

**PRINT ONLINE MOBILE**

a publication of Europress Media Group (EMG)

# EUROPEAN BUSINESS REVIEW

[www.europeanbusinessreview.eu](http://www.europeanbusinessreview.eu)

## MEDIA KIT

**EUROPRESSMEDIAGROUP**  
PUBLICATIONSADVERTISINGCOMMUNICATIONCONSULTANTS

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# THE PUBLISHER

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## **E**UROPRESS**M**MEDIA**G**ROUP PUBLICATIONSADVERTISINGCOMMUNICATIONCONSULTANTS

Europress Media Group (EMG) was established in the year 1974 in Athens - Greece, and soon managed to expand its activities to the broader European market in the field of publishing and communication. Company's activities include mainly the publication of business magazines, travel & tourism catalogues, books and directories, corporate publishing, printing, internet and multimedia applications.

EMG forms an integrated group of media that offers a wide range of communication and promotion services customized for every need. The selected partners, executives, journalists and the creative team of the company constitute its most valuable asset for the accomplishment of its goals and its further development.

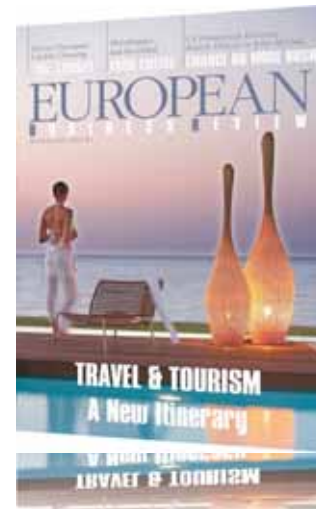
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**EUROPEAN**  
BUSINESS REVIEW

# THE BRAND

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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 briefing and up-to-date reporting on People, Places and Issues **THAT MATTER.**



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**EUROPEAN**  
BUSINESS REVIEW



# THE LIFESTYLE

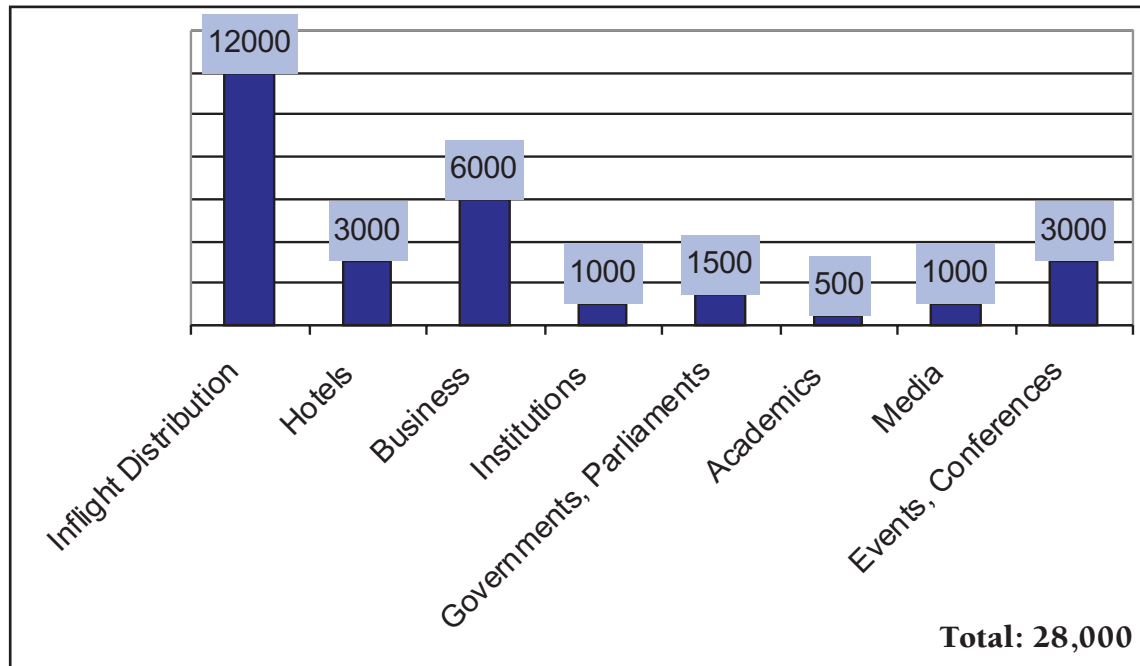
Apart from its business-oriented profile, magazine's content is enriched by several lifestyle articles, as well as special reviews on Luxury Living, Travel & Tourism, Entertainment, Culture, Health, Auto which refer to a wider reading audience and give to the magazine a more popular profile.



# THE CIRCULATION



“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**, **Swiss International Air Lines** and **EVA Air** (Republic of China's leading carrier) placed at the Business Class & Senator Lounges.”



Additional circulation includes:

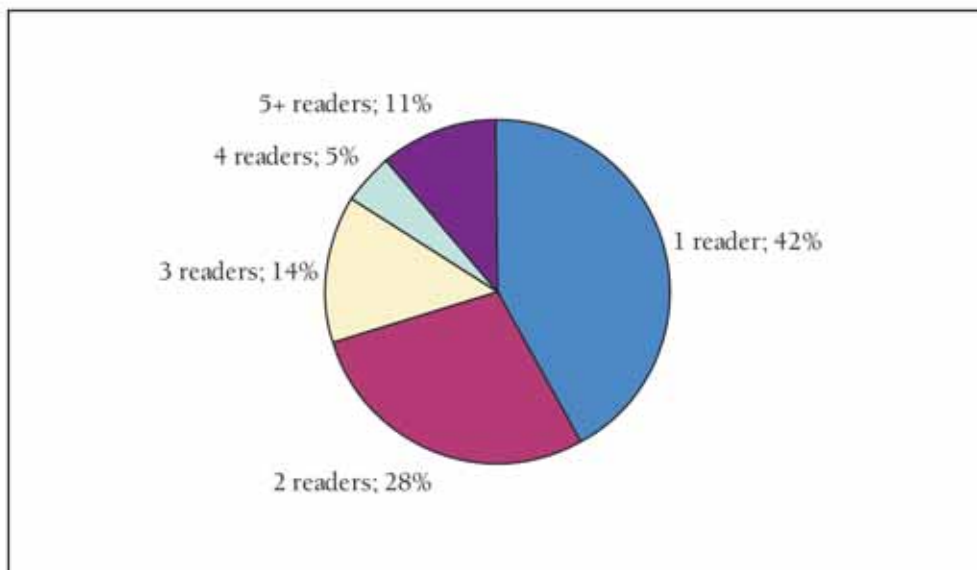
- European and International Institutions
- National and Regional Governments, Parliaments, Political Parties, Diplomats
  - Academics, Think Tanks
  - Companies, Entrepreneurs, Executives, Public & Private Organisations
  - 5 Star & Deluxe Hotels (room or lobby placement)
- Major Events, Conferences and Exhibitions
  - Media

# THE READERSHIP

The Business-oriented features and the international forefront 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.

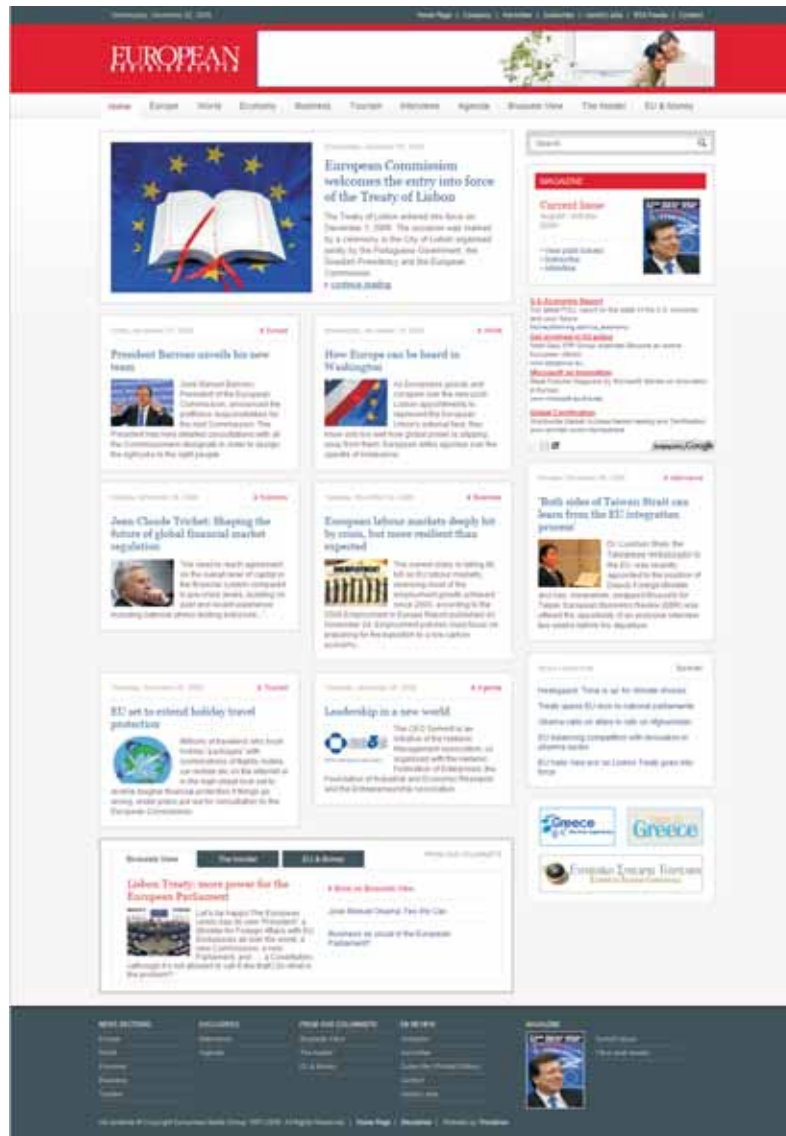
International business branches, financial institutions, public & private organisations, well-established enterprises, demanding services, luxury brands, deluxe hotels & properties, products of high purchase value, companies running under global franchise business terms and companies aiming to international development, 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
<b>Age</b>	
21-34	15
35-44	31
45-54	28
55 +	26
<b>Annual Income</b>	
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
<i>Source: EUROPEAN BUSINESS reader survey, Fall 2006</i>	

# THE INTERNET



> 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 Skyscraper banners
- Microsite
- eNewsletter
- Special News Section
- Editorials

# SOCIAL MEDIA

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[www.europeanbusinessreview.eu](http://www.europeanbusinessreview.eu)



[facebook.com/europeanbusinessreview](https://facebook.com/europeanbusinessreview)



[europeanbusinessreview.blogspot.com](http://europeanbusinessreview.blogspot.com)



**e-Newsletter**



**RSS Feeds**



[twitter.com/ebreview](https://twitter.com/ebreview)



# THE RATES

SIZE - POSITION	DIMENSIONS	PRICE (€)
FULL PAGE	21 x 28 cm.	4400,00
HALF PAGE	10,5 x 28 cm. (Vertical)	2000,00
	21 x 14 cm. (Horizontal)	
SPREAD (2 PAGES)	42 x 28 cm.	5500,00
1 <sup>ST</sup> SPREAD	42 x 28 cm.	7200,00
2 <sup>ND</sup> SPREAD	42 x 28 cm.	6500,00
CENTRAL SPREAD	42 x 28 cm.	7200,00
HALF SPREAD	42 x 14 cm.	3200,00
1 <sup>ST</sup> RIGHT PAGE	21 x 28 cm.	5200,00
SECOND COVER	21 x 28 cm.	5200,00
THIRD COVER	21 x 28 cm.	5200,00
FORTH COVER	21 x 28 cm.	6800,00
3 PAGES IN 1 <sup>ST</sup> COVER		9000,00 + production cost
INCLUDED INSERTS	ATTACHED	FREE
2PAGES	€ 8000,00	€ 7000,00
4PAGES	€ 8300,00	€ 7300,00
6PAGES	€ 8600,00	€ 7600,00
8PAGES – 12PAGES	€ 9000,00	€ 8000,00

## Notice:

- The prices do not include VAT or other taxes where applicable
- Artwork Design: +15%
- Any Guaranteed Position: +10%

## Technical Characteristics:

Printing Method: Offset  
 Dimensions: 210 x 290 mm.  
 Binding: Stiche  
 Frequency: Bimonthly

Publication Date: on the 15th of every odd month

## 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)
  - Please supply a colour proof

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