

PRINT ONLINE MOBILE

a publication of EMG Strategic Communications Ltd.

EUROPEAN BUSINESS REVIEW

www.europeanbusinessreview.eu

www.europeanbusiness.gr

Media Kit

emg
STRATEGIC COMMUNICATIONS ●●●

www.emgcommunications.co.uk

London headquarters | 38 Princes Court, 88 Brompton Road, Knightsbridge SW3 1ES, London | United Kingdom | T: +44 (0) 20 3582 7381

Athens office | 23 Vas. Sofias Avenue, 10674 Athens | Greece | T: +30 210 6617452 F: +30 210 6617453

E: info@emgcommunications.co.uk | W: www.emgcommunications.co.uk

The Publisher



EMG Strategic Communications Ltd. was established in the year 1974 (as Europress Media Group), and soon managed to expand its activities to the broader international and European market in the field of publishing and information intelligence. The selected professional partners, executives, journalists and the creative team of the company always constituted its most valuable asset for the accomplishment of its editorial goals and its further development.

Now, EMG Strategic Communications and its extended network of partners deals with critical and sophisticated communication issues and supports its clients to use their communications assets in order to protect, enhance, develop and defend their enterprise value. Given our integrated approach to strategic communications, EMG Strategic Communications is uniquely positioned to advise executive teams, boards of directors and other senior decision makers on how to best address -from a communications perspective- the opportunities, threats and challenges presented by issues that affect their interests.

for more info, you may visit:
www.emgcommunications.co.uk

EUROPEAN
BUSINESS REVIEW

The Brand

Running already the second decade of its circulation, “European Business Review”, is the essential destination for leaders, decision makers and key influencers who look for in-depth analyses, reliable insight and up-to-date intelligence on People, Places and Issues **THAT MATTER.**



EUROPEAN
BUSINESS REVIEW

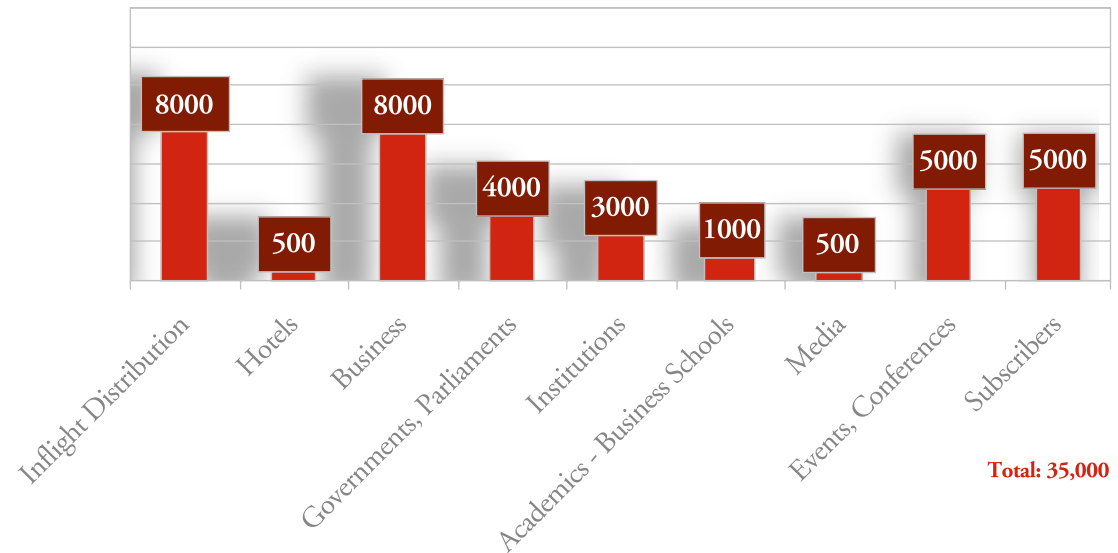
The Content



Focusing on being a point of reference and a valuable tool for the business world, "European Business Review" is a prestigious publication of high quality and style, which provides complete, reliable and meaningful information on the developments in the political scene, the business world, the latest trends in industry sectors, the most successful personalities and powerful companies.

Distinguished contributors such as policy and decision makers, expert columnists, industry leaders, academics, representatives of organizations and associations, based in the most important capitals and taking part in the main centers of global influence, express in every issue their views, projections and opinions with in-depth articles, analyses and researches.

The Circulation



Main distribution channels include European and International Institutions (EC, EP, EESC, etc.), CEO's and directors of large companies and organizations, entrepreneurs, members of national and regional governments and institutions, think tanks, diplomats, academics, selected selling points, major events and conferences around the world, etc.

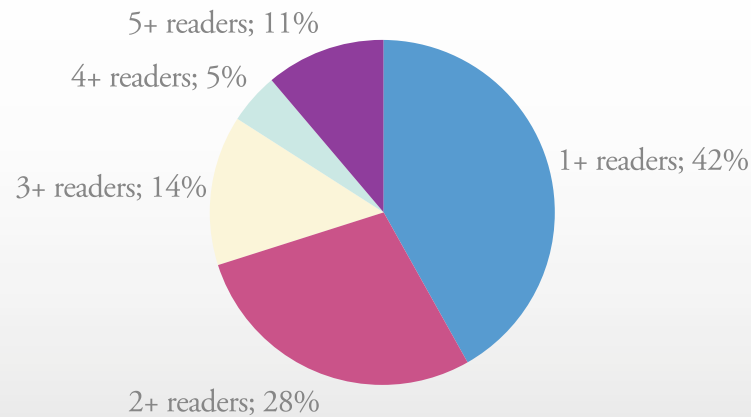
Moreover, European Business Review has been globally established as one of the most influential in-flight magazines. The magazine's distribution network includes overseas flights of Lufthansa and Swiss International Air Lines placed at the Business Class & Senator Lounges.

The Readership

The business-oriented features and the international profile of the magazine, stimulate the attention of a mainly upper-class target group, which cares for deluxe services, fine quality products, prestigious locations and glamorous lifestyle.

Prestigious businesses, financial institutions, public & private organisations, demanding service providers, luxury brands, deluxe hotels and properties and companies aiming to international expansion, are some of the advertising parts that fill the pages of European Business Review.

Average Readership: 2,15 readers/copy



Gender	Percentage %
Male	62
Female	38
Age	
21-34	15
35-44	31
45-54	28
55 +	26
Annual Income	
30.000 – 40.000 EUR	13
40.000 – 60.000 EUR	27
60.000 – 80.000 EUR	22
80.000 – 100.000 EUR	13
100.000 – 120.000 EUR	6
120.000 EUR +	7

Source: EUROPEAN BUSINESS reader survey

The Online Edition



- Daily News Update
- Weekly & Monthly e-alerts through the EBR e-Newsletter
- Blog
- Articles Archive
- Online Subscription Service
- Flexible Advertising Possibilities such as:
 - Leaderboard and Rectangle banners
 - Microsite
 - eNewsletter
 - Special News Section
 - Editorials

The Digital Edition

Weekly Newsletter

More than 25.000 registered recipients!



Social media

Web TV



The Clients

Build brand and industry awareness, enter new markets, promote your new products and services, gain prestige, influence the legislative debate, protect, enhance, develop and defend your enterprise VALUE...



The Rates

SIZE- POSITION	PRICE (€)	DIMENSIONS
FULL PAGE	8.000,00	20,5 x 26,5 cm.
HALF PAGE (VERTICAL)	5.000,00	10,2 x 26,5 cm.
HALF PAGE (HORIZONTAL)	5.000,00	20,5 x 13,2 cm.
DOUBLE PAGE SPREAD	12.000,00	41,0 x 26,5 cm.
1st DOUBLE PAGE SPREAD	13.000,00	41,0 x 26,5 cm.
1st RIGHT PAGE (EDITORIAL)	9.000,00	20,5 x 26,5 cm.
INSIDE FRONT COVER	14.000,00	20,5 x 26,5 cm.
INSIDE BACK COVER	11.000,00	20,5 x 26,5 cm.
BACK COVER	16.000,00	20,5 x 26,5 cm.
INSERTS/ONSERTS	Whereupon agreement of the two parties	
1.000 REPRINTS	1.500,00	
5.000 REPRINTS	3.500,00	
EXTRA COPIES (50)	500,00	
ONLINE DISPLAY		
Homepage LEADERBOARD	5.000 / month	728 x 90 pixels
SUBPAGE LEADERBOARD	3.000 / month	728 x 90 pixels
MEDIUM RECTANGLE	4.000 / month	300 x 250 pixels
SUBPAGE MEDIUM RECTANGLE	2.500 / month	300 x 250 pixels
FULL BANNER	2.000 / month	468 x 60 pixels
WEEKLY NEWSLETTER		
MEDIUM RECTANGLE	4.000 / month	300 x 250 pixels
EMAIL BLAST (per 1,000)	500,00	

For any advertising queries contact:

T: +44 (0) 20 3582 7381, <http://www.europeanbusinessreview.eu>

Notice:

- The prices do not include VAT or other taxes where applicable
- Artwork Design: +15%

Technical Characteristics:

Printing Method: Offset
 Dimensions: 20.5X26.5cm
 Binding: Stiche
 Frequency: Bimonthly

PUBLICATION SCHEDULE

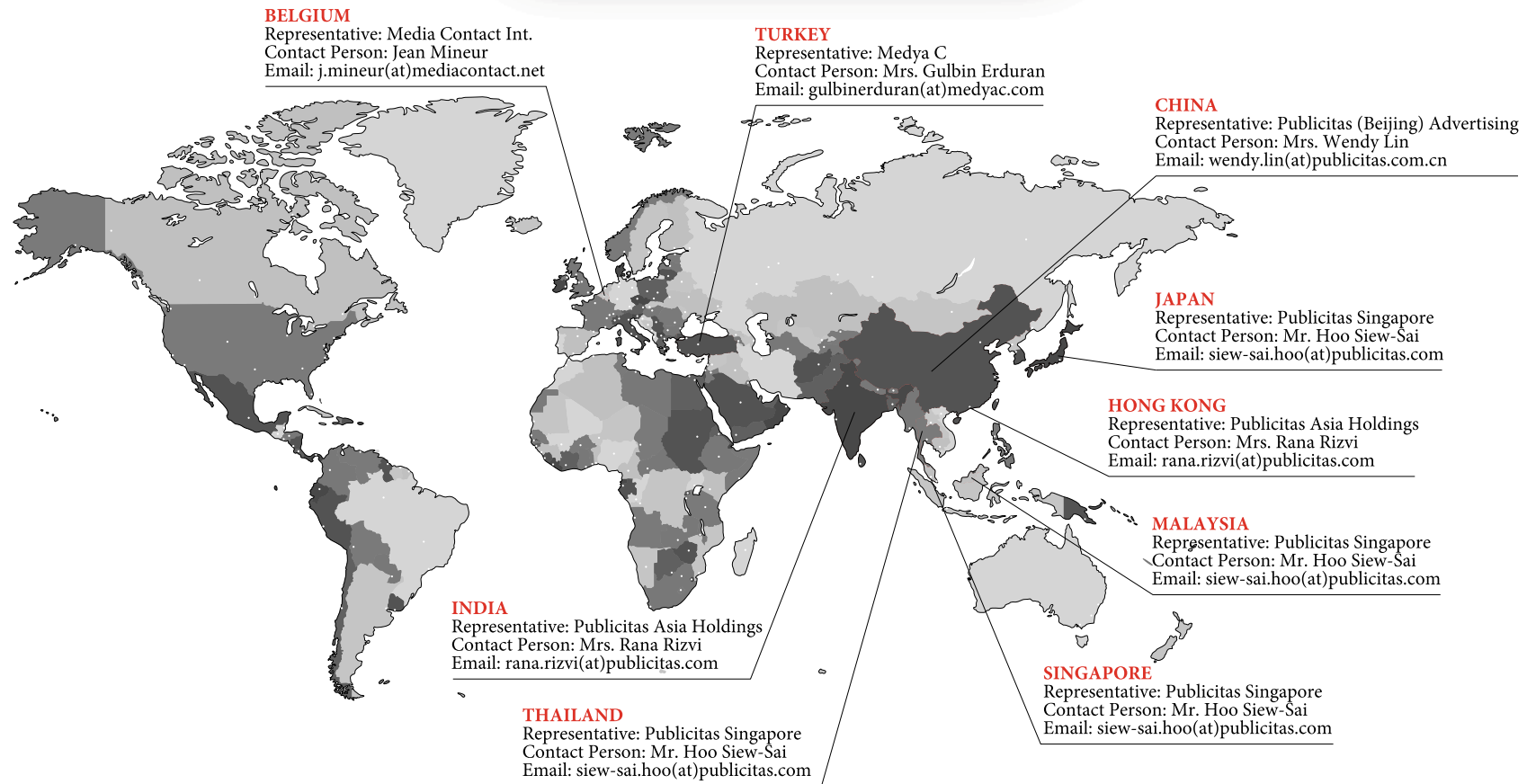
Bi-monthly: January-February, March-April,
 May-June, September-October, November-December

Advertising space reservation and submission of respective materials up to 15 days prior publication

Advertising Material Specs:

- PDF files produced with Acrobat Distiller ONLY, saved as Press Optimized
- High resolution JPEG or TIFF image files (minimum 300 dpi) always in CMYK (no RGB files)
- Illustrator EPS is the best format for all line art and logos. EPS files must include all fonts and images
 - Always use Postscript or OpenType fonts (no TrueType or MM Fonts)

Representatives



EUROPEAN
BUSINESS REVIEW

Media Kit



www.emgcommunications.co.uk