EUobserver is a non-profit, independent EU news publication from Brussels. Established over 20 years ago we stand for free-thinking, plain speech and democratic debate. We believe that by providing quality journalism and reflecting the voices of citizens, EUobserver plays a crucial part in facilitating political dialogue, in holding the powers that be to account and in supporting EU democracy.

**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 power of getting their voices heard. We do this through our exclusive news stories, our cross-border investigations, our opinion platform and our relentless quest for transparency and accountability.

**OUR REACH**

EUobserver is one of the most influential news platforms in the EU media environment. With a dedicated and experienced team, we succeed in having an impact and in providing citizens with the information they need. Our reporting also ensures that EU stakeholders address the issues most pressing to citizens.
### Key Readership and Traffic Figures

<table>
<thead>
<tr>
<th>Metric</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page views per month</td>
<td>650,000</td>
</tr>
<tr>
<td>Users per month</td>
<td>332,000</td>
</tr>
<tr>
<td>Social media followers</td>
<td>340,000</td>
</tr>
<tr>
<td>Newsletter subscribers</td>
<td>42,000</td>
</tr>
<tr>
<td>Sites linking to EUobserver</td>
<td>7,000</td>
</tr>
<tr>
<td>Readership spans 234 countries and territories, including all EU member states</td>
<td>234</td>
</tr>
<tr>
<td>Institutional subscribers, including 28 universities</td>
<td>100</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA

With over 340,000 followers, EUobserver has one of the largest social media networks among EU news publications. Our followers include top-level government officials and politicians, renowned economists and academics, industry thought leaders, acclaimed journalists and of course citizens.

EUOBSERVER 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, NGOs 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 340,000 readers.

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 bi-monthly 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 per cent most successful podcasts globally. Listenership has grown 50 per cent each quarter.
ADVERTISING & COMMUNICATIONS SOLUTIONS

euobserver

DIGITAL BANNER
A range of digital text, graphic or video advertising options that allows 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.

NEWSLETTER ANNOUNCEMENT
Simple text advertisement that reaches over 42,000 newsletter subscribers every day.

VIDEO
Video advertising allows you to communicate your message via 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.

PRINT MAGAZINE
Advertisements in print magazines that target the most influential stakeholders in Brussels.

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

Find out more ➤ email advertising@euobserver.com
EU stakeholders are our main audience. In addition, we also have a large readership among civil society organisations, corporate entities, embassies, business federations, academics, journalists and, of course, citizens.

**READERS BY OCCUPATION**

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

Source: EUobserver online survey December 2021.

**READERS BY GEOGRAPHY**

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

With over 340,000 followers, EUobserver has one of the largest social media networks among EU news publications. Our followers include top-level government officials and politicians, renowned economists and academics, industry thought leaders, acclaimed journalists and of course citizens.

EUobserver has one of the largest social media networks among EU news publications. Our followers include top-level government officials and politicians, renowned economists and academics, industry thought leaders, acclaimed journalists and of course citizens.
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 work tirelessly to connect advertisers with our readers and offer a wide range of advertising and communication solutions to help our customers achieve their communications needs and goals. For long-term or recurring advertising campaigns we offer additional discounts.

Please contact our sales team for more information.

**Key Readership and Traffic Figures**

- **650,000** page views per month
- **332,000** users per month
- **340,000** social media followers
- **42,000** 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
- **234** Readership spans 234 countries and territories, including all EU member states
- **100** institutional subscribers, including 28 universities

DYNAMIC BANNER

The billboard (970w x 250h) and medium rectangle banners (300w x 250h) are the most visible advertising positions on EUobserver’s website. On mobile devices, the banner displays as a large mobile banner (320w x 100h).

These banners are ideal for promoting a brand, event, project or initiative. They are visible on every page throughout the site including the front page, subsections and articles.

Such campaigns receive a minimum of 100,000 impressions (i.e. the number of times a banner is seen by a reader) per week.

Find out more ▶ email advertising@euobserver.com
SKY SKRAPER

The skyscraper (300w x 600h) banner is perfect for longer-term campaigns. Located in the middle of the front page, subsections and long-text articles, the banner receives a minimum of 50,000 impressions (i.e. the number of times a banner is seen by a reader) per week.

Being wider than the usual it is spacious enough for visuals or graphics as well as text. Some of our clients use it as a short text with a large colourful space to attract attention or tell their story in a vertical visual format, which is so popular on social media at the moment.
STAKEHOLDER ARTICLE

Sponsored content allows you to promote your ideas and opinions as text, infographics and/or video in an article format, providing you with the opportunity to establish yourself as a thought leader and increase your organisation’s profile and influence.

Sponsored content is published and promoted alongside EUobserver’s editorial content, but is highlighted to increase visibility and marked as “STAKEHOLDER”.

It is also published in our newsletter with over 42,000 subscribers and social media network with over 340,000 followers. The content lives permanently on EUobserver’s website and is search engine optimised.

Note that sponsored content must be EU relevant and may include up to 800 words. Our editorial department has no involvement in the creation of sponsored content. EUobserver reserves the right to refuse submitted content that fails to meet our standards.

Find out more ► email advertising@euobserver.com
NEWSLETTER ADVERTISING

Newsletter advertising allows you to deliver a message directly to the inbox of over 42,000 subscribers. Subscribers include high-level EU stakeholders, government officials, public affairs professionals, journalists and academics.

Newsletter advertisements are displayed in simple text at the top, middle or bottom of the newsletter.

One campaign will last for five days (Mon to Fri) and is often used to attract our readers’ attention to the topics discussed at the European institutions or to highlight brand values/commitments.

Newsletter texts may have up to 240 characters including spaces.
EUobserver now offers the possibility to host a live stream of your event. This guarantees that your event gets the maximum exposure possible among the people who really count in EU affairs worldwide. Live streaming enables you to reach a broad audience, and establish your organisation as a thought leader on a given topic. The live stream will be hosted on our website as well as our social media channels with over 340,000 followers. Afterwards, the video of the stream will live permanently on our website and will be search engine optimised. Note that the event organiser is responsible for the technical setup of the streaming signal (in RTMP).

**Moderation services**

A moderator is an essential part of any event. Moderators link together the different parts of your event as the day progresses and ensure that the audience gets the most value out of their attendance. To help you make your event - whether online or in-person - a success, EUobserver offers the possibility to have our experienced journalists as your event moderators. This service is subject to the availability of our journalists as well as their expertise on a given subject. This is to ensure that the moderation is on point and adds value to the discussion/event.

Find out more ★ email: advertising@euobserver.com
VIDEO PRODUCTION SERVICES

Over the last few years, video has become one of the most important political communication tools. Videos are a perfect solution to get your message across in an efficient, engaging way, and an indispensable feature on any website. EUobserver offers professional video production services tailored to your organisation’s needs and budget.

Our team of experienced content creators will support you throughout the process and provide you with creative input to ensure the best results. Pricing for this product is dependent on the duration of the video as well as the length of the production process.

Find out more  ► email advertising@euobserver.com
## VIDEO ADVERTISING

Video advertising allows you to communicate your message visually. It is a very popular option for product or service advertising as well as a video slideshow. Video banners are placed in a medium rectangle (300w x 250h) banner position on the right-hand side of the website. Video banners receive a minimum of 100,000 impressions per week.

### Video Advertising

<table>
<thead>
<tr>
<th>Campaign length</th>
<th>Price (EUR) including discount</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 week</td>
<td>1,800</td>
<td>0.0%</td>
</tr>
<tr>
<td>2 weeks</td>
<td>3,420</td>
<td>5.0%</td>
</tr>
<tr>
<td>3 weeks</td>
<td>4,860</td>
<td>10.0%</td>
</tr>
<tr>
<td>4 weeks</td>
<td>6,120</td>
<td>15.0%</td>
</tr>
<tr>
<td>5 weeks</td>
<td>7,200</td>
<td>20.0%</td>
</tr>
<tr>
<td>6 weeks</td>
<td>8,100</td>
<td>25.0%</td>
</tr>
</tbody>
</table>

**Prices are excl. VAT**

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**STAKEHOLDERS’ HIGHLIGHTS**

Stakeholders’ Highlights is a PR announcement service that allows you to publish your content (such as an event, publication, press release, or video) and drive traffic directly to your website.

Announcements are featured in a special box that is displayed throughout EUobserver’s website for a minimum of five days. Announcements are limited to 80 characters, including spaces, and hyperlinked to a designated URL destination.

Stakeholder’s Highlights receives over 100,000 impressions per week.

### Announcement per year Price (EUR) including discount Discount

<table>
<thead>
<tr>
<th>Price</th>
<th>Discount</th>
<th>Total Price (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 300</td>
<td>0.0%</td>
<td>1 300</td>
</tr>
<tr>
<td>Up to 12</td>
<td>15.0%</td>
<td>3,060</td>
</tr>
</tbody>
</table>
EUobserver’s print magazine is a high-impact communication tool, which is published twice a year.

Print versions of the magazines are mailed directly to 2,000 EU stakeholders in Brussels, including EU commissioners, directors-general, directors and heads of unit; MEPs; ambassadors; business and industry leaders; heads of civil society groups, and gives you access to the most influential EU stakeholders in Brussels.

Digital versions of the magazine are published on our website and social media platforms and emailed to our newsletter subscribers, ultimately reaching over 300,000 readers.
EU SCREAM PODCAST

EU Scream is a fast-growing podcast on European affairs direct from Brussels.

EU Scream produces weekly and bi-weekly audio interviews and commentary by professional journalists and policymakers. The length of each episode is around 30 minutes.

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% most successful podcasts globally. Listenership has grown 50% each quarter and total listens over the first year are at more than 30,000.

Brussels and Belgium account for the largest number of listeners, one third in total, followed in importance by Berlin, Dublin, Vienna and Paris. EU Scream has a very high listener retention rate and has been endorsed by senior policymakers and journalists.

EU Scream is made in association with EUobserver and new episodes feature on EUobserver’s website.

Host-read advertisement

The offer consists of podcast industry-standard host-read advertising. James Kanter, the host of EU Scream, reads a message of 30 to 45 seconds either at the top of each podcast episode or at the midway point. The message is proposed by the advertiser and personalised by James Kanter.

The final script of the message is agreed with the advertiser. Host-read advertising is personal and friendly in tone, which has been shown to enhance the effectiveness of messaging.

In addition to 30-45 second audio message, a message from the advertiser features in the notes of each episode. Episode notes appear on the website of EU Scream as well as on iTunes, Spotify and all major platforms where listeners access podcasts.

The following is the pricing for our advertising services. For long-term or recurring advertising campaigns we offer additional discounts. Please contact our sales team for more information.
In this age of “fake news”, it is increasingly difficult to find a reliable news source. EUobserver has become a reference for thousands of readers as the only independent EU-focused news platform. EUobserver is read in 234 countries and territories (including all EU member states) by 220,000 readers per month (5,000 unique readers from the EU Institutions) and followed by 340,000 social media as well as 42,000 newsletter subscribers.

We have over a hundred institutional subscribers including 34 universities. With over 7,000 sites linking to EUobserver, we are also a reference for other news publications worldwide. That makes us an indispensable news source for anyone who wants to know about Europe and the EU. And ranked as one of the most important news sources for EU policy-makers.

EUobserver is a valued source of independent information for any matters concerning the European Union. As an American style academic library in Bulgaria we praise the freedom of speech, equal access to information, transparency, social justice and civic engagement. By subscribing to this unique platform, we give the opportunity to our students to be better informed in a non-bias way, which helps them build their journalism and critical thinking skills, as well as affirms their democratic values.”

Nikolina Ivanova-Bell
Panitza Library at the American University in Bulgaria

If your institution, organisation, university or other has more than 100 users, please let us know and we will tailor make a solution for you.

Interested? Contact us at subscriptions@euobserver.com