

## EUobserver.com - EU news for a global audience

- **EUobserver is the largest online news service on European affairs**
- **EUobserver reaches more than 60,000 people every day – 25,000 visitors plus 35,000 subscribers to its newsletters**
- **EUobserver is read by major EU stakeholders**
  - » **EU & government officials**
  - » **Lobby groups & businesses**
  - » **Media & press**
  - » **Academics & students**

**and perhaps most important of all, EU citizens**



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## All you need to know about the EU today

- **Professional and succinct articles**
- **High-level interviews**
- **Intelligent commentary and debate on EU affairs**
- **Updated every day at 10am and at 6pm CET**
- **News ticker – latest news throughout the day**



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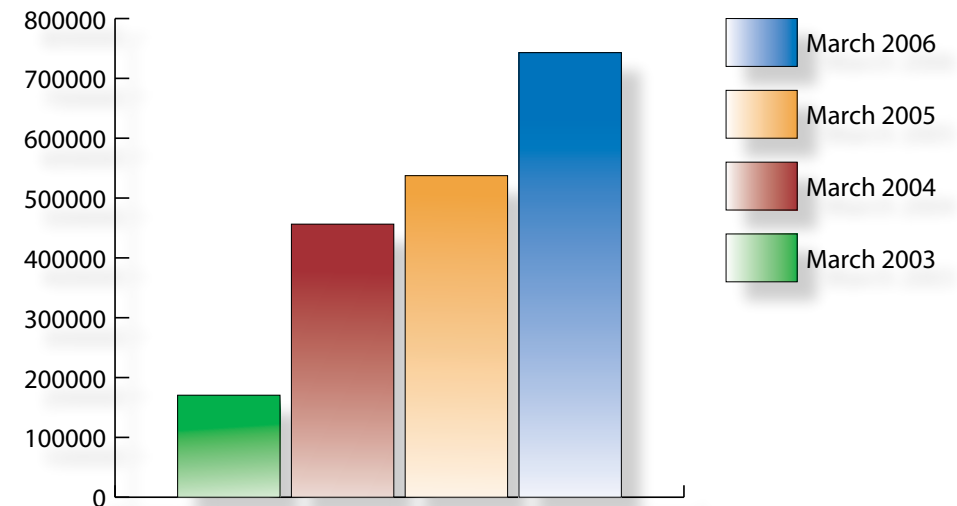
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## Steady rise in readership

- **750,000 readers** log on to EUobserver.com every month
- EUobserver is monitored daily and features prominently on the commission and parliament intranet websites
- EUobserver averages over 280,000 referrals from news.google.com in one month and more than 150,000 from Google.com
- Readership statistics do not include the large number of readers from amongst our content providers such as LexisNexis and Dialog



Number of visits in March from 2003 - 2006

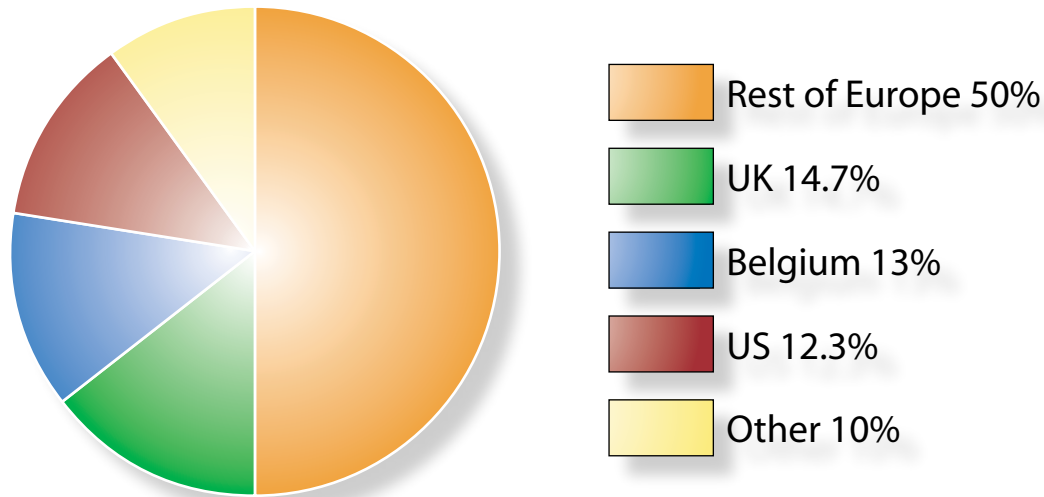


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*EUobserver readership by geography*

- **78% of our readers are based in Europe, while our readership spans over 72 countries world-wide**
- **The EUobserver.com attracts a dynamic and professional audience**
- **The majority of our readers (67%) are over 30 years of age**
- **A large proportion (30%) of our readers are between 21-30**

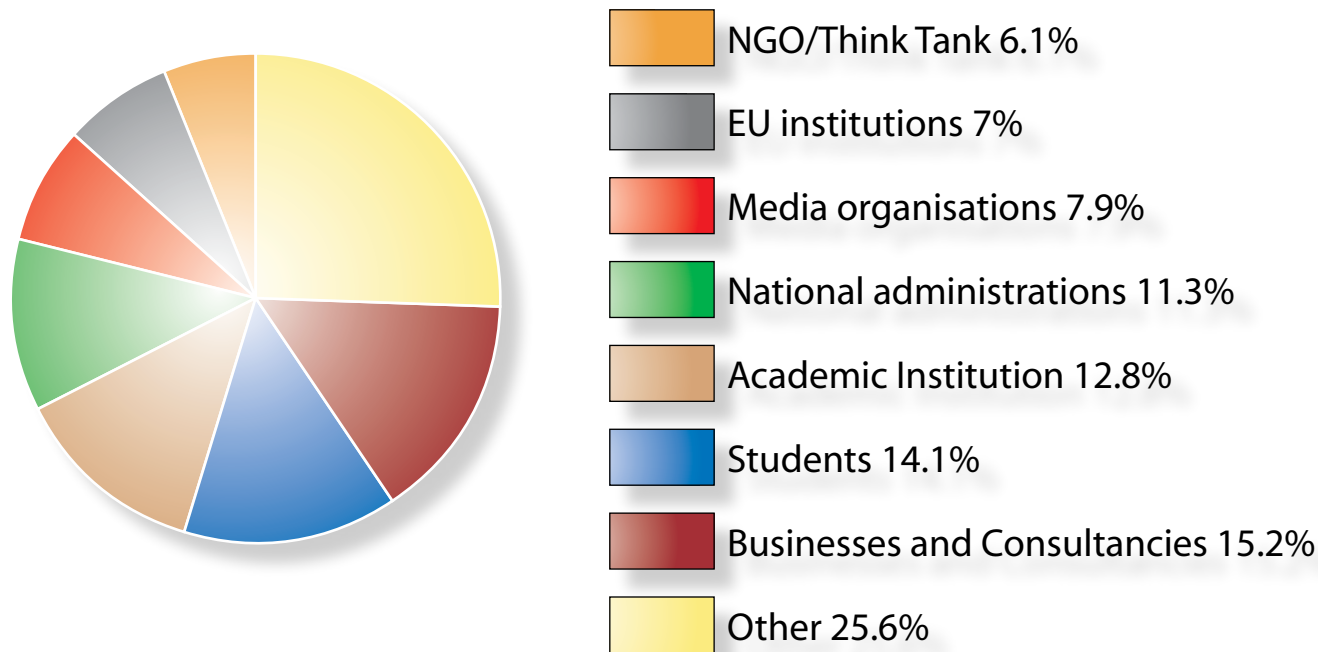


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*EUobserver readership by occupation*

- **The EUobserver attracts a high level mix of readers**
  - » **18.3% of our readers work in national or EU administrations**
  - » **15.2% of our readership work in business**
  - » **14.1% of our readers are students**
  - » **12.8% work in academia**
  - » **7.9% (i.e. 1,500 of our daily average of readers) work in the media**
- **The EUobserver has a dedicated readership - 59.6% of readers visit the site once, or several times per day**



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## EUobserver.com email newsletter service

- The latest EU news in your mailbox
- Three delivery variants, daily, twice-daily or weekly
- Over **35,000 individual** subscribers - and growing

### The newsletter offers

- Direct marketing opportunities and excellent outreach
- A high click-through rate
- Very quick response times between booking and advertising
- Simple text based advertising for quickest and most cost-effective means to advertise and promote sites, products, events and organisational press releases



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## Your banners on EUobserver.com

- Different placements of banners are available in every section of the site including top banner ads, skyscrapers, button ads and article banners, which offer the choice of large-scale marketing and very explicit targeting

### Banner advertising offers

- Guarantee of over **100,000 advIEWS a week**
- High industry standard for click-throughs
- A range of options to suit all budgets
- Banners can be geo-targeted and access to advIEWS and click-through statistics is offered for all campaigns



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## Position papers

- **Guarantee your press release, report or company position on EU affairs gets seen!**
- **Get your organisation's message across to over half a million readers every month**
- **Reach EU institution officials, national government officials, businesses, NGO lobbies and the EU's citizens**
- **A typical Position Paper advertisement on the Headlines page of the site can expect over 100,000 displays per week**



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## The EUobserver press review

- **Be the first to know what is happening throughout the EU**
- **Get your daily press review by email by 9:30am every day covering the most important national papers throughout Europe**
- **Clear succinct reviews of news throughout the EU and links to all original articles**

### Including

#### French

Le Monde  
Le Figaro  
Les Echos  
Libération

#### UK

FT  
Guardian  
Independent  
Telegraph  
Times

#### German

Frankfurter Allgemeine Zeitung  
Die Welt  
FT Deutschland  
Spiegel Online  
Die Süddeutsche Zeitung  
Handelsblatt

#### Greek

Kathimerini  
In.gr  
Flash  
ERT

#### Polish

Rzeczpospolita  
Gazeta Wyborcza  
Polska Agencja Prasowa

#### Italian

ANSA  
La Repubblica  
Il Corriere della Sera  
La Stampa  
IlSole24Ore  
Europanotizie

#### Spanish

ABC  
Cinco Dias  
El Mundo  
El Pais  
La Expansion  
La Vanguardia

and others...



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## Quarterly focus on a hot EU topic

- **The EUobserver special quarterly FOCUS section is composed of 5-10 articles, high-level interviews, analyses and expert commentary**
- **Unique advertising possibilities on specific hot-topic issues every quarter**
- **Previous topics include Energy and Health & Lifestyle**
- **Contact us to find out what topics are on the calendar for this year**



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## Other EUobserver.com services

- **Directory links**
- **Jobs section with international and/or EU related jobs**
- **EUobserver news on your own website**
- **RSS channels of EUobserver news sections**
  
- **Online bookshop that offers the latest specialist publications and reference material on the European Union**

**eu**bookshop.com

Statistics are based on EUobserver's latest bi-annual survey carried out in April 2006, with 1350 respondents



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