

^{THE}
EUROPEAN

MEDIA INFORMATION



A syndicated news agreement with Thomson Reuters



THOMSON REUTERS

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ABOUT THE EUROPEAN

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It is thanks to our readership
that the publication is
so valued among the
investment community



The Publication

The European is a quarterly business publication for decision makers around the globe, through a global distribution network in EMEA, LATAM, North America and Asia.

Available in hard copy, digital format and is accessible at various trade fairs around the world. For the past 14 years, The European has had a syndicated news agreement with **Thomson Reuters**.

The European gathers its news and opinion from leading sources and looks to contributing authors to share their experience in providing cutting-edge thought leadership and commentary at the most senior level. C-suite executives and directors of many of the world's leading companies comprise our primary audience.

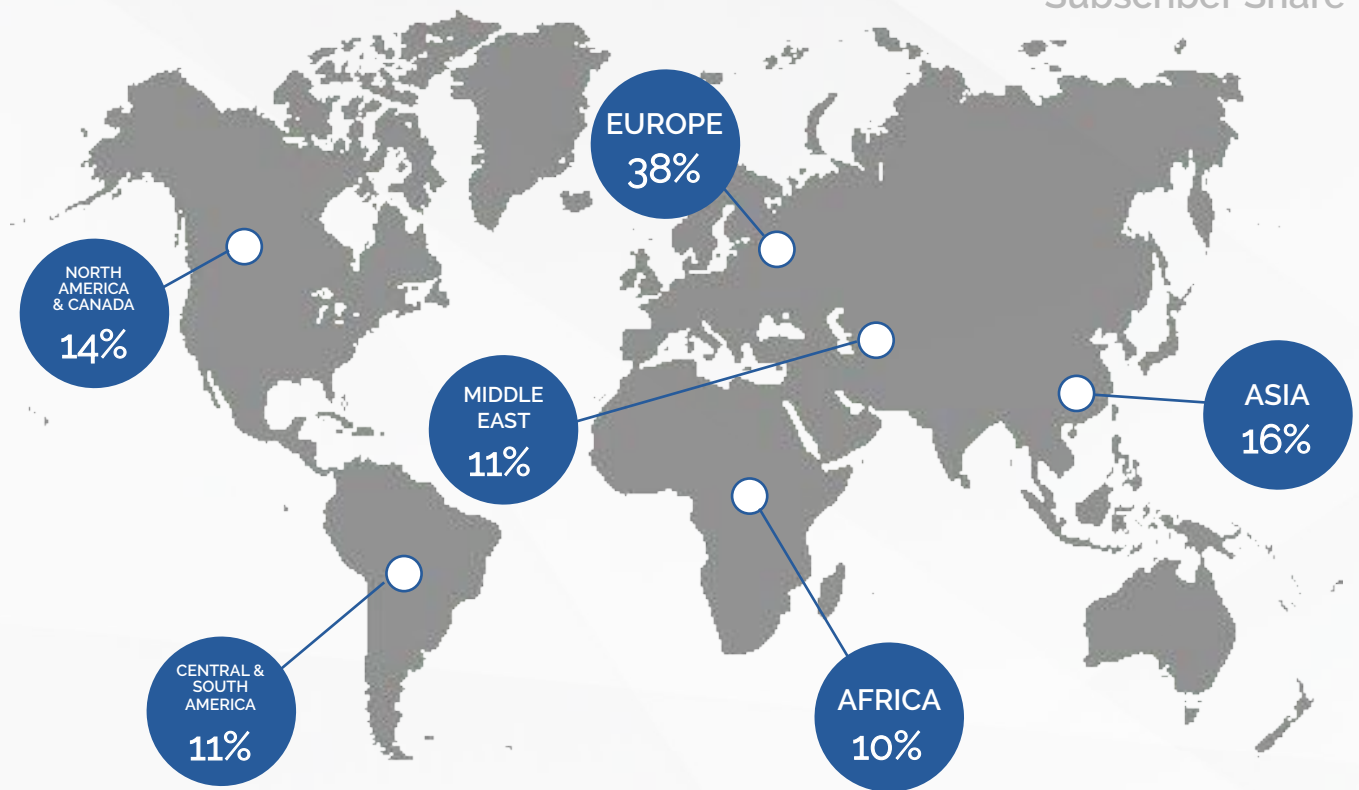
What We Cover

We cover a broad spectrum of business affairs globally, including:

- Aviation
- Banking, finance & insurance
- SaaS
- Cybersecurity
- Energy / utilities
- Foreign direct investment (FDI)
- Sustainable finance
- Flexible & scalable data centre solutions
- Critical infrastructure
- IT & telecommunications
- Lifestyle / leisure
- Life sciences, medical & healthcare
- Shipping / logistics
- Sustainability / ESG / CSR
- Technology
- Transport
- Management consulting services

THE CIRCULATION PROFILE

Subscriber Share



Our Readers

The European is distributed to the business or personal address of the subscriber – individuals at director level or C-suites. This represents 46% of the entire distribution.

Our primary audience is comprised of:

- Chairs, CEOs, C-suite
- Directors
- Senior management
- Government ministers & senior officials
- Heads of IT
- Heads of sustainability / ESG
- Heads of HR
- Heads of procurement
- Heads of purchasing
- High net-worth individuals
- Investors
- Organisations that support SMEs
- Property manager



39% of copies are distributed via major airport lounges & Eurostar lounges.



Print readership is in excess of **250K**



Digital readership is in excess of **500K per month**



19% are for trade fairs globally.



Data base of over 650K C-level decision makers, plus tier two decision makers

Industry Sectors

Industry sectors the publication covers are:

Sectors

Business services	Construction & facilities management
Consulting services, ESG & CSR	Business software solutions
Energy, renewables, power & utilities	BFSI – Banking, financial services & insurance
Government & public sector hospitality	Life sciences, pharmaceuticals, healthcare, medical
Travel & leisure	Human resources
Industry legal & technical	Real estate
Manufacturing, engineering & industrial recycling	Shipping/logistics
Telecommunications	Technology
	Transport

BREAKDOWN OF DISTRIBUTION



Copies distributed to Blue chip, FTSE and Fortune 1,000 companies & organisations with a turnover in excess of £1bn per annum. Our distribution will also reach large to mid sized SME's.

.....



32K+ paid subscribers. The printed issue is sent directly to their homes and / or businesses.

.....



100K+ digital subscribers.

.....



220K+ unique visitors per month - source: Google Analytics - to our website: www.the-european.eu

.....



10K+ copies are distributed in the business-class, first-class, & executive-class lounges at all UK airports. [Please click here for full list.](#)

.....



7K+ copies distributed through the business class of Eurostar trains and the departure lounges (Paris, UK and Brussels).

.....



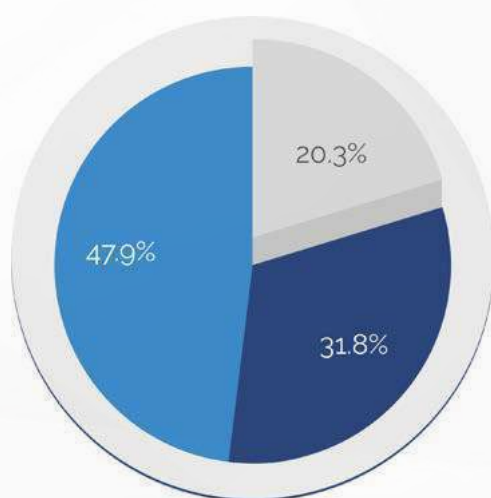
Several private aviation companies also carry our publication for their clients. *These include Harrods Aviation, Saudi Private Aviation & 11 fixed-based operators in EU.*

.....

DIGITAL FOOTPRINT

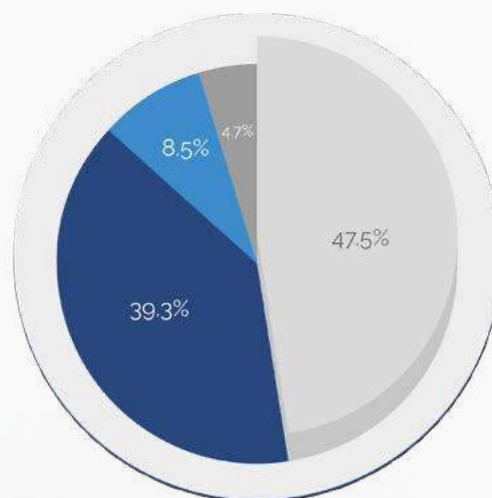
This segment shows our latest digital footprint, from our top channels to web traffic.

Reading Environment



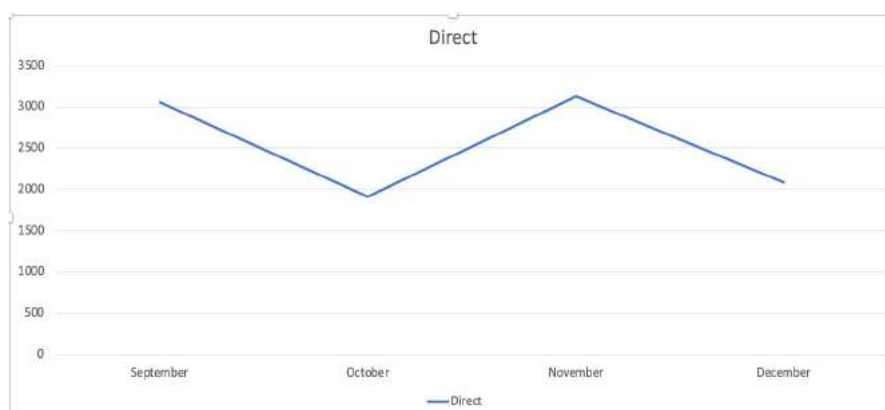
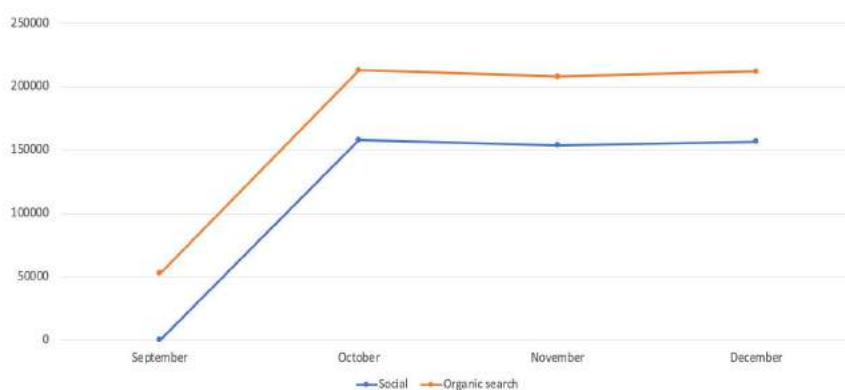
Webmail Desktop Mobile

Top Channels

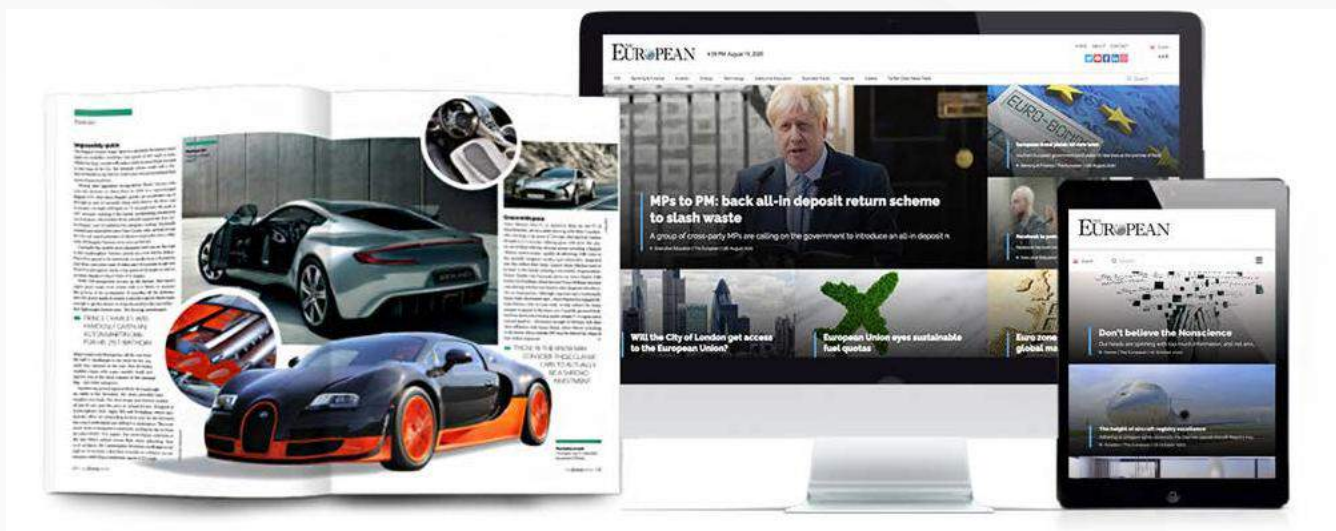


Social Direct Referral Organic Search

Website Traffic



SCOPE OF SERVICES



Print

Whether it is a printed magazine, or a supplement, you can be assured that our team will offer an outstanding service to suit your needs.



Video Interview

The European also conducts video interviews with business leaders and personalities across a wide range of industries.



Online Press Releases

Reach your target audience with our press release distribution service. Get your complete PR distribution via PR Newswire.



Digital Advertising

Boost your online traffic with our banner ads. Display and promote your event or ad on The European's website.

Quality in a service or product is not what you put into it. It is what the customers gets out of it.

The European Videos - Westminster Live

Interview with Sunil Potti and Cristina Pitarch of Google Cloud

westminsterLIVE



THE EUROPEAN

Google Cloud

Digital and Print Editions

A Digital Journey

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RATE CARD

	Total
Single page A4	£ 9,950
Double page A4 spread	£16,250
Outside back cover	£19,650
Inside front cover	£17,250
Inside back cover	£12,950
Run-ons (per 1000)	£250
.....	
Agency commission (UK)	10%
Agency commission (rest of the world)	15%

Digital

	Total
Website banner advertising	£9,950
Full production interview	
Thomson Reuters	£27,950
Westminister	£25,950
Remote	£15,950
PR Newswire	
Global	£3,950
Continent - ie, Europe, Asia, LATAM	£2,950
Single country	£1,950

Press Wire



Full Digital Deployment Service & Data Analytics

- ✓ **Tagging** your message according to the topic of the release so it is received by journalists operating within your specific target market.
(eg, banking / investment / technology / healthcare / travel / lifestyle / real estate, etc.)
- ✓ 500-word press release / corporate message / mission statement
- ✓ Embed marketing assets, such as video, white paper, investor announcement, etc.
- ✓ Guaranteed delivery to the news agency, reaching all newsrooms within each country.
(Includes all nationals, regionals, consumer, TV, radio and broadcast media.)
- ✓ Distribution to online services -
Search engines, websites, news aggregators and databases including: Factiva, Lexis Nexis, FT.com, Google News, Press Associations, Dow Jones, etc.
- ✓ Distribution to Reuters and Bloomberg equity terminals.
- ✓ Six-month time frame in which to deploy the release.
- ✓ Full data analytics provided within 10 days from deployment, including journalists' contact details.
- ✓ Deployed to industry specific Journal -
Deployed to industry specific journalists. Contact details provided of each journalist who opens the release.

TESTIMONIAL

Following our first contact with 'The European', we were delighted to be recognised as thought leaders, and provided with a platform with global reach for our articles on trade finance innovation and trends.

The team at "The European" were consummately professional in approach and direction, guiding us on content and key industry issues, and as a result, we have no hesitation in recommending "The European" for its approach, editorial comment and content.

As a result of our collaboration, we intend to extend the range of future articles, comment and news items, and have firmly included "The European" as part of our marketing strategy.



Graham Bright
Head - Compliance and Operations
Euro Exim Bank

OUR CLIENTS





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