



# POLITICO Europe

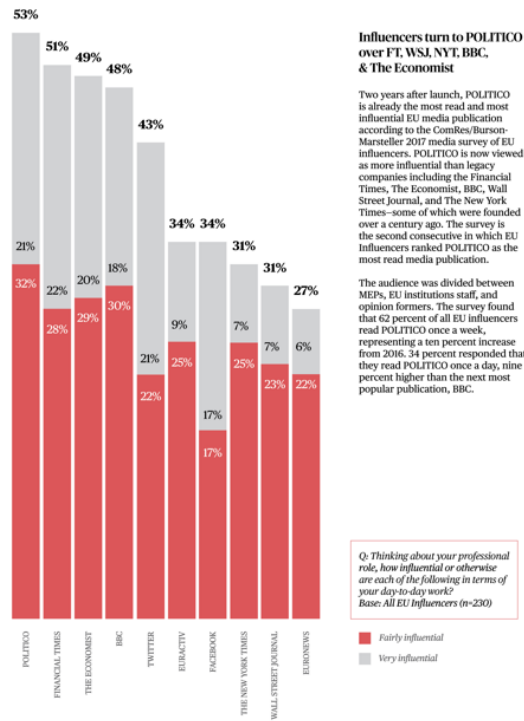
## 2018 Digital & Print Rates

For more information on rates and availabilities,  
please send us an email at [sales@politico.eu](mailto:sales@politico.eu)

# POLITICO

## Ranked as the #1 Most Read, Most Influential EU Media Publication

Influence of news channels and social media on day-to-day work - Top 10



Source: Burson-Marsteller/ComRes 2017 EU Media Survey

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## #

### MOST READ & MOST INFLUENTIAL MEDIA PUBLICATION FOR EU INFLUENCERS\*

For the **second year in a row**, POLITICO ranks above legacy companies like Financial Times, The Economist, BBC, Wall Street Journal, and The New York Times, some of which were founded over a century ago.

Source: ComRes/Burson-Marsteller 2018 EU Media Survey

## DIGITAL RATES

### DIGITAL SPONSORSHIP

#### Product

#### Rate

<b>HOMEPAGE TAKEOVER</b> 100% share of voice on homepage + background skin for one day (24 hours)	5,000 €
<b>SPONSORED CONTENT</b> (content provided by the sponsor). This includes copy editing with one revision, one article featured 1 day on homepage + permanently available in policy section + 100.000 In-Story impressions	7,875 €
<b>SPONSORED CONTENT DIGITAL &amp; PRINT PACKAGE</b> above sponsored content digital package and one full page print insertion (rate card rate 9,950 €)	14,965 €

### DIGITAL INVENTORY

#### Product

#### Run of Site CPM

#### Brussels Targeted CPM

<b>MULTI-FORMAT CAMPAIGN</b> 300x250 MPU, 728x90 leaderboard, 300x600 double MPU	20 €	40 €
<b>HIGH IMPACT UNITS</b> 900x250 Billboard and 300x600 double MPU	30 €	45 €
<b>IN-STREAM EXPANDABLE VIDEO PLAYER WITH GUARANTEED VIEWS</b>	50 €	65 €
<b>IN-STORY</b> (300x250 MPU for polls, sponsored content promotion, banners)	50 €	65 €

#### SOCIAL MEDIA AMPLIFICATION

#### Social Media CPM

Facebook and Twitter - 20 € CPM  
LinkedIn - 80 € CPM

*All rates are prior to VAT.*

## DIGITAL RATES

### NEWSLETTER SPONSORSHIP\*

Product	Weekly Rate
 <p><b>Brussels Playbook</b> Morning newsletter (Monday – Saturday), EU Confidential podcast sponsorship (Thursday), 100% share of voice of Brussels Playbook section</p>	21,500 €
 <p><b>London Playbook</b> Morning newsletter (Monday – Friday), Sunday Crunch newsletter sponsorship (Sunday), 100% share of voice of London Playbook section</p>	12,500 €
 <p><b>Pro Morning Policy Newsletters</b> Morning newsletter (Mon – Fri) – Policies: <b>Health Care, Energy</b> and <b>Technology</b> <i>**Policy Takeover – Newsletter and 100% share of voice on policy section (+25% on newsletter rate)</i></p>	6,000 €
 <p><b>Pro Morning &amp; Afternoon Policy Newsletters</b> Morning newsletter (Mon – Fri) – Policies: <b>Financial Services, Trade, Agri&amp;Food</b> and <b>Transport</b> Afternoon newsletter (Mon – Fri) – Policies: <b>Brexit Files</b> <i>**Policy Takeover – Newsletter and 100% share of voice on policy section (+25% on newsletter rate)</i></p>	5,000 €
 <p><b>EU Influence</b> Weekly afternoon newsletter on Wednesday (PRO subscribers) and Friday</p>	5,000 €
 <p><b>Pro Horizontal (Sustainability Insights, Digitalization Insights, Budget Briefing, Fair Play)</b> Weekly newsletter sent on Monday morning (PRO subscribers)</p>	1,000 €

\*Each newsletter sponsorship includes subject line mention as “presented by”, 50-word & 150-word sponsor messages unless otherwise indicated.

All rates are prior to VAT.

# DIGITAL RATES

## BUNDLED SPONSORSHIP PACKAGES

### Product

#### Special Reports Exclusive Sponsorship

Includes a sponsored content adjacent (online & print), a print ads on back cover, print banner on front page, and priority share of voice (SOV) online (special report section pages and article pages) and Playbook marketing message.

### Rate

28,000 €

#### Special Coverage Exclusive Sponsorship

For elections or other "stadium moments"

Includes live blog sponsorship, 100% SOV online (single tag articles), sponsored content (print & digital), HPTO and print ad on back cover (if available).

35,000 €



All rates are prior to VAT.



**PRINT RATES**

**FULL COLOR RATES\***

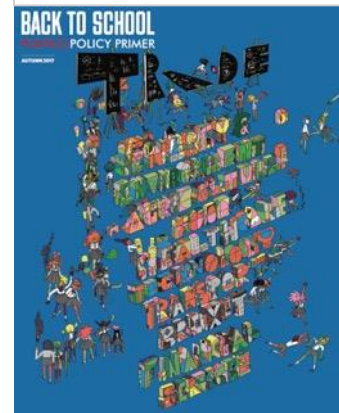
Insertion Size	Open Rate	4x	8x	12x	24x
Full Spread	16,500 €	15,675 €	14,685 €	13,600 €	12,375 €
Full Page	9,950 €	9,450 €	8,855 €	8,200 €	7,465 €
2/3 Page	6,750 €	6,400 €	6,000 €	5,570 €	5,050 €
1/2 Page	5,850 €	5,550 €	5,200 €	4,825 €	4,390 €
1/4 Page	3,200 €	3,040 €	2,850 €	2,640 €	2,400 €

**B&W RATES\***

Insertion Size	Open Rate	4x	8x	12x	24x
Full Spread	14,559 €	13,800 €	12,900 €	11,950 €	10,900 €
Full Page	8,780 €	8,350 €	7,800 €	7,250 €	6,600 €
2/3 Page	5,950 €	5,650 €	5,300 €	4,900 €	4,450 €
1/2 Page	5,150 €	4,900 €	4,600 €	4,250 €	3,875 €
1/4 Page	2,825 €	2,675 €	2,500 €	2,325 €	2,120 €

\*Regular and special editions

All rates are prior to VAT.



# POLITICO

## PRINT RATES

### EXTRA FORMATS

Product	Wraparound Rate	Insert Rate
Full print run	25,000 €	19,000 €
EU Institutions only	19,000 €	15,000 €
European Parliament or European Commission (only one)	15,000 €	10,000 €

### Wraparound

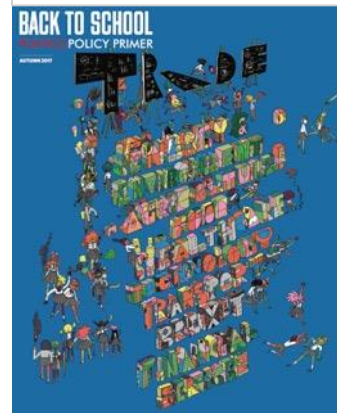
Glossy paper, 3/4 newspaper size front and back cover (total: 4 pages, size A3)

Design & content creation available upon request  
Rates exclude the cost of production, insertion, wrap and distribution

## PREMIUM RATES

Placements	Percentage
Front page	40%
Back Cover	20%
Pages 3, 7, 9	15%
Inside Back Cover	10%

All rates are prior to VAT.



## CLASSIFIED ADS

### ONLINE JOB AD

Duration and placement	Rates	
	Standard job posting	Featured* job posting
2 weeks	410 €	600 €
4 weeks	770 €	995 €

### PRINT JOB AD

	Rate
1/4 Page (1x) Page 4 of the regular print (if available)	2,500 €

\*Featured job ads are highlighted and pinned at the top of the job board for the duration of the post.