

## The European reference for news, analysis and opinion

The European Daily fills a clear gap in the newspaper market, offering daily news reporting, analysis and opinion from a European perspective. Typical European Daily readers are mobile, open-minded and affluent. They speak English and have networks that span several European countries.

### ► Editorial concept

- The European Daily is a general daily newspaper in English, published in five weekday and one weekend edition.
- It offers news, analysis and opinion on a wide range of issues, from politics and business to sport and culture.
- A European perspective puts events in a wider context and shows how they impact on the everyday life of Europeans, whether they live in Lisbon or Helsinki.
- Clearly structured and in a straightforward, uncomplicated style the European Daily selects the information that matters.
- Gathering some of Europe's and the world's best writers and columnists, bringing together some of the most respected opinion leaders, the European Daily offers high quality content in a reader-friendly, contemporary yet classic layout.
- Contributors include award winning journalists also writing for The Economist, Financial Times, Der Spiegel, The Guardian, El País, Le Monde and other high-quality publications.
- Previous opinion leaders in the European Daily include: George Soros, Joschka Fischer, Ban Ki-moon, Tony Blair and Mikhail Gorbachev.

### ► Preview edition

- The European Daily concept has been tested both online and in print, with overwhelmingly positive feedback.
- The first online "test version" was launched in 2008. A second version with a new layout, multiple sections and daily updates was introduced in 2010. The current online version can be read at <http://europeandaily.com>
- On 15 June 2011 a "preview edition" in print was published in 40 000 copies and distributed in Brussels, London, Paris, Berlin and a few other European cities. It was enthusiastically received by readers, advertisers and other stakeholders, including hotels, airlines and major retailers.
- Combined, the European Daily has had over 300 000 unique readers, many of whom are eagerly anticipating the launch.

Soros on global transparency | How nice is Nestlé? | Comments on the European Daily



Format: Berliner, full colour

Pages: 24

Initial print-run: 75 000

Estimated readers: 200 000

Publication days: Monday-Saturday

Retail price: €2.50

Launch date: Early 2012

Preview Edition advertisers



### Sections and Content



**Perspective**  
1 Page  
Editorials  
Columns

**Europe**  
5 Pages  
News  
Analysis  
Features

**Abroad**  
4 Pages  
News  
Analysis  
Features

**Opinion**  
2 Pages  
Opinion  
Debate  
Letters

**Business & Economics**  
4 Pages  
Companies  
Markets  
Technology

**Culture & Lifestyle**  
3 Pages  
Art & Design  
Fashion  
Travel  
Science

**Sport**  
3 Pages  
News  
Analysis  
Commentary  
Features  
Results

# European Daily FACT SHEET

## ► Target audience

- Typical European Daily readers are mobile, open-minded and affluent. They speak English and have networks that span several European countries.
- It is estimated that about 50 million people living in Europe and almost as many living outside of Europe fit this description.
- The average reader:
  - Is 47 years old
  - Makes €50 000 per year
  - Speaks 2.2 languages
  - Has a university degree
  - Is interested in international political issues
  - Often discusses news about other countries
  - Thinks other cultures enrich society
  - Likes to develop his or her social and business network
  - Enjoys learning new things
  - Spends 51 minutes per day reading newspapers and magazines

## ► Availability

- The European Daily will be offered in a number of formats:
  - Print edition (retail, subscription, bulk)
  - Tablet edition (iPad, Android)
  - Online and smartphone editions
- The print edition will be available in retail locations and by subscription in over 40 metropolitan areas in Europe and in a number of key business hubs and expat communities outside of Europe (see list below).
- It will also be available in high-end hotels, on flights and trains, in airports and lounges, at global businesses and political institutions, and at universities and in libraries.
- It will have a retail price of €2.50, a monthly subscription will cost €39, and a yearly €429 (or close equivalent in other currencies).
- It will be published six days a week, with five weekday and one weekend edition.
- With an initial print-run of 75 000, each print edition will reach about 200 000 readers.
- The European Daily print edition will be launched in early 2012 with a two month staged roll-out to kick off retail availability.

## ► Key cities in Europe:

- Brussels
- Paris
- London
- Berlin
- Rome
- Amsterdam
- Marseille
- Frankfurt
- Geneva
- Madrid
- Milan
- Athens
- Zürich
- Copenhagen
- Barcelona
- Vienna

- Stockholm
- Cologne
- Hamburg
- Munich
- Prague
- Warsaw
- Oslo
- Helsinki
- Lisbon
- Turin
- Luxembourg
- Dublin
- Sofia
- Budapest
- Riga
- Vilnius
- Bratislava
- Ljubljana

- Reykjavik
- Tallinn
- Sarajevo
- Tirana
- Zagreb
- Nicosia
- Bucharest

## ► Key cities outside of Europe:

- Istanbul
- Tel Aviv
- Jerusalem
- Cairo
- New York
- Washington DC
- Dubai
- Doha

- Abu Dhabi
- Hong Kong
- Singapore
- Bangkok
- Shanghai
- Beijing
- Tokyo
- Seoul

“Our future prosperity and social harmony depend upon us understanding, shaping and adapting to the fast-changing world around us. The energy and entrepreneurialism so evident in the European Daily, is an inspiration to all those looking for new insights into our world and Europe's role in it.

**José Manuel Barroso**

President of the European Commission

“Great initiative, I have been waiting for such a newspaper for more than a decade! I really hope that it will be produced on a daily basis soon.

**Daniel Gehrt**

“I support the establishment of the European Daily. [...] If I share with other Europeans the need for a transnational daily newspaper, it's probably because I share with them the idea of all-European unification.

**Václav Havel**

Former President of the Czech Republic

“Very happy to finally find a newspaper which touches on the common issues of all Europeans. Europe is not a concept nor an ideology, it is not something we need to reject or promote. It is a daily reality. I hope that the European Daily will succeed as the first unbiased, reliable, critical and truly European newspaper.

**Wim De Preter**