

euobserver

Making sense of the EU

MEDIAKIT 2016



"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 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 indispensable news source for anyone who wants to know what is going on in the EU. We publish daily news reports, analysis and investigations from Brussels and the EU's 28 member states.

In 2016, EUobserver was ranked the second most important news source for EU journalists.

We are a not-for-profit news organisation that is financially and editorially independent from the EU institutions.

How Are We Different?

Unique Content

EUobserver is the ONLY EU focused media that conducts cross-border and investigative journalism. We also publish exclusive features, interviews, analysis, 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

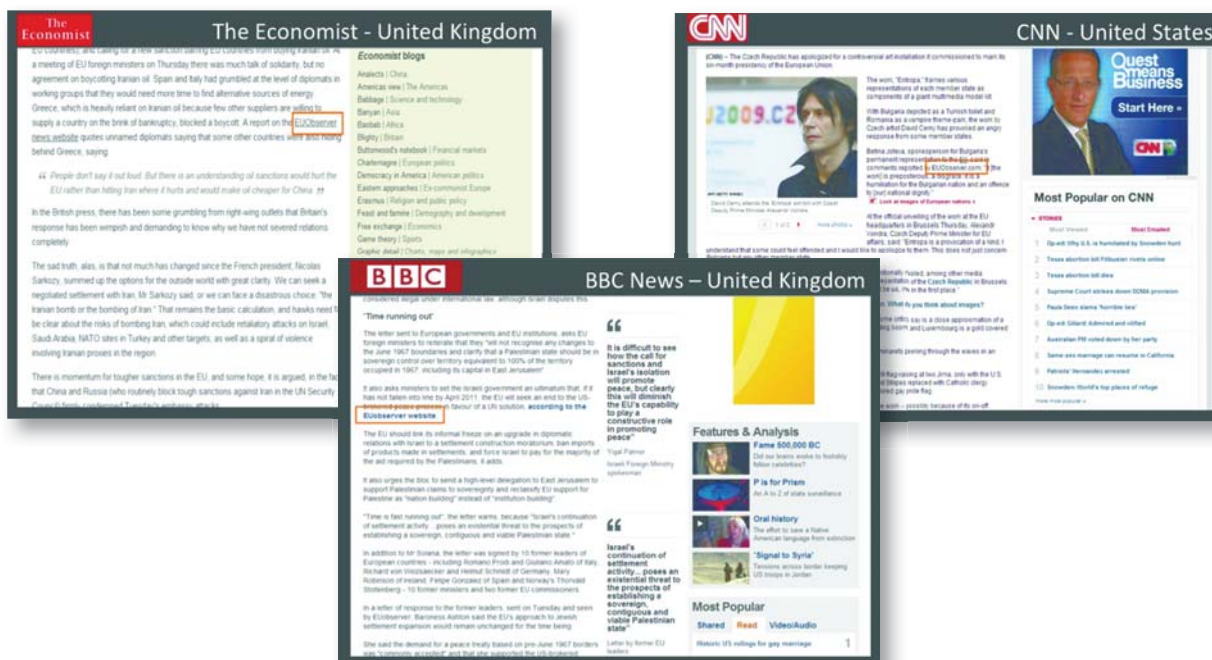
EUobserver is editorially independent. We do not receive any EU subsidies. Our income comes from three main sources: advertising, subscriptions and foundation grants.

Our Readers

Our readership is not only comprised of EU political stakeholders. Over 50% of our readers are civil society members and the general populace.

Key Readership and Traffic Figures

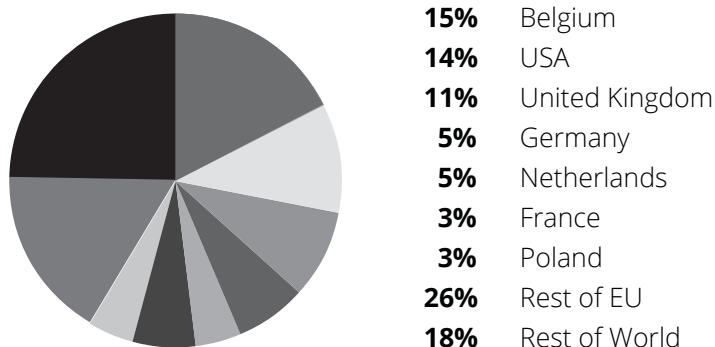
- 693,000 page views per month
- 285,000 unique users per month
- 190,000 social media followers
- 19,000 unique users per month from the European Parliament, the European Commission, and the Council of the European Union
- 36,000 newsletter subscribers
- 7,000 sites linking to EUobserver
- Readership spans 236 countries and territories, including all EU member states
- Often cited as the source for other news publications, including BBC News, CNN, The Economist, The Washington Post, The Guardian, The Independent, Le Monde, Aljazeera, Agence France-Presse (AFP), and Der Spiegel



Who Reads Us

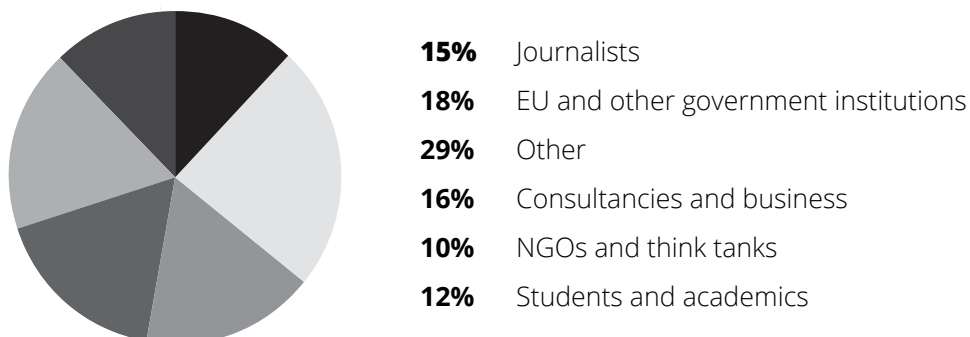
Readers by geography

Our readers span 236 countries. 68% are from Europe.



Readers by occupation


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





Who Follows Us





With over 190,000 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.


-  **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


↳ 84 ♡ 46 ⋮ View summary
-  **Frans Timmermans** @TimmermansEU · 3 Feb 2015
My interview with @euobs on 'The toughest job I've ever had' euobserver.com/news/127456

↳ 5 ♡ 5 ⋮ View summary
-  **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/

↳ 44 ♡ 16 ⋮ View summary
-  **toomas hendrik ilves** @IlvesToomas · 26 Mar 2015
Brussels wants to end geo-blocking of online content euobserver.com/digital/128143

↳ 16 ♡ 7 ⋮ View summary
-  **WikiLeaks** @wikileaks · 12 Dec 2015
Russia: US has deployed 200 nukes to Turkey, Germany, Italy, Belgium & Netherlands presstv.com/Detail/2015/12... See: euobserver.com/news/31381

↳ 881 ♡ 318 ⋮ View summary
-  **World Affairs** @WAJournal · 18 Feb 2015
European Court Confirms #Polish Complicity in #US #CIA Rendition @euobs ow.ly/JgNKL

↳ 3 ♡ 1 ⋮ View summary
-  **Karmenu Vella** @KarmenuVella · 2 Feb 2015
Great article on #circulareconomy euobserver.com/opinion/127455 @IdaAuken @euobs e.g.'s from @bmw @MaerskLine @XeroxCorp #moreambitious @EU_ENV

↳ 23 ♡ 8 ⋮ View summary

Advertising

Digital Banner Advertising

We offer a range of digital text, graphic or video advertising options that allow you to reach a larger audience with your message.

Sponsored Content

Sponsored content provides you with an opportunity to promote your brand, opinions and ideas in 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(s).

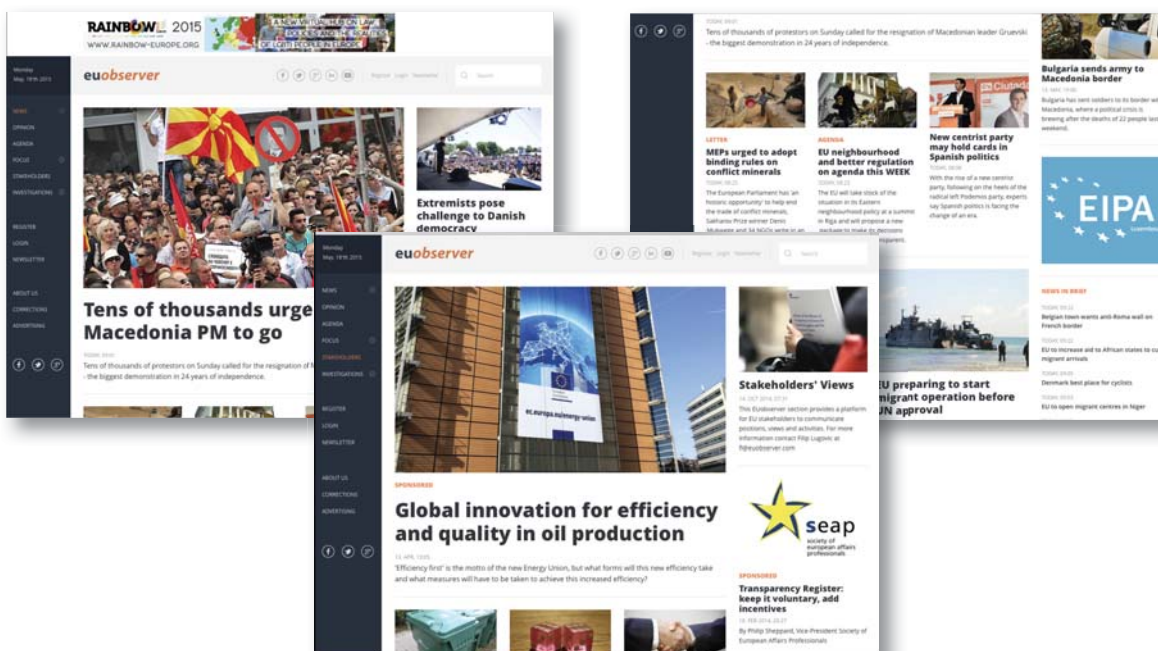
Newsletter Announcements

Simple, text advertisements that reach over 36,000 newsletter subscribers every day.

Print Magazine Advertising

Our print magazines - *Business in Europe, Regions & Cities* and *Europe in Review* - allow you to promote your message and organisation/brand to the most influential political stakeholders in the EU.

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.

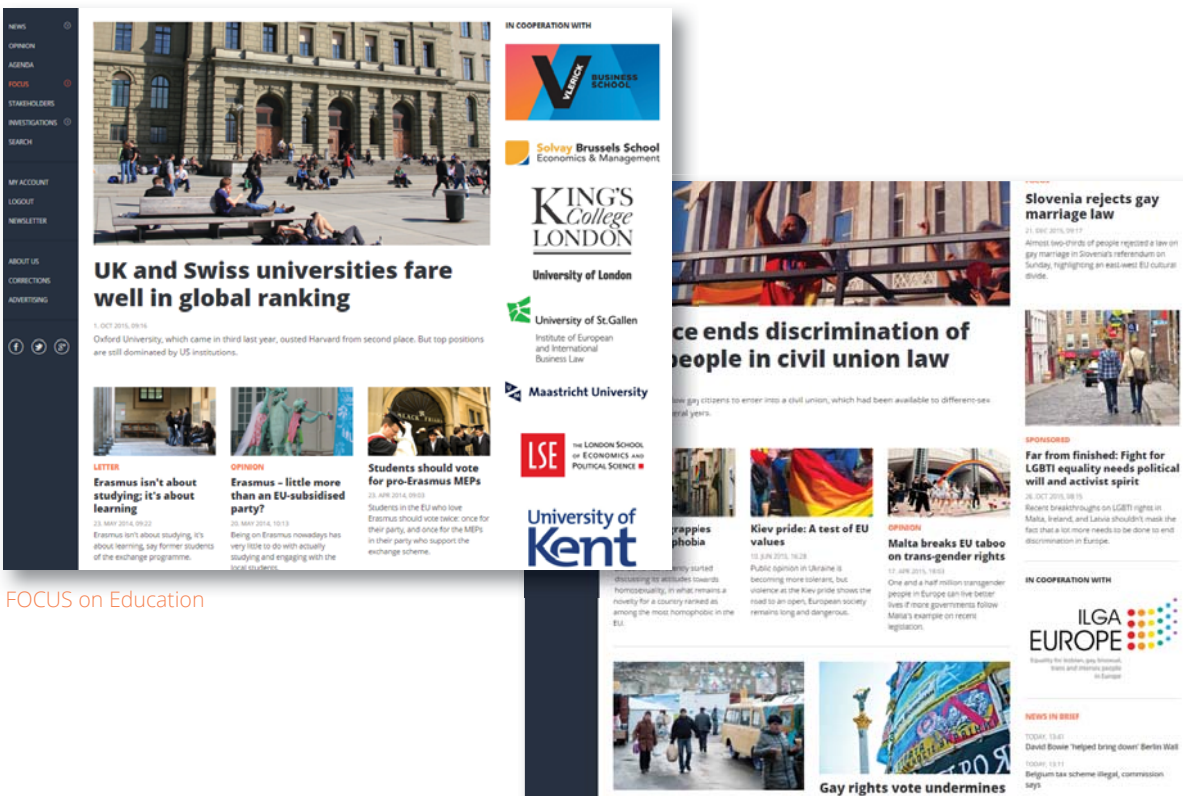
FOCUS section sponsorship includes:

- 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:

- Connected Europe
- Equality & LGBTI Rights
- EU & China
- Youth & Education
- Regions & Cities
- Business in Europe
- Public Health
- Security & Defence
- Nordic News

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



FOCUS on Education

FOCUS on Equality & LGBTI Rights

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: In addition to a 'top-down' (from Brussels) approach to reporting, we have a network of journalists in all 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, either at national or EU level.

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

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

EUobserver is an essential information tool for anyone who wants to know what is going on in the EU. We offer individual subscriptions for 150 EUR per year and discount subscription packages for groups of 5 or more users.

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