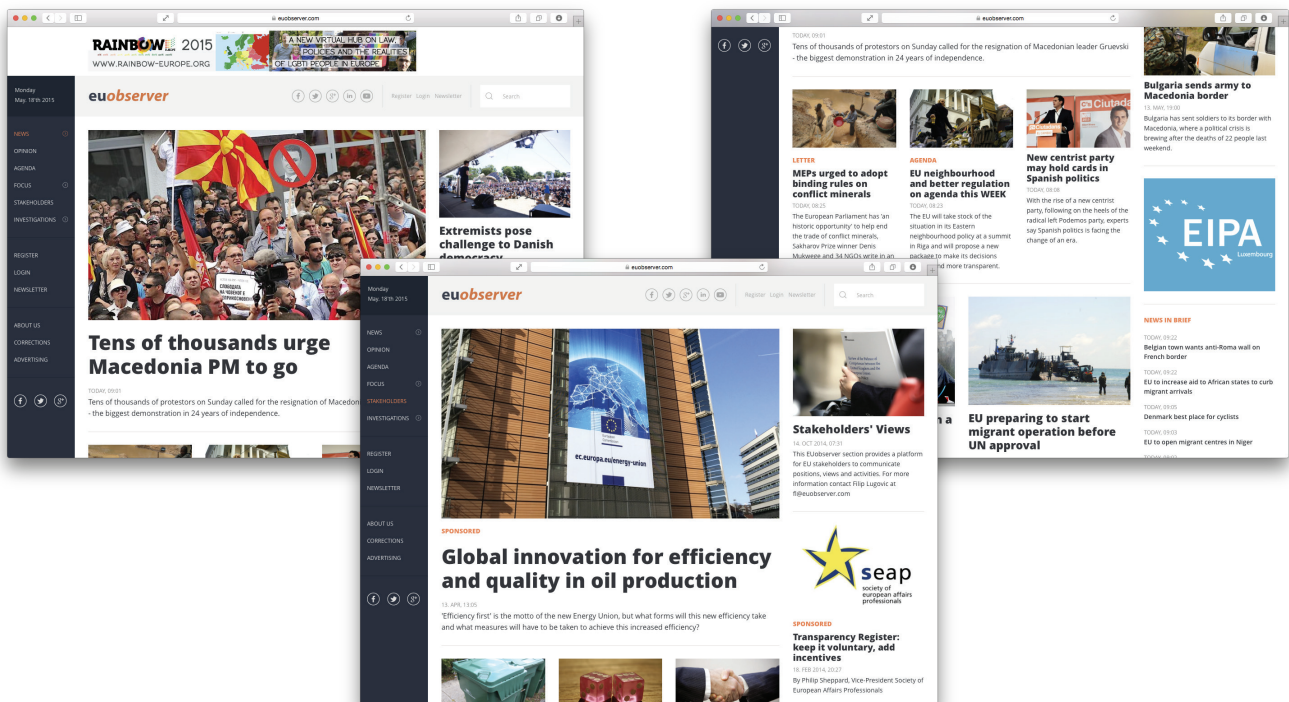
Newsletter Announcements

Simple, text advertisements going into 33,000 mailboxes.

FOCUS section sponsorships

Editorial collaborations to raise awareness on topics often overlooked by the public.

For more information contact advertising@euobserver.com.



Subscriptions

Independent press and quality journalism are essentials in any democracy and the key to this independence lies in diversified revenue streams. For this reason EUobserver introduced metered paywall to access premium content while general news will remain free of charge.

What is premium?

Investigations: EUobserver is the only publication conducting investigative journalism at the EU level.

Making Sense of the EU: our experienced Brussels' team provides background and analysis of most relevant political events helping readers get the context of political decisions and stay ahead of the developments.

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

National Politics: instead of a classic 'top-down' approach to reporting we built a unique network of journalists in all members states keeping up with national affairs that have a transnational impact.

Interviews/People: Exclusive access to most interesting, relevant and influential individuals in EU politics, either at national or EU level.

Opinion/Columnists: Former and current politicians, authors, columnists, journalists and academics addressing key issues exclusively for EUobserver.

Agenda/This WEEK: Staying up to date with key political events in Brussels and around Europe.

Price for professional subscriptions		
Period	Price	Users
Yearly subscription	500 EUR	Up to four users

PLEASE NOTE: Special discounts available for large groups subscriptions.

Price for individual subscriptions	
Period	Price
Yearly subscription	150 EUR
Monthly subscription	15 EUR