



**EUROBRUSSELS**

Advertising  
Media Kit

2024



## ABOUT EUROBRUSSELS.COM

EuroBrussels has been the number one European Affairs jobsite in Brussels since 2001. Our strongly focused readership consists of qualified professionals, actively seeking to improve their career opportunities in European Affairs.

Every month EuroBrussels has over 150,000 sessions and around 70,000 users. Over 60,000 of them subscribe to our twice weekly main newsletter.

Advertising at EuroBrussels follows standard formats (leader board banners, medium rectangles, logos etc.). We have a large yet focused audience that you can reach quickly and easily at very fair prices. Your ads can be online very quickly, giving immediate results.

EuroBrussels collects and displays most European Affairs jobs, which would otherwise be scattered on multiple websites that are normally hard to find.

EuroBrussels provides this service for well- educated European professionals who want to work in law, politics, economics and communications in Brussels, and other cities with European Affairs and International Relations jobs across Europe.

## SOME OF OUR CLIENTS



## WHAT CLIENTS ARE SAYING

“EuroBrussels has helped us to reach highly qualified students all over Europe. We really appreciate that as our Master Program in European Studies looks for a good mixture of ambitious and motivated students from all over the world.

*Dr. Monika Blaschke, Course Coordinator – Master in European Studies Program, Hochschule Bremen, International Graduate Centre, University of Applied Sciences*

We recently advertised an international affairs recruitment event held in Brussels in the EuroBrussels Newsletter. The event was successful, and many of the participants had in fact found out about the event through the EuroBrussels Newsletter ad. The Newsletter Ad was a very effective tool to market such an event, and I recommend it.  
*Ryan Williams, www.apsia.org, Syracuse University*”

Find more success stories on the EuroBrussels Advertise Page.



## EUROBRUSSELS AUDIENCE

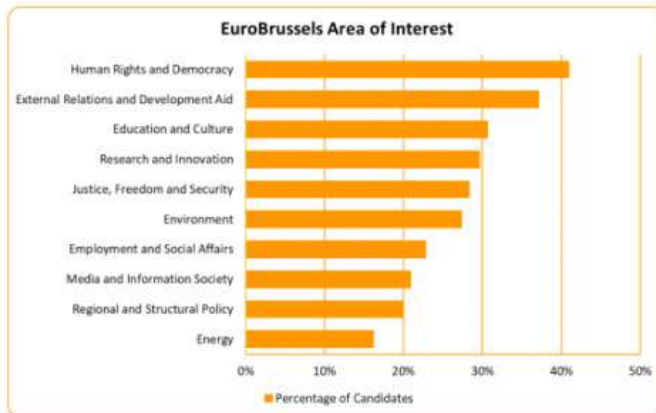
EuroBrussels brings together most relevant jobs to provide our users with a centralized site for highly skilled experienced professionals looking for European affairs and international relations job opportunities in Europe.

- 70 000 (unique visitors) and 150 000 sessions (visits)
- Thousands of weekly general Newsletter subscribers
- 50 000 weekly Job Alerts with custom preferences
- Over 20'000 Facebook followers

For the full list see the [EuroBrussels Recruiter page](#).

## COUNTRY AND LANGUAGE

- The majority of our users live in Western Europe. However, we do have a global audience, with around 3% visiting from the United States. The largest share of the audience comes from Belgium, where they work in and around European Affairs.
- We do have users from every European country. In other words, EuroBrussels attracts European Affairs experts and expats from all over Europe.
- Surveys show that we have many users living in Brussels, but their mother tongue is not necessarily French or Dutch. Our users are international networkers and career movers.
- Recent arrivals to Brussels as well as veterans
- Around 30% of our visitors are based in Belgium.
- 7-9% from each of the larger EU countries like France, Germany, the UK and Italy.



## PROFESSION & EDUCATION LEVEL

- EuroBrussels users are dynamic multilingual professionals with English as the most common language.
- Most of them are employed (but we also have large groups of students and jobseekers).
- Over 80% of our users have university degrees – many of them with postgraduate degrees and doctorates, mainly in law, economics, politics and communication.

## AGE AND GENDER

- A majority of EuroBrussels users are aged 25-34. Average age early thirties.
- We have an equal share of male and female users.

## FORMAT AND PRICES

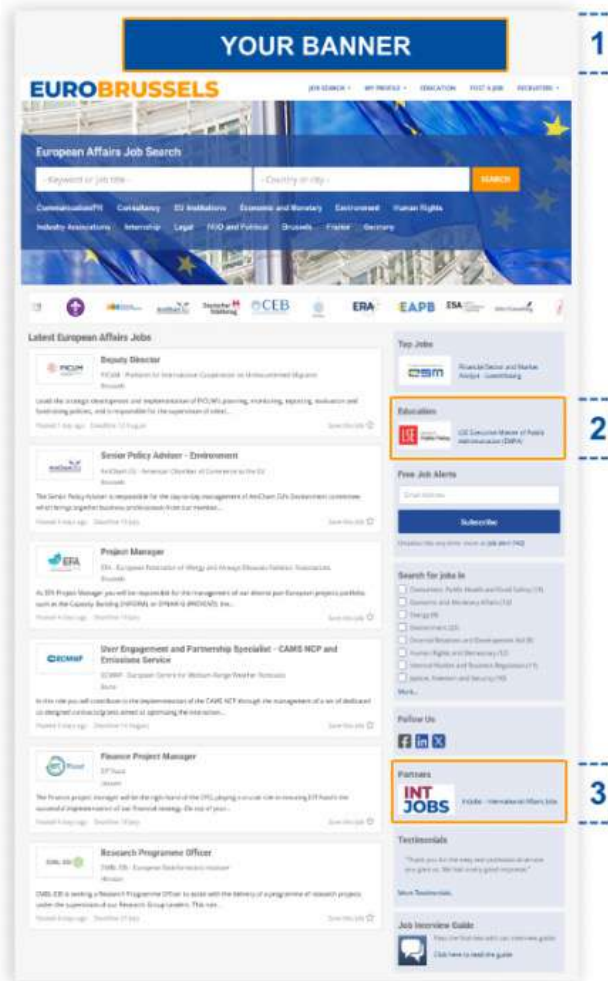
EuroBrussels is the premier job site tailored specifically for European and International Affairs professionals. We offer exceptional value with three distinct advertising options designed to maximize your reach and impact:

- **High-Impact Website Banners:** Capture immediate attention with visually striking banners, boosting brand awareness and promoting special offers.
- **Targeted Advertising on Specific Pages:** Place your ads on pages like Education & Courses to connect with a highly relevant audience, increasing conversion potential.
- **Newsletter Adverts:** Reach our extensive list of 'opt-in' subscribers who trust our content, ensuring higher engagement and effective promotion of your offerings.

## CUSTOM PACKS

EuroBrussels' approach is characterised by developing custom packs to provide effective advertising solutions whilst improving return on spent. We work with you to develop a strategy which will contribute to our ongoing success. By combining the most appropriate elements of our core services, we develop a focused strategy of:

- Banners
- Newsletter adverts
- Education & Courses listing



1. Leader board Banner / 2. Education and Courses/MBA Box  
3. Partner Profiles

BANNER ADVERTISING

EuroBrussels offers extremely targeted means of getting your message to our niche audience of expats and European affairs professionals. Advertising with us is both simple and effective. We offer the possibility to advertise with Leaderboard Banners at the top of each page, to ensure maximum exposure of your ad.

Displaying your message in banner advertisements on our website, with around 70,000 monthly unique visitors, is perhaps the strongest possible channel for reaching the expat and European Affairs audience in Brussels and the rest of Europe.

Requirements:

- Maximum file size of banner - 50K
- Supported image files - JPG, PNG, GIF
- Supported banner types - Leaderboard

YOUR ADVANTAGES

We offer significant discounts on multiple orders. For an additional fee we can also include advertising on our sister site [BrusselsJobs.com](http://BrusselsJobs.com), which reaches international professionals and expats in business, finance, IT, office management and more in Belgium.

WEBSITE BANNERS RATE CARD					
Format	Pixel size	Page impressions	Approx. share of monthly P.I.	Price	CPM
Leaderboard	728x90	100 000	8%	€ 1500	15
		200 000	16%	€ 2500	12.5

\* CPM = Cost per thousand page impressions





## EDUCATION & COURSES

Our Education & Courses page gives you access to thousands of professionals actively looking at career and training possibilities in EU Affairs. That is why many universities, colleges, MBAs, language schools, courses and seminar providers use EuroBrussels to connect with their exact target group.

Your logo, text and link to your website will all appear in this prominent list. The longer period you buy, the higher we place your ad. We also give universities unprecedented access to traditionally hard to reach candidates on a pan-European level through the EuroBrussels' Education & Courses page as well as in our newsletter sent out to about 75,000 career-oriented subscribers.

Your ad is also shown on rotation in the "Education & Courses box", which is placed in the right sidebar on most EuroBrussels pages.

## YOUR ADVANTAGES

- Advertise Political Masters, Executive Courses, LL.Ms & MBAs
- A young, internationally mobile and career focused audience
- Used by many top tier universities from both in and outside Europe
- Low cost and extremely effective advertising

### TARGETED ADVERTISING RATE CARD

Section	Duration	Price	Format
Education & Courses	3 Months	€ 600	Logo - 120x60 pixels
	6 Months	€ 1000	Text - 300 characters (inc. spaces)
	12 Months	€ 1800	



## NEWSLETTER ADVERTISING

The Main EuroBrussels Newsletter is sent to almost 75,000 focused career movers – and is read carefully by its recipients. Your advert will feature at the top of the Newsletter.

## Formats:

- Logo (120x60 pixels) and Text Ad
- Leader board Banner (728 x 90 pixels)

## EuroBrussels' weekly Calendar:

- The Main EuroBrussels Newsletter is sent out every Tuesday and Thursday morning.
- The Junior and Economic Policy Newsletter is sent out every Thursday.
- The Legal, Expert & Executive, Global Interest, and Green Newsletters are sent each Friday morning.
- Public holidays: We even update during most holidays.
- Through many years of experience we know the dynamics of the European Affairs annual calendar. Therefore we can assist you in planning the right moment for your campaign. Contact us to discuss your ideas for an advertising campaign.

## NEWSLETTER ADVERTISING RATE CARD

Newsletter	Format	Price
Main EuroBrussels Newsletter (Over 60 000 subscribers)	Logo (120x60 px) + text ad	€ 1700/Newsletter
	Leaderboard banner (728x90 pixels)	

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Unit 8, Kingsmill Business Park,  
Kingston Upon Thames, London

✉ advertising@eurobrussels.com  
☎ +32 (0) 27 90 32 00

Welcome to the EuroBrussels Newsletter!

## YOUR ADVERTISEMENT

[Search for jobs](#) [Internships](#) [Education & Courses](#) [Register Your CV](#) [Send us a Job](#)

Click on the job titles below to go directly to the jobs listed - or go to [EuroBrussels Latest Jobs](#)

## New Jobs



**Public Affairs Senior Consultant Agri-food**  
Schuttejaar & Partners  
Brussels, Belgium

Are you passionate about Public Affairs and legislations are your everyday reading? Are you up to date to the state of affairs in Europe? Do you have a special interest in...

Posted 2 days ago | Deadline 30 July



**Officer - Customs and Goods Trade Relations Division (TRD) UK 132824**  
EFTA Secretariat  
Geneva, Switzerland

The officer's main responsibility will be centred around trade in goods issues, with a particular focus on customs and origin matters. The position will also include...

Posted 1 day ago | Deadline 18 August



**Chief Communications Officer**  
KAC/ICD Dialogue Centre  
Lisbon, Portugal

Reaches out to religious and secular media, as well as to the public via public lectures, presentations, speeches, web and social media broadcasting, digital publishing, multimedia...

Posted 1 day ago | Deadline 29 July



**Executive Assistant to Deputy Director General EMBL and Director EMBL-EBI**  
EMBL-EBI - European Bioinformatics Institute  
Hinxton, United Kingdom

Manage the EMBL Deputy Director General's schedule, including anticipating and resolving conflicts; Handle incoming and outgoing communications, using judgement to act...

Posted 2 days ago | Deadline 2 August



**Programme Assistant Coordinator (Southern Neighbourhood)**  
EED - European Endowment for Democracy  
Brussels, Belgium

Supporting the implementation of capacity building assistance, provision of platforms for grantees, networking amongst grantees and exchanges among the community of practice...

Posted 2 days ago | Deadline 27 August



**Consultant, Sustainability**  
Penta  
Brussels, Belgium

Maintaining an awareness of current affairs and external developments, relevant to Penta business and client objectives. Developing a network of relevant contacts...

Posted 2 days ago

## OUR NICHE NEWSLETTERS

Our niche newsletters have a growing subscriber audience, reflecting the increasing demand for specialized, high-quality information within specific fields. As we continue to expand our reach, we focus on delivering content that is not only relevant but also highly valuable to our readers.

### Legal Newsletter:

Latest jobs in Law Firms and Legal jobs. Targeted to legal and law firm professionals, exclusively jobs with legal qualifications.

### Green Newsletter:

European policy jobs in Environment, Energy & Transport targeted to "Green" policy experts.

### Executive & Expert Newsletter:

Jobs targeted at EuroBrussels' most senior audience. Includes management jobs and other positions that require 3-5 years work experience or more.

### Junior Newsletter:

Helps you reach out to graduates and young potentials. A newsletter with all junior EU affairs, jobs, and internships.

### Global Interest Newsletter:

Includes jobs in External Relations, Trade and Development, Human Rights, and Democracy both in and outside Europe.

### Economic Policy Newsletter:

Targeting candidate interested in Economic and Monetary Affairs positions.

## NICHE NEWSLETTERS RATE CARD

Newsletter	Format	Price	Day sent out
Legal Newsletter (over 6000 subscribers)	Logo + Text Ad, Leaderboard banner (728x90 pixels)	€ 1700 / Newsletter	Friday
Green Newsletter (around 3000 subscribers)	Logo + Text Ad, Leaderboard banner (728x90 pixels)	€ 900 / Newsletter	Friday
Executive & Expert (around 3000 subscribers)	Logo + Text Ad, Leaderboard banner (728x90 pixels)	€ 900 / Newsletter	Friday
Junior Newsletter (around 5000 subscribers)	Logo + Text Ad, Leaderboard banner (728x90 pixels)	€ 900 / Newsletter	Thursday
Economic Policy (around 5000 subscribers)	Logo + Text Ad, Leaderboard banner (728x90 pixels)	€ 900 / Newsletter	Thursday
Global Interest (Over 4000 subscribers)	Logo + Text Ad, Leaderboard banner (728x90 pixels)	€ 900 / Newsletter	Friday



## CAMPAIGNS THAT HAVE HELPED OUR CLIENTS

Expat Focused Products

- Telecommunications (Proximus, Belgian Telecom, Dixitel)
- Automotive (Volvo Diplomat Sales, Saab)
- Finance (Cofidis), Banking (Deutsche Bank, Banque de la Poste, ING, KBC) and Insurance

Seminars & Conferences

- IBC Legal conferences in Brussels and London
- Internal market conference by Academy of European Law
- Concours preparation by College of Europe & ViaEurope
- External relations, security policy and lobbying workshops

Courses & Education

- The British Council, Alliance Francaise, English Academy and CLL have run campaigns for their language schools
- The Université Libre de Bruxelles and University of Berlin Masters in International Politics
- International Trade Law by ILO International Training Centre
- MBAs by Vlerick Leuven Gent Management School, OU Business School and United Business Institutes

Policy Newsletters and Directories

- The European Public Affairs Directory
- EuroPolitics
- EU Observer

Recruitment

- The Foundation for Polish Science
- EPO – European Patent Office
- Société Générale

Political Campaigns and Messages

- Sustainable Agriculture
- Help anti smoking campaign
- Plastics Europe
- Vinyl Europe Sustainability campaign

Law firms and Consultancies

- Both law firms like Latham & Watkins and legal recruiters AM Legal and Laurence Simons have run long term ads on our site
- As have consultancies like Hill & Knowlton, Human Dynamics and Cabinet DN

*Find more success stories and information on the EuroBrussels Advertise Page.*

## CONTACT INFO

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 Phone: +32 (0)2 790 32 00  
 Fax: +32 (0)2 790 32 39

Address  
 Unit 8, Kingsmill Business Park  
 Kingston Upon Thames, London

## LOOKING TO REACH OTHER NICHE AUDIENCES?

**EUROSCIENCEJOBS**

Research Science Jobs and Postdocs in Europe

**EUROENGINEERJOBS**

Engineer Jobs in Europe

**EUROCLIMATEJOBS**

Climate and Sustainable Energy Jobs in Europe

**EUROPHARMAJOBS**

Research Pharma Jobs in Europe

**EUROTECHJOBS**

Software Developer and Tech Jobs in Europe

**EUROLEGALJOBS**

Legal jobs across Europe

**BRUSSELSJOBS**

International and Expat jobs in Belgium

**INTJOBS**

International Affairs and Human Rights Jobs

**BRUSSELSLEGAL**

The community site for EU & International lawyers

**SPACECAREERS**

Space Industry Jobs in Europe

## Disclaimer

*While EuroBrussels makes every effort to provide accurate and complete information, various data such as prices, specifications etc. may change prior to updating. Prices are correct as of February 2021.*

## Terms and conditions for paying, content validation and acceptance

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