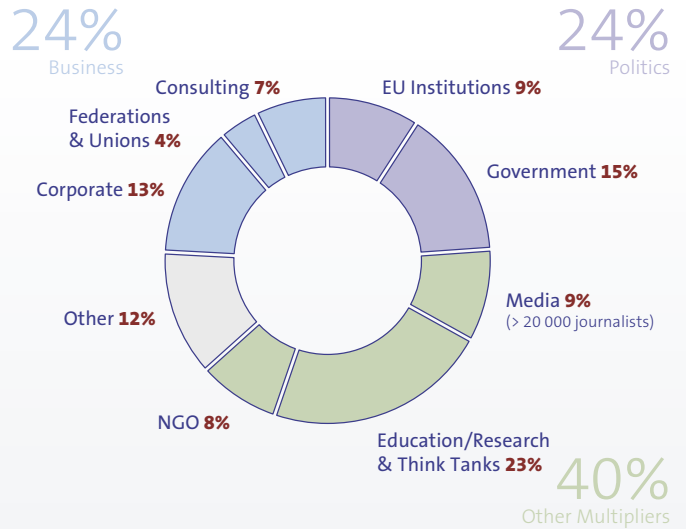


## The pan-European online media for EU policy



**EURACTIV READERSHIP**  
609 000 unique monthly visitors *Google Analytics*



Source: GALLUP CrossLingual Readership Survey 2010

### EU INSIDERS CALL EURACTIV

**innovative**

José Manuel Barroso, President of the European Commission

**well respected**

Jerzy Buzek, President of the European Parliament

**most trusted**

Edelman Capital Staffers Index 2010

**the outlet with the most MEP readers**

Fleishman Hillard, European Parliament Digital Trends 2009

**a content-rich platform to position GE Energy as an energy expert**

Frank Farnel, GE Energy in Communication Director Magazine March 2011

### GLOBAL COMPANIES COUNT ON EURACTIV



# Communication packages

to support corporate communication and public affairs strategies, they include:

- **Advocacy impact:** Raise awareness of specific EU-policy issues
- **Reputation-building:** Enhance your reputation and positioning in EU circles
- **Direct communication:** Promote your initiatives, positions, events, etc.
- **Networking:** Priority invitations to EurActiv's Stakeholder Workshops

## BRUSSELS EurActiv.com



1 Policy section\*  
sponsorship  
on EurActiv.com

6 weeks advertising  
on EurActiv.com

Annual logo visibility  
on EurActiv.com

€30 000  
(per annum)

\* 2-section sponsorship €60 000

## EUROPE-WIDE VISIBILITY Localised communication in 15 languages



Annual logo visibility on  
EurActiv.com homepage

12 weeks advertising  
on 15 EurActiv sites

1 Pan-European Special  
Report (localised in 15  
languages)

€120 000  
(per annum)

8 weeks advertising  
on 15 EurActiv sites

1 Special Report  
in English

€60 000  
(per annum)

1 EU policy event in  
a European capital

Annual logo visibility  
on 15 EurActiv sites

24 weeks advertising  
on 15 EurActiv sites

1 Pan-European Special  
Report (editorial + video  
coverage, localised in 15  
languages)

€240 000  
(per annum)

## GLOBAL MEDIA CITE EURACTIV

Le Monde

Franfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

ELMUNDO

LA STAMPA

the guardian

LA  
TRIBUNE  
POLITIQUE | BUSINESS | FINANCE

DIE WELT

WSJ

Herald  
INTERNATIONAL  
Tribune

FT

The  
Economist

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