

THE EUROPEAN MEDIA NETWORK

Target audience: Community of EU Actors

EurActiv is fully dedicated to EU policies, providing *free in-depth information* to the Community of EU Actors. It complements existing media and institutional websites by providing:

- **Efficiency:** quick access to EU-policy news, dossiers and stakeholder positions
- **Transparency:** highlighting the different positions before decisions

European capitals: mainly part-time *EU Stakeholders* (500,000)

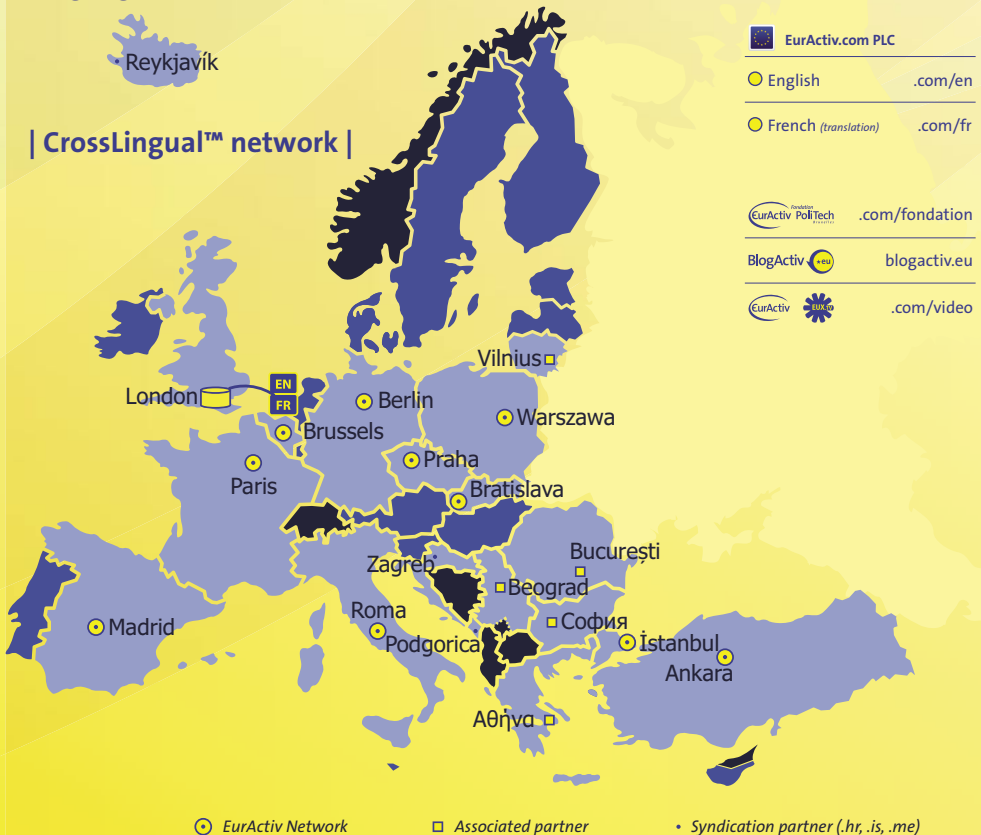
Brussels: mainly full-time *EU Stakeholders* (100,000)



15 websites - 15 languages - 609 000 readers*

EurActiv opens and facilitates EU-policy debates - not only in Brussels, but also at national level! We address 80% of our readers in their own language.

EurActiv has an influential readership, a Europe-wide network and a modern technological platform.



	EurActiv.com PLC
	English .com/en
	French (translation) .com/fr
	.com/fondation
	blogactiv.eu
	.com/video

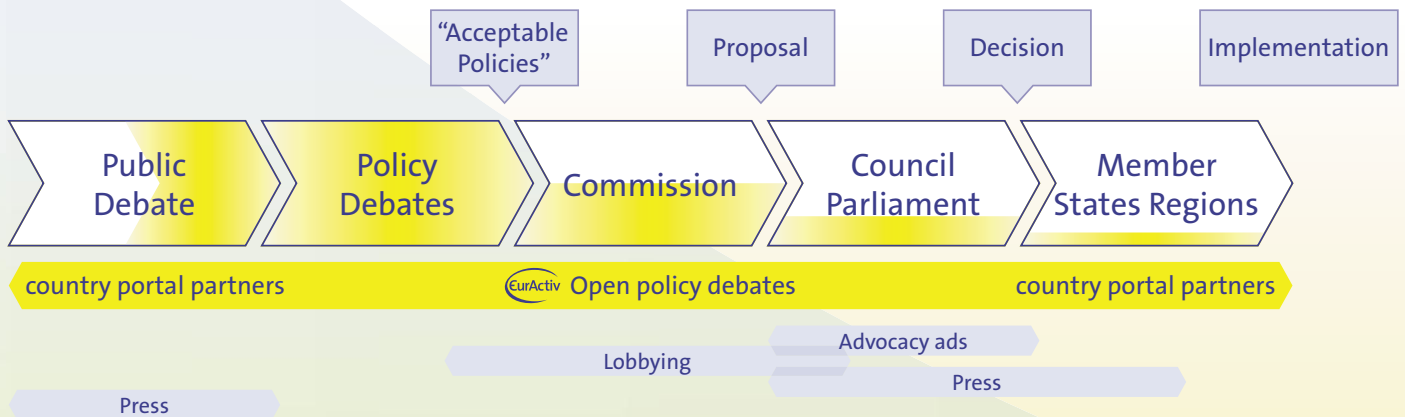
Country portals:	Partners:
Deutschland	.de Europäische Multiplikatoren Medien GmbH
España	.es aquareuropa prestomedia
France (localised)	.fr ACTEURS of EUROPE
Italia	.it TFSI
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Türkiye	.com.tr MÜHÜR Referans MEDIA EUROPA

* 609,608 average monthly unique visitors across EurActiv websites (source: Google Analytics January - December 2011)

A monitoring tool - and much more!

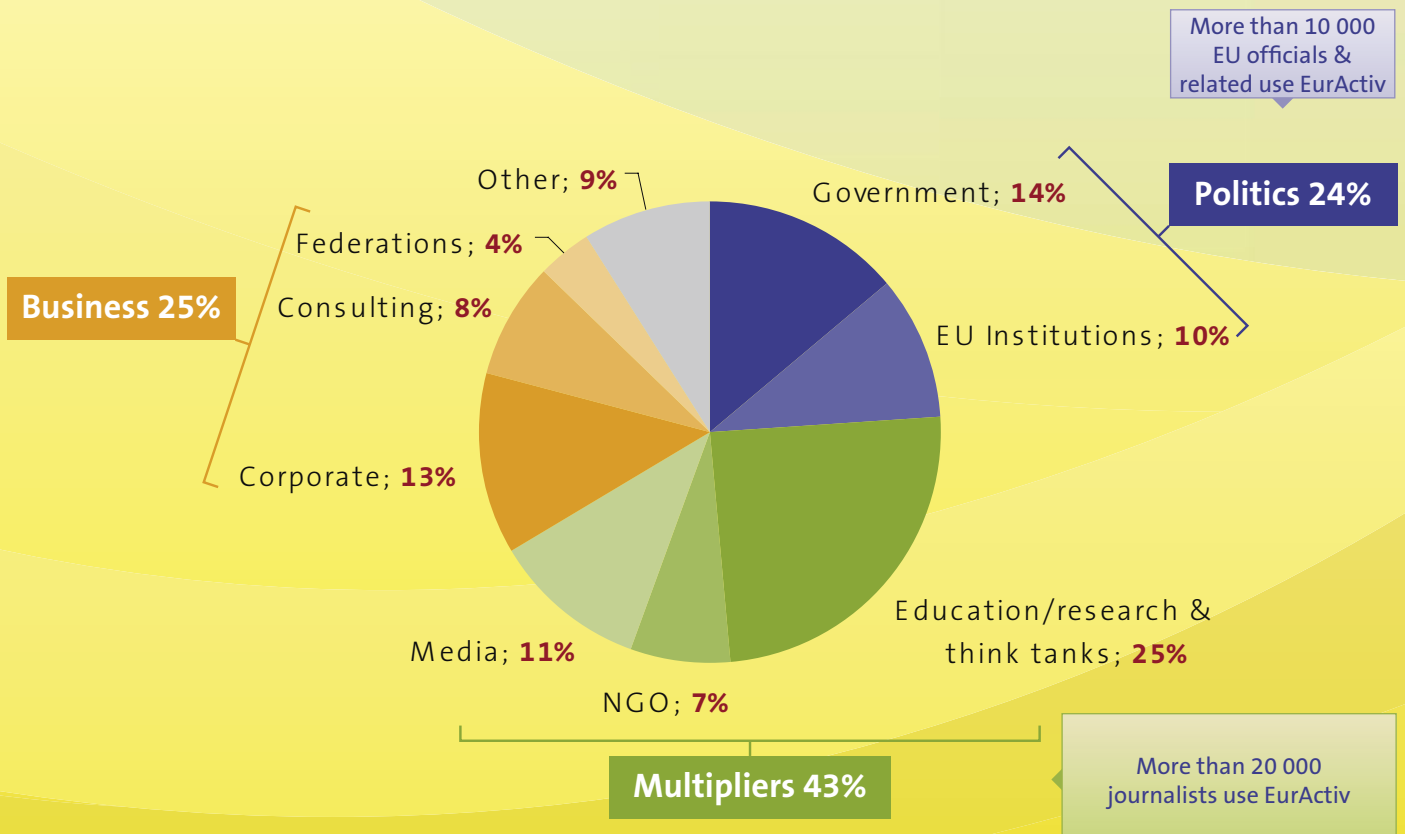
Unlike most other media, **EurActiv** provides policy reporting **upstream** of EU-policy proposals. Following policies from the pre-legislative phase to their implementation, with the provision of positions of any stakeholders involved in the debate, **EurActiv** is considered an excellent monitoring tool.

EurActiv role along the policy process



Readership

EurActiv has become a point of reference for key EU decision-makers and an important source of information for thousands of journalists.



EurActiv news and LinksDossiers include links to the most relevant documents and numerous stakeholder positions. The country portals provide unique coverage of national debates on EU policies.

EurActiv also conducts high-level interviews with institutional actors and civil society, and publishes analyses from think-tanks across Europe.

In addition, **EurActiv** offers a number of services to the wider EU community. **FastActor** services include: upcoming EU events (Agenda), vacancies (EU Jobs) and press releases (PR).

News:
hot issues

Policy sections:
regrouping content for a specialised audience

EurActiv
sponsoring,
from 32 000€/year

EurActor
membership,
from 8 000€/year

EU Jobs:
positions with
'EU Actors'

Agenda:
EU, national &
corporate events

Press Releases:
key reactions
on EU legislation

LinksDossiers:
background, next
steps & positions

Interviews:
opinion leaders

Analysis:
external
contributions

The screenshot shows the EurActiv website interface. At the top, there is a navigation bar with 'MP' and 'Respect copyright' text. Below this is a search bar and a 'Click here for details' link. The main content area is divided into several sections: 'Browse all sections' with a list of policy areas like Agriculture & Food, Climate & Environment, Consumers, etc.; 'News' with a featured article 'Airline emissions row escalates ahead of EU ruling'; 'Special Reports', 'LinksDossiers', 'Interviews', 'Opinions', 'Blogs', and 'Videos'. There are also sections for 'General Sponsors' (including GE Energy, Enel, etc.), 'Section Sponsors' (including Boeing, Coca-Cola, etc.), 'EU Jobs', 'Agenda', 'EU Press Releases', and 'LinksDossiers'. The bottom of the page features a footer with 'from the 15 EurActiv editorial teams around Europe' and social media icons for Android, BlackBerry, and Windows.

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from 2 500€

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Editorial Videos

Event video
packages from
9 500€

BlogActiv **eu**
is a blog platform
run alongside
EurActiv.com,
hosting
stakeholder views
and organisation
blogs

Event blog
packages from
9 500€

Available on the iPhone
App Store



Permanent communication services: modular packages

The use of EurActiv information is free. It is financed by the following services:

Sponsoring (corporate reputation and support to fact-based debates)



Sponsors as of December 2011

Packages starting from € 32 000

EurActor membership (visibility and networking in EU circles)

Nearly 100 associations, consultancies, chambers of commerce, political parties.

Packages starting from € 8 000

EU-Public Projects (EurActiv as a partner for dissemination, content provision and country localisation)



Advertising (B2B & B2C services) & FastActors (Agenda, Jobs, PR) & Videos



Packages starting from € 2 500

Connecting Europe

EurActiv Brussels Network Office is located at the heart of Europe
Contact us for an informal discussion

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