

euobserver

Making sense of the EU

MEDIAKIT 2019



"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
Former 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 member states. We are an indispensable news source for anyone who wants to know what is going on in the EU.

EUobserver is ranked year-after-year as one of the most important news source for EU journalists and a preferred news source among Brussels influencers.

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 member states and neighbourhood countries.

Independent

EUobserver is editorially independent. Our income comes from three main sources: advertising, subscriptions and foundation grants.

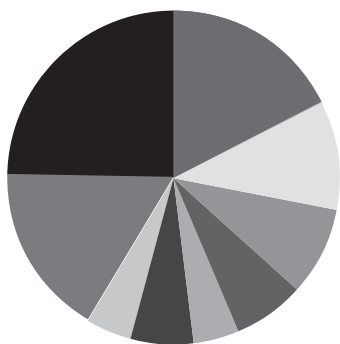
Our Readers

Our readership is not only comprised of EU stakeholders. A large portion of our readers are civil society members and the general populace.

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
26%	Other
18%	Consultancies and businesses
10%	NGOs and think tanks
18%	Students and academics

Who Follows Us




With over 330,000 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

84 Retweets 46 Likes


[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 Retweets 5 Likes


[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 Retweets 16 Likes
- 


toomas hendrik ilves @IlvesToomas · 26 Mar 2015
Brussels wants to end geo-blocking of online content
euobserver.com/digital/128143

16 Retweets 7 Likes


[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 Retweets 318 Likes

[View summary](#)
- 

World Affairs @WAJournal · 18 Feb 2015
European Court Confirms #Polish Complicity in #US #CIA Rendition
@euobs ow.ly/JgNkL

3 Retweets 1 Like
- 

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 Retweets 8 Likes

[View summary](#)

Advertising & Communication Solutions

Digital Banner

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

Newsletter Announcement

Simple text advertisement that reaches over 53,000 newsletter subscribers every day.

Sponsored Content

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

EUobserver is an indispensable news source 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.