EUROPEAN
BUSINESS MAGAZINE

MEDIA PACK 2027 / COMMERCIAL PARTNERSHIPS

Europe’s leading publication for people shaping Europe’s business, markets and economy.

A premium editorial platform for brands, agencies and business leaders — combining trusted journalism, executive visibility and multi-channel distribution.



5M	59,000	~10,000	60,000
MONTHLY IMPRESSIONS	NEWSLETTER	PRINT COPIES	VIRTUAL EDITION

Independent journalism. European perspective.

Reporting on the companies, deals and leaders shaping Europe’s economy — from finance and fintech to energy, technology, investment and the AI race.

A publication with a clear point of view.

Daily news, in-depth features, print and digital editions, and documentaries that bring the people shaping Europe’s next decade into focus.

DAILY NEWS DESK

Sharp, timely reporting on the stories moving European business.

PRINT & DIGITAL

Quarterly editions with exclusive cover interviews, in print and online.

DOCUMENTARIES

Short films profiling companies and influential leaders.

EDITORIAL COVERAGE

- **Business**
- **Markets & investment**
- **Finance & fintech**
- **European economy**
- **Technology & AI**
- **Energy & sustainability**
- **M&A & corporate strategy**
- **FDI & global trade**

02 / AUDIENCE

Sector profile

The commercial sectors represented across EBM’s readership.

SECTOR SHARE

IT Industry	15.5%
Manufacturing	11.6%
Logistics / Transport	10.7%
Start-Up Sector	9%
Banking, Insurance & Finance	8.1%
Energy / Utilities	7.7%
Biotechnology	6.7%
Conference	6.2%
Service Industries	5%
Travel	5%
Other sectors	14.5%

NEWSLETTER

59,000
SUBSCRIBERS

35–45%
OPEN RATE

2.5–4%
CLICK-THROUGH RATE

Platform: Beehiiv · Frequency: Twice weekly · Business readers across Europe and beyond



Put your brand in the conversation.

Choose the level of visibility that suits your objectives — from expert commentary to a full-scale cover partnership.

ENTRY

Expert articles and press features. Position your leaders as subject experts with a permanent EBM feature.

FROM £500

EXECUTIVE

Executive interviews, Executive Network and The Business Lunch. Build visibility and authority across the year.

FROM £1,500

PREMIUM

Exclusive cover partnership: front cover, five-page interview, documentary and global distribution.

£17,950

THE FLAGSHIP: EXCLUSIVE COVER PARTNERSHIP



Own the cover. Lead the conversation.

A high-impact editorial partnership putting a business leader and their organisation at the centre of a major European business conversation.

- Your leader on the front cover
- Five-page cover interview in print, digital and online
- 7–10 minute business documentary, with reuse rights
- Reuters press release announcing the cover
- LinkedIn and EBM channel promotion
- Global newswire distribution to 600+ agencies
- One partner per edition; no direct competitors alongside

£17,950 + VAT

Availability, editorial suitability, production schedule and timing are agreed in advance. Paid content is clearly identified as partner content.

Make your next move with EBM.

A focused range of commercial products for agencies, brands and executives.

THE BUSINESS LUNCH — GUEST SEAT

Join a filmed roundtable with an EBM host, headline guest and four business leaders. Includes full film, short clips, written feature, podcast version, professional photos and LinkedIn promotion.

£5,000

THE BUSINESS LUNCH — GUEST SPONSOR

Sponsor the discussion and associate your brand with the filmed roundtable, written feature and promotional clips.

£6,000

2027 RATE CARD

PRODUCT	AGENCY	DIRECT
Expert article / press feature	£500	£950
Three-article package	£1,250	£2,500
Ten-article package	£3,500	£5,000
Exclusive interview	£1,500	£2,500
Business Lunch — guest seat	—	£5,000
Business Lunch — guest sponsor	—	£6,000
Video podcast	—	£5,000
Audio podcast	—	£3,000
Digital cover interview & podcast	—	£6,500
Exclusive cover partnership	—	£17,950

All prices plus VAT. Agency rates apply to agencies purchasing on behalf of clients. Paid content is clearly labelled as partner content.

Display, newsletter and print.

Premium placements that reach Europe's business decision-makers.

DISPLAY ADVERTISING

FORMAT	RATE	NOTES
Homepage leaderboard	**£2,000–£4,000 / month**	728x90, high visibility
MPU, run of site	**£1,500–£3,000 / month**	300x250
Homepage takeover / hero	**£5,000–£8,000 / month**	Maximum brand impact

NEWSLETTER SPONSORSHIP

FORMAT	RATE	NOTES
Dedicated send	**£2,500–£5,000**	Per send to 59,000 subscribers
Primary sponsor	**£1,500–£3,000**	Top placement per send
Secondary sponsor	**£500–£1,000**	Footer placement per send

PRINT ADVERTISING | PRINT RUN c.10,000

FORMAT	RATE	NOTES
Back cover	**£10,000**	Full-page outside back cover
Double-page spread	**£11,000**	Two facing full pages
Single page	**£7,000**	Full page, run of magazine

EBM reaches the people who shape Europe's economy: C-suite executives, investors and founders. Targeting by geography, context and device is available on display campaigns.

All prices plus VAT. Display rates are per month. Availability and placements are agreed in advance.

More ways to build authority.

Flexible formats for agencies, executives and brands seeking visibility through EBM.

EBM MEDIA PARTNERSHIP

A tailored partnership with European Business Magazine, combining editorial content and visibility across EBM’s digital, print and newsletter platforms. Designed for organisations seeking sustained exposure and a credible connection with the people shaping Europe’s business, markets and economy.

PODCASTS & AGENCY PARTNERSHIPS



STUDIO PODCAST

A filmed studio conversation, professionally produced with video clips for digital and social channels.

£5,000



AUDIO PODCAST

A professionally recorded and edited audio episode, prepared for podcast platforms and distribution.

£3,000

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EDITORIAL ARTICLES

Expert-led content

AGENCY PARTNERSHIP

Eight articles, including expert commentary, interviews, press releases and related editorial content.

£4,500



PREMIUM PARTNERSHIP

A flagship brand partnership featuring the EBM magazine cover, a five-page interview, business documentary and global distribution. A premium, high-visibility package for organisations seeking a prominent association with European business leadership.

£17,950

Availability, editorial suitability and production schedules are agreed in advance. All prices are in GBP and exclude VAT.