



**Euro★Brussels.com**  
THE EUROPEAN AFFAIRS JOBSITE

Advertising  
**Media Kit**

2016

## Executive Summary

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 250,000 sessions and around 120,000 users. More than 100,000 of them subscribe to our twice weekly main newsletter.

Advertising at EuroBrussels follows standard formats (leaderboard 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.

## About EuroBrussels.com

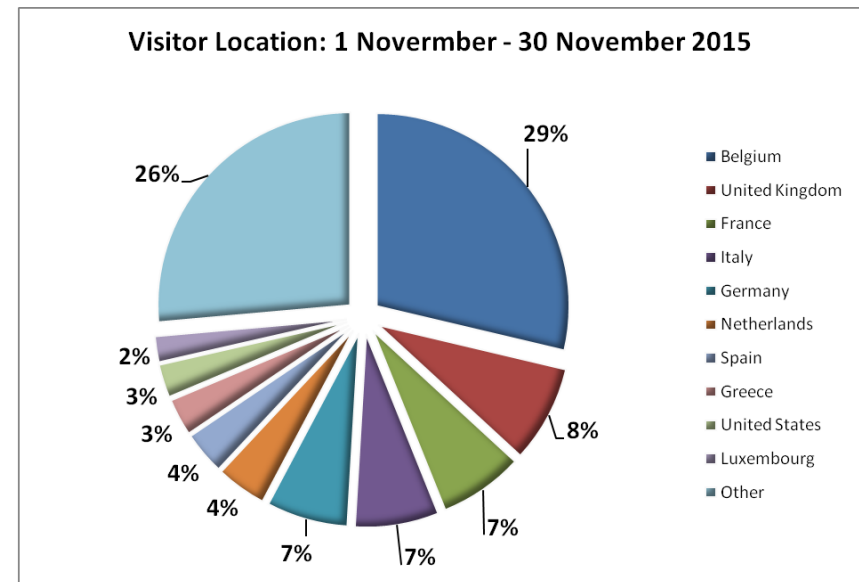
EuroBrussels collects and displays most European Affairs jobs, which would otherwise be scattered on multiple websites that are normally hard to find. EuroBrussels provides this service for well-educated European professionals who want to work in law, politics, economics and communications in Brussels, and other cities with European Affairs and International Relations jobs across Europe.

## The EuroBrussels Audience

EuroBrussels is the leading European affairs jobsite with an audience of highly qualified professionals. Every month EuroBrussels attracts:

- 120,000 users
- 250,000 sessions
- 1,200,000 monthly page views

**EuroBrussels Newsletter:** 100,000 subscribers



## 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

## 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

## Current profession and education level

- EuroBrussels users are dynamic professionals
- 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.



## Advertising with EuroBrussels: Formats and Prices

EuroBrussels offers three different options for great value advertising:

- A - High impact **website banners**
- B - Targeted advertising on **specific pages** like Education & Courses
- C - Newsletter adverts that reach a large number of 'opt-in' subscribers

### A - Banner advertising

Displaying your message in banner advertisements on our website, with around 120,000 monthly unique visitors, is perhaps the strongest possible channel for reaching the expat and European Affairs audience in Brussels and the rest of Europe.

We offer two forms of website advertising:

- Leaderboard Banners
- Logos and Specialised Pages



1. Leaderboard banner
2. Education and courses / MBA box
3. Partner Profiles

WEBSITE BANNERS RATE CARD						
Type	Format	Pixel size	Page impressions	Approx. share of monthly P.I.	Price	CPM
Banner	Leader board	728 x 90	100 000	8%	€ 1500	15
			200 000	16%	€ 2500	12.50

## B - Targeted advertising

EuroBrussels offers dedicated sections for:

- Education & Courses

### Education & Courses Page

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, some 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 over **100,000 career-oriented subscribers**

Recent successes have included campaigns for:

- **Central European university:** CEU Scholarship in Political Science and international Relations
- **Solvay:** MBA Solvay

## Customised packs

EuroBrussels' approach is characterised by developing customised 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**
- **Newsletters Adverts**
- **Education & Courses listing**

TARGETED ADVERTISING RATE CARD			
Section(s)	Duration	Price	Format
Education & Courses	3 months	€ 600	Logo 120 x 60 pixels – Text 300 characters (incl. spaces)
	6 months	€ 1000	
	12 months	€ 1800	



## C - Newsletter Advertising

The Main EuroBrussels Newsletter is sent to 100,000 focused career movers – and is read carefully by its recipients.

Formats:

- Logo and Text Ad
- Leaderboard 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 (100,000 subscribers)	Logo + Text Ad	€ 1400 / newsletter
	Leaderboard (728 x 90 pixels)	€ 1400 / newsletter

Your advert will feature at the top of the Newsletter:



### Specifications:

Logo + Text: 120 x 60 pixels, title 80 characters, text advert: 300 characters (incl. spaces)  
 Leaderboard Banner: 728 x 90 pixels, of no more than 30K file size

Our niche newsletters have a growing subscriber audience:

- **Legal Newsletter:** Latest jobs in Law Firms and other 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 and Human Rights and Democracy* both in and outside Europe.
- **Economic Policy Newsletter:** Targeting candidate interested in Economic and Monetary Affairs positions.

**We offer rebates on multiple insertions – contact us for more info**

RATE CARD			
Newsletter	Format	Price	Day sent out
Legal Newsletter (over 7000 subscribers)	Logo + Text Ad	€ 900 / newsletter	Friday
	Leaderboard (728 x 90 pixels)	€ 900 / newsletter	
Green Newsletter (around 4000 subscribers)	Logo + Text Ad	€ 700 / newsletter	Friday
	Leaderboard (728 x 90 pixels)	€ 700 / newsletter	
Executive & Expert (around 3900 subscribers)	Logo + Text Ad	€ 700 / newsletter	Friday
	Leaderboard (728 x 90 pixels)	€ 700 / newsletter	
Junior Newsletter (around 8000 subscribers)	Logo + Text Ad	€ 700 / newsletter	Thursday
	Leaderboard (728 x 90 pixels)	€ 700 / newsletter	
Economic Policy (around 6000 subscribers)	Logo + Text Ad	€ 700 / newsletter	Thursday
	Leaderboard (728 x 90 pixels)	€ 700 / newsletter	
Global Interest (over 5000 subscribers)	Logo + Text Ad	€ 700 / newsletter	Friday
	Leaderboard (728 x 90 pixels)	€ 700 / newsletter	

## Successful Ad Campaigns

### 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
- Promotion for the College of Europe's courses on EU Law, Berne University World Trade Institute Masters program, MERNI Master of European Regulation of Network Industry

## 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*



## Testimonials

"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*

"Many thanks. I must say that I have been **very impressed with your site and the level of service** I have received"

- *Jerry Nicholson, The Evaluation Partnership*

"I'd like to **thank you for your collaboration on our Brussels event**. The event was a success! It was a pleasure working with you this year..."

- *Elodie Parizot, International Project Manager, Access MBA, ADvent International*

Find more success stories and information on the EuroBrussels [Advertise Page](#).

## Contact Info

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## Looking to reach other niche audiences?

[BrusselsJobs.com](#) - Expats in Belgium and Luxembourg

[IntJobs.com](#) – For International Affairs Professional Worldwide

[EuroScienceJobs.com](#) - The European Science Jobsite

[EuroPharmaJobs.com](#) – Pharmaceutical jobs all over Europe

[EuroEngineerJobs.com](#) - For European Engineering jobs

[BrusselsLegal.com](#) - Brussels' international legal community

 EuroBrussels.com  
THE EUROPEAN AFFAIRS JOBSITE

 BrusselsJobs.com  
JOBS IN BRUSSELS FOR INTERNATIONAL EXPATS

 EuroScienceJobs.com  
RESEARCH AND POLITICAL JOBS IN EUROPE

 BRUSSELS  
LEGAL

 EuroEngineerJobs.com  
ENGINEER JOBS IN EUROPE

 IntJobs.com  
INTERNATIONAL AFFAIRS JOBS

 EuroPharmaJobs.com  
PHARMA JOBS IN EUROPE

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