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2012

ABOUT EUOBSERVER

EUobserver was founded in August 2000 and over the last ten years has become the leading online news service covering EU affairs. As an independent, not-for-profit organization, the focus is on providing EU citizens with balanced, factual, quality news and on raising awareness on key EU issues through high-level conferences.

“ At a time when important decisions are increasingly being made at the EU level, our role in bringing news and debate to an online audience is greater than ever.

We see our job as reporting politics and business news in an independent manner and keeping our demanding readers in the know.

Lisbeth Kirk
Editor in Chief

FACTS.

- Over 500 MEPs and 3,000 journalists subscribe to EUobserver's daily newsletter
- EUobserver is the most influential, agenda-setting, online news service covering European Affairs
- EUobserver's website receives more than 3.5 million visits per year from key EU decision makers and opinion formers. In addition to this, EUobserver's newsletter has 33,000 subscribers. Our RSS feeds also have 12,000 subscribers

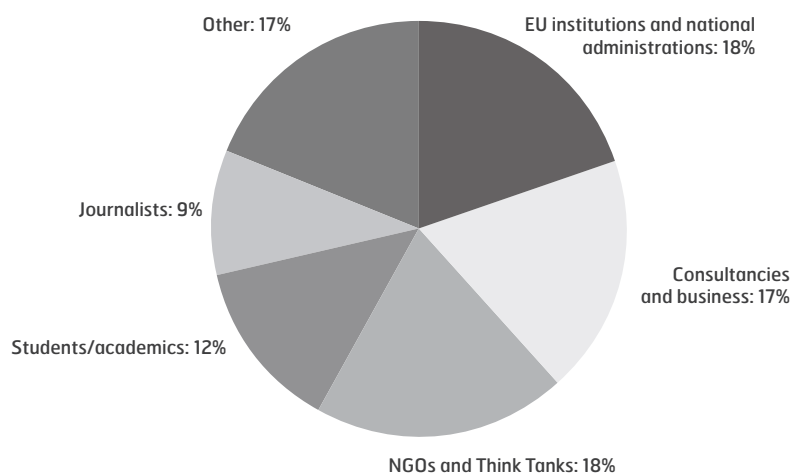
EUobserver is read by European decision makers, opinion formers and those around the world with a vested interest in EU affairs:

- EU and government officials
 - MEP's
 - Lobby groups and businesses
 - Media and Press
 - Academics
- EUobserver is read by a sophisticated audience. Our readers also regularly read or visit the Financial Times, the Economist, the BBC, CNN and the Guardian

READERSHIP BY OCCUPATION.

- 18% of our readers work in national or EU administrations
- 17% of our readers work in EU affairs consultancies and business
- 18% of our readership work in NGO's and think tanks
- 12% of our readers are students and academics
- 9% works as journalists

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



IN THE WORDS OF OUR READERS ...

“ 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

“ I asked my colleagues which papers are actually read by the EU member state representations in Brussels, and they told me to call EUobserver

Brad Adams,
Executive Director Asia division,
Human Rights Watch

“ 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

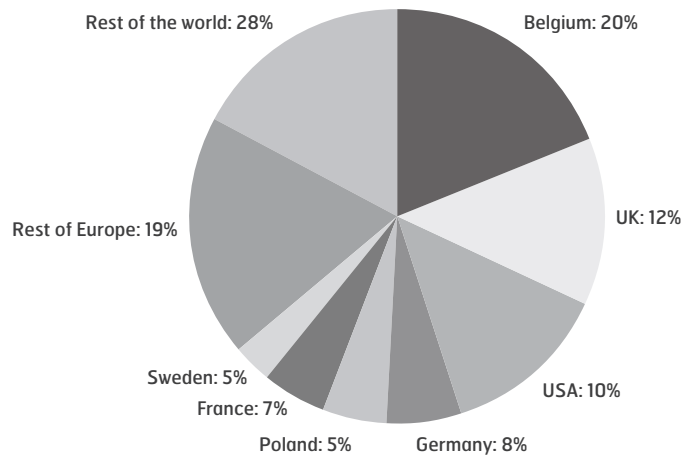
Thomas Ilves,
President of Estonia

OUR READERS KNOW BEST.

- 86% of individuals rate the EUobserver as “among the best” or “by far the best” source of EU news in comparison to other EU news sources
- The Financial Times and EUobserver are the two most read news sources for journalists working with EU related news, followed by Reuters, according to a survey by APCO consultants in partnership with Journalists@YourService published on 8 May 2008
- According to a survey conducted by public affairs consultancy Fleishman and Hillard from 2009, the EUobserver has the most daily visitors from the European Parliament in comparison to other EU focused media
- The Economist's Brussels correspondent recently put the EUobserver on top of his 'online daily reading' list: <http://www.economist.com/blogs/charlemagne/>

READERSHIP BY GEOGRAPHY.

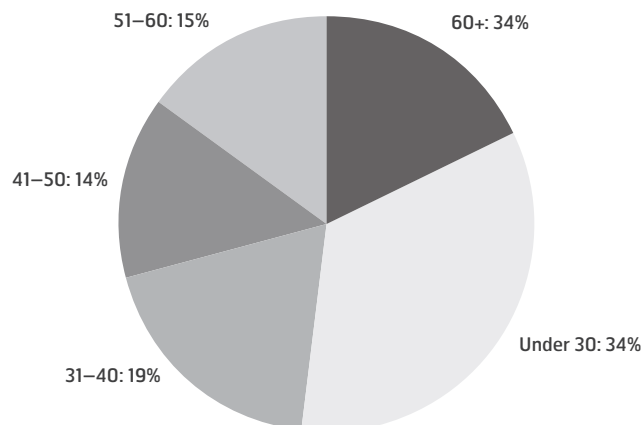
70% of our readers are based in Europe, while our readership spans over 100 countries world-wide



READERSHIP BY AGE.

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

- 53% of our readers are under 40 years of age
- 31% of our readers are between 21-30



MONTHLY FOCUS SECTIONS.

- Each month EUobserver puts a specific topic in FOCUS. Topics are planned in advance and there are sponsorship possibilities for organisations wanting to brand themselves as thought leaders in particular areas to a targeted segment of our readership
- Some of the topics included: Cyber Security, Disability in Europe, Transport, Innovation and Digital Agenda
- To learn more about sponsorship opportunities contact Andrew Gelston at ag@euobserver.com

SPECIAL SECTIONS.

- EUobserver's ongoing special sections are supported by our partners and/or sponsors and closely follow interesting topics that usually are not covered as part of the daily news
- Currently sections include: EU-China Business Relations, European Regions & Cities, Creative Rights and European Education
- To find out how can you support a special coverage and suggest topics please contact Filip Lugovic at fl@euobserver.com

INVESTIGATE REPORTS.

- With support of the Adessium Foundation, every two to three months the EUobserver digs deep into relevant EU issues
- For our first report in November 2011 our reporter traveled to Congo to investigate the use of EU funds in this former Belgian colony
- Any ideas or leads for good investigative story? Contact Lisbeth Kirk at lk@euobserver.com

CONFERENCES & EVENTS.

EUobserver provides conference organisation services generating the right mix of media neutrality, analysis and objectivity on a particular topic of concern for major EU stakeholders.

Past speakers have included:

- President of the Commission, Jose Manuel Barroso
- Commissioner, Oli Rehn
- Commissioner, Viviane Reding
- Singer, Nana Mouskouri
- Vice President of Multimedia Nokia, Mark Selby
- VP and General Manager Yahoo Music, Robert Roback
- Member of the European Parliament, Doris Pack
- Commissioner, Stefan Fule
- Leader and founder of Swedish Pirate Party, Rick Falkvinge



ADVERTISING ON EUOBSERVER.

- Raise awareness on your issues and enhance visibility of your activities, initiatives, positions and events to a high level and select EU audience
- EUobserver's offers various placements of standard sized banners as well as a possibility to consistently feed information to our readers through EUobserver's 'Stakeholders' Highlights' window on our headlines page
- We offer special advertising arrangements with large discounts to NGOs, trade associations and consultancies.
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