

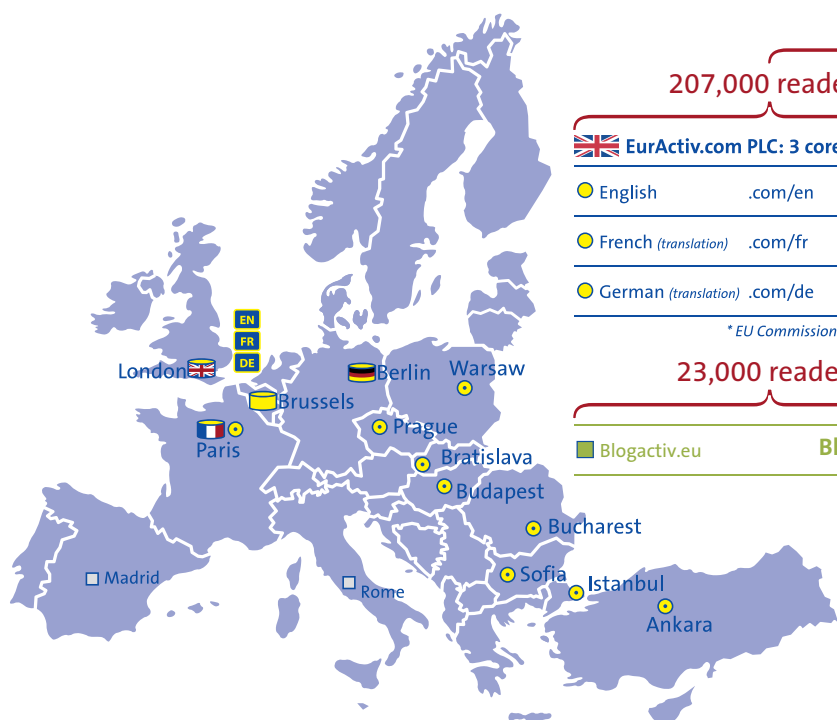
You are active in:

- Education and Research
- Banking and Insurance
- Energy and Environment
- Automotive
- Travel and Tourism
- Telecom and ICT
- Associations and Business Representations

You target:

- Decision-makers 92%
- Expatriates 89%
- Frequent Travellers 85%
- Business People 63%

Readership: Figures*



590,000 readers*

207,000 readers

EurActiv.com PLC: 3 core languages*

English	.com/en	
French (translation)	.com/fr	
German (translation)	.com/de	

* EU Commission working languages

23,000 readers

	Blogactiv
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360,000 readers

Country portals: 8 languages	Partners:
България	
Česká republika	
France (localised)	
Magyarország	
Polska	
România	
Slovenská rep.	
Türkiye	

Additional countries considered

*unique visitors, EurActiv and Blogactiv, October 2008

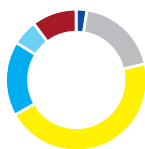
Readership: Socio-demographics*

WORK SECTOR



Business	33%
Media	11%
Other Multipliers	29%
Politics	23%
Others	4%

LEVEL/SKILL



Political leadership	3%
Senior management	19%
Middle management	45%
Employee/Assistant	17%
Student/Intern	6%
Other	10%

WORKING LANGUAGES



English	45%
French	11%
German	9%
Other 27 EU	31%
Other non EU	4%

AGE



18-24	6%
25-34	31%
35-44	23%
45-54	20%
55-64	16%
>65	4%

GENDER



Male	54%
Female	46%

Business: 17% Corporate + 8% Federations + 8% Consulting
 Other Multipliers: 19% Education/research & think tanks + 10% NGO
 Politics: 10% EU institutions + 13% Government

*Source: 2007 CrossLingual survey, EurActiv.com

Advertising Options

Name	Price	Description of the package	CPM* (average)
Focus	2 500 €	2 weeks	36
Focus +	5 000 €	5 weeks over one year	29
Tenor	7 500 €	8 weeks over one year	27
Tenor +	15 000 €	16 weeks over one year + one year logo in Yellow Pages	27
Corporate Communication	30 000 €	16 weeks over one year + 4 weeks on the network sites + visibility on section <i>*CPM should take logo visibility into account</i>	n/a*

*CPM and *Share of Voice can vary depending on the requested placing, intensity and formats.

Formats & Specifications

Share of Voice*		
12.5%	Leaderboard 728*90 on Home Page - Top of the page - 20k	VISUAL ADVERTISING <ul style="list-style-type: none"> • Maximum exposure • Dynamic communication • Strong impact
25%	Leaderboard 728*90 on any Section - Top of the page - 20k	
50%	Leaderboard 728*90 on any Section - Bottom of the page - 20k	
50%	Medium rectangle (IMU) 300*250 on Home Page or on any section - right side of the page -15k - graphic or video formats	
100%	Logo on any Section	
100%	text ad in e-mail newsletter - 250 characters	TEXTUAL ADVERTISING <ul style="list-style-type: none"> • Optimum visibility • Permanent presence • Explanatory messages

- **Booking** will be made upon reception of a signed order form.
In order to benefit from the best media plan, the booking should take place 6 weeks before the start of the campaign.
- **Advertising** on EurActiv is weekly-based (each format staying one week on the requested sections).
- **Delivery of the material** 3 days before the start of the campaign - animated GIF or FLASH.
- **Prices** are exclusive of VAT (21%).
- **Agency fee:** 15% applied to all agencies in Belgium or abroad.

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