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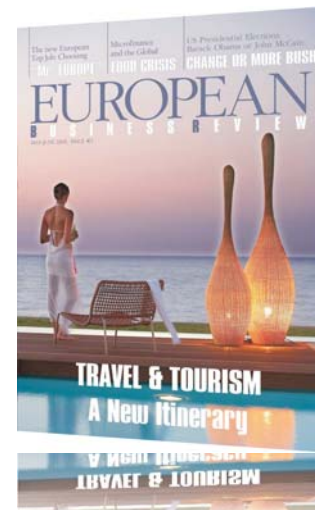
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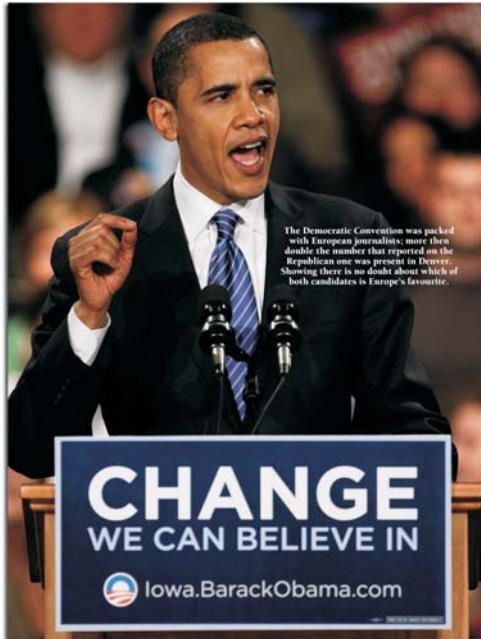
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Running already the second decade of its circulation, European Business Review, is the essential destination for leaders, decision makers and key influencers who look for in-depth analyses, reliable briefing and up-to-date reporting on People, Places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



EUROPEAN
BUSINESS REVIEW

THE CONTENT



The Democratic Convention was packed with European journalists; more than double the number that reported on the Republican one was present in Denver. Showing there is no doubt about which of both candidates is Europe's favourite.

Europe loves Obama! What about the American voters?

by N. Peter Kramer

Three days after the Republican Convention a poll showed that Senator John McCain headed into the last and most important part of the US presidential campaign enjoying the advantage Senator Barack Obama enjoyed coming out of the Democratic convention the week before. The USA Today Gallup poll, released September 7, showed McCain with 50 percent and Obama with 46 percent. That suggests that McCain has swept one of the 7-point lead Obama posted after his convention. By most measures the Democratic senator should be well ahead of the Republican. The Republicans are facing their worst political circumstances in a generation, with a corrupt party head, a falling economy, a no-show vice president, an unpopular president in the White House, and a record number of Americans believing that the country is on the wrong track. But these candidates remain locked in a tight race. While Democrats are supposed to win more seats in state houses and senates and also expect to enlarge their majority in the federal Senate and House of Representatives, the greater battle remains in convincing voters to overcome doubts about Senator Obama's background and lack of experience.

In his acceptance speech to the Republican Convention, McCain talked about his years as a prisoner in the Vietnam War and the lessons he said there he had learned: we are going to win this election. I don't need a good fight. For reasons beyond my control, I have had more of a good fight than I want in my life. The greatest mistake that John McCain received during his speech came when he praised Sarah Palin, the 49-year-old Alaska Governor and now his vice-presidential candidate.

Nearly 60 million Americans watched Mrs Palin's speech about the same member who viewed Mr. Obama's acceptance address in Denver at the end of the Democratic Convention. A week before Governor Palin's speech a few had heard about her, a poll the day after showed her more popular nationally than Barack Obama, her boss. John McCain or Joe Biden, Obama's running mate, with a favorable rating of 59 percent.

In Europe's candidate goal for Europe? The Democratic Convention was packed with European journalists; more than double the number that reported on the Republican one was present in Denver. Showing there is no doubt about which of both candidates is Europe's favourite. Reginald Dale of CIBC, it may be for Europe and International Studies, Washington DC is quite clear on

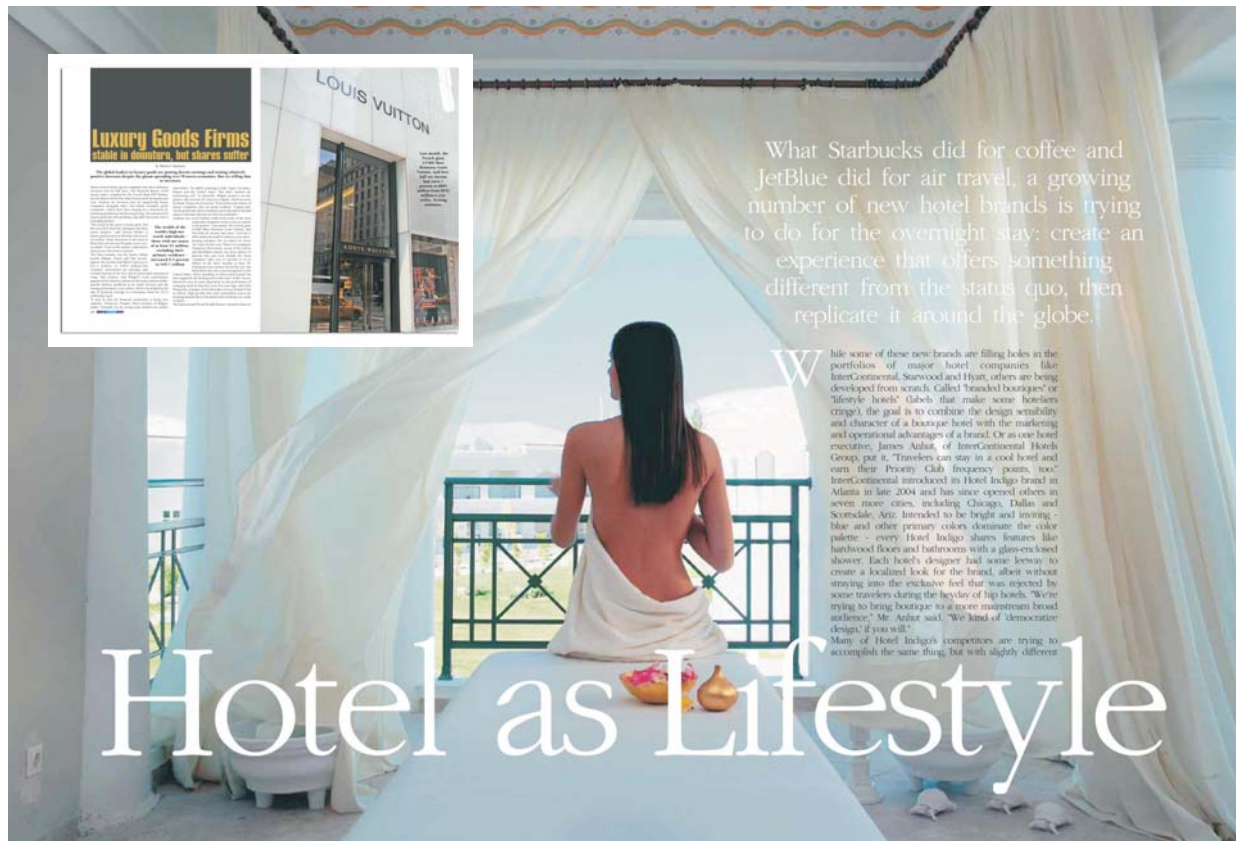
Focusing on being a point of reference and a valuable tool for the business world, European Business Review is a prestigious publication of high quality and style, aiming to provide complete, reliable and meaningful information on the developments in the political scene, the latest trends in every business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

Distinguished contributors such as politicians, journalists, business people, academics, representatives of organizations and associations, based in the most important European 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 LIFESTYLE

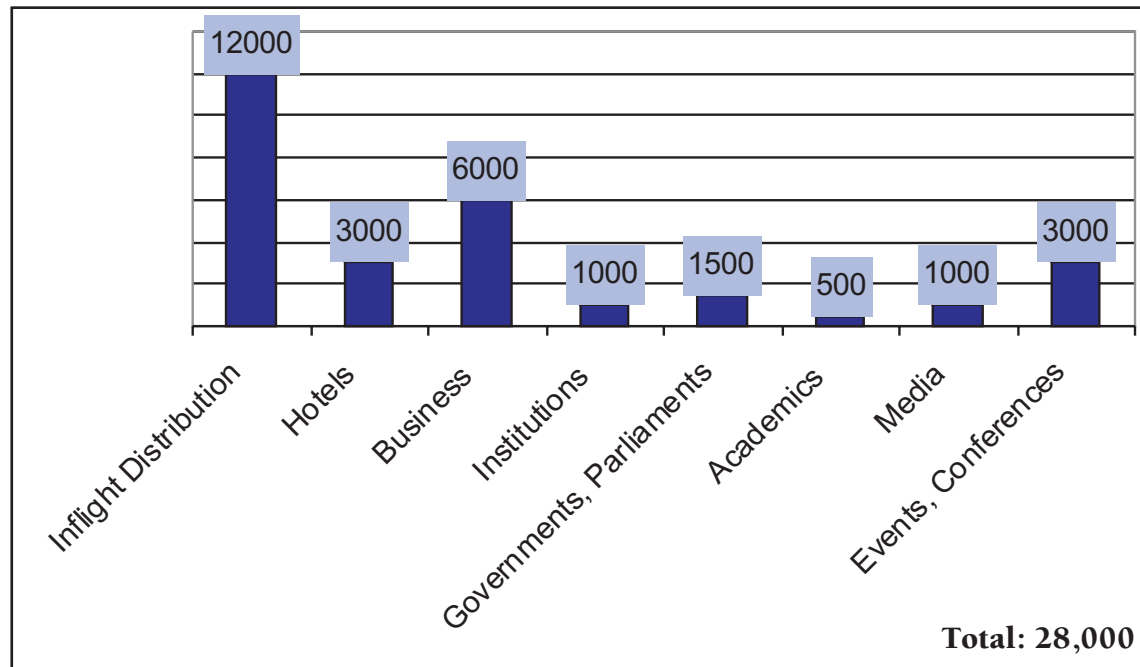
Apart from its business-oriented profile, magazine's content is enriched by several lifestyle articles, as well as special reviews on Luxury Living, Travel & Tourism, Entertainment, Culture, Health, Auto which refer to a wider reading audience and give to the magazine a more popular profile.



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.



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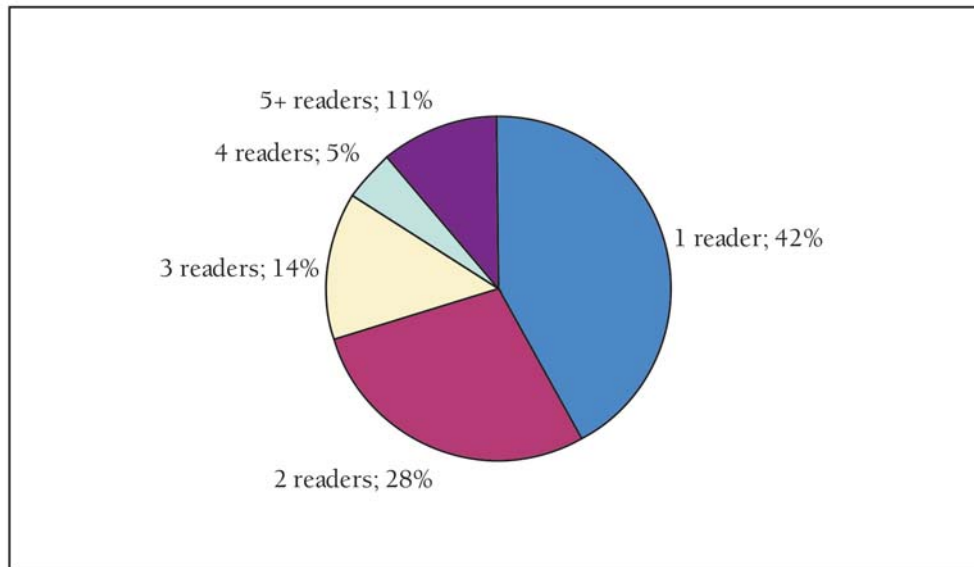
- European and International Institutions
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- Major Events, Conferences and Exhibitions
 - Media

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



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Female	38
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35-44	31
45-54	28
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60.000 – 80.000 EUR	22
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Source: EUROPEAN BUSINESS reader survey, Fall 2006

THE INTERNET

Wednesday, December 02, 2009

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EUROPEAN

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European Commission welcomes the entry into force of the Treaty of Lisbon

The Treaty of Lisbon entered into force on December 1, 2009. The occasion was marked by a ceremony in the City of Lisbon organised jointly by the Portuguese Government, the Swedish Presidency and the European Commission

[continue reading](#)

President Barroso unveils his new team

José Manuel Barroso, President of the European Commission, announced the political responsibilities for the next Commission. The President has held detailed consultations with all the Commissioners-designate in order to assign the right jobs to the right people.

How Europe can be heard in Washington

All European groups and companies over the new post-Lisbon appointments to represent the European Union's external face. They know only too well how global power is slipping away from them. European silence aggrivates over the spectre of irrelevance.

Jean-Claude Trichet: Shaping the future of global financial market regulation

"We need to reach agreement on the overall level of capital in the financial system compared to pre-crisis levels, building on past and recent experience including national stress-testing exercises."

European labour markets deeply hit by crisis, but more resilient than expected

The current crisis is taking its toll on EU labour markets, lowering most of the employment growth achieved since 2000, according to the 2009 Employment in Europe Report published on November 24. Employment policies must focus on preparing for the transition to a low-carbon economy.

EU set to extend holiday travel protection

Millions of travellers who book holiday 'packages' with combinations of flights, hotels, car rentals etc. on the internet or in the high-street look set to receive tougher financial protection if things go wrong, under plans put out for consultation by the European Commission.

Leadership in a new world

The CEO Summit is an initiative of the Hellenic Management Association, co-organised with the Hellenic Federation of Enterprises, the Foundation of Industrial and Economic Research and the Entrepreneurship Association.

Libon Treaty: more power for the European Parliament

Let's be happy! The European Union has its own President, a Minister for Foreign Affairs with EU Embassies all over the world, a new Commission, a new Parliament and... a Constitution the problem?

Jose Manuel Obama: Yes We Can

Business as usual in the European Parliament?

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Monday, November 09, 2009

Interviews

'Both sides of Taiwan Strait can learn from the EU integration process'

Dr. Lushen Shien, the Taiwanese Ambassador to the EU, was recently appointed to the position of Deputy Foreign Minister and has, meanwhile, swapped Brussels for Taipei. European Business Review (EBR) was offered the opportunity of an exclusive interview two weeks before his departure.

News Focus from [EurActiv](#)

Holgaard: Time is up for climate choices

Treaty opens EU door to national parliaments
Obama calls on allies to rally on Afghanistan
EU balancing competition with innovation in pharma sector
EU hints 'new era' as Lisbon Treaty goes into force

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