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
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
3. READERSHIP

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
4. 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

EUobserver readership by geography
5. 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**

**EUobserver readership by occupation**

- NGO/Think Tank: 6.1%
- EU institutions: 7%
- Media organisations: 7.9%
- National administrations: 11.3%
- Academic Institution: 12.8%
- Students: 14.1%
- Businesses and Consultancies: 15.2%
- Other: 25.6%
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
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
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
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

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and others...
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
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

eubookshop.com

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