

EurActiv gets modern look and quality interactivity

It has been a more than two years since EU policy portal EurActiv.com last redesigned its website. Over that time we have received much feedback on what people liked and what could still be improved.

As a result, EurActiv now launches an improved version enhancing its user friendliness and content relevance to its more than 200,000 monthly readers of EurActiv.com plus 150,000 readers of the network of policy portals.

What is new?

- **Cleaner look and changed fonts** to make EurActiv easier to read.
- **More visibility for EurActiv's 10-language network** of policy portals.
- **Improved monitoring via internal links** so when reading an article you will see the related news, LinksDossiers, interviews and analyses in an easy-to-use box.
- **Better access to horizontal services** such as EU Jobs; Yellow pages, About us.
- **Easier access to LinksDossiers** within the website's policy sections menu.
- **Better integration of related agenda items and jobsite positions**
- **Faster download times** thanks to reduced page weights and a tripling of the processing power of the servers that host EurActiv.com.
- **Letters To The Editor** to improve interactivity with our readers. We want to balance the desire of our readers and partners for high-quality content with the trend towards citizen-generated content.
- **Better visibility for ads** via a reduced number of advertisements per page, making those that remain larger.

As an example, please refer to the [sustainable development section](#).

Editor-in-chief Willy De Backer said: "The new design will help our many readers to find our informative LinksDossiers more easily. The new Letters To The Editor service will allow EurActiv to listen even more to the community of EU Actors in and outside of Brussels."

European Commission Vice-President Margot Wallström said: "EurActiv contributed to our strategy on the EU's Communication policy with its own 'Yellow Paper', highlighting the need to empower multipliers with quality information and open debates. It also practices what it preaches, simplifying EU policy debates with its new website and continuing its multilingual efforts."

EurActiv.com welcomes **your comments and questions**, as well as your Letters To The Editor.

EurActiv's ["Yellow Paper on EU Communication"](#) is available on the website.

Christophe Leclercq, Publisher: Tel. +32 2 226 58 13, publisher@euractiv.com
Willy De Backer, Editor-in-Chief: Tel. +32 2 226 58 14, editor@euractiv.com

Note to the editor:

EurActiv.com is the independent portal on EU Affairs. With over **220,000 unique visitors** (CIM certified figures – Nov 2006), the portal is an important working instrument for the majority of EU Actors (institutions, industry federations, NGO's, think tanks, the press and others) involved in defining or influencing EU policies.

EurActiv's CrossLingual network (**with 385,000 unique visitors**) is sponsored by Total, Visa Europe and Shell International.

General sponsors of EurActiv's portal are: CEFIC, Honeywell, Microsoft, DuPont, ExxonMobil, Manpower, and ABIG (Turkey in Europe).

Section sponsors of EurActiv include: ACE, Kellen Europe, Nike, Pfizer and RAG.

Section supporters include: ETI, OIF, ING, SN Brussels Airlines.

EurActiv also has 60 "content partners" (NGOs & think tanks) as well as ca. 500 "contributors", providing their policy positions for free publication, up to the editorial team. Input welcome: editor@euractiv.com.

EurActiv content extracts can be re-used freely by other media, subject to clear attribution, and copy sent to content@euractiv.com.