

MEDIA INFORMATION

Contributors



Jacques Attali is a French economist and was the first President of the European Bank for Reconstruction and Development.



François Bourguignon is Chief Economist and Senior Vice President of Development Economics at the World Bank.



Nouriel Roubini is professor of Economics at the Stern School of Business at New York University and Chairman of Roubini Global Economics.



J Bradford DeLong is Professor of Economics at the University of California at Berkeley and a Research Associate at the National Bureau for Economic Research.



Jack Welch was Chairman and CEO of General Electric between 1981 and 2001. His net worth is estimated at \$720m.



Daniel Gros is the Director of the Centre for European Policy Studies in Brussels, and the author of numerous essays and books.



Bjørn Lomborg is an environmentalist and best-selling author. He is also adjunct professor at Copenhagen Business School.



Hans Werner-Sinn is Professor of Economics at the University of Munich and President of the Ifo Institute.



Muhammad Yunus was awarded the Nobel Peace Prize in 2006 for his work in creating entrepreneurs in the developing world.

Target readership

Distribution

Subscription by name*	42,746
Sponsored individually addressed	6,023
Trade organisation/affiliate	2,358
Conferences & seminars	2,120
Agency/media representation	943

54,190

*Paid-for or free to qualifying individuals

Sector breakdown

Service industries	10,317
IT & telecommunications	9,276
Banking/insurance/finance	9,425
Manufacturing	7,065
Logistics & transportation	5,453
Energy/utilities	4,191
Retail/food & drink	3,137
Medical & healthcare	1,911
Engineering & mechanical	1,972
Media	1,443

54,190

Job title

Chief executive officer	22,196
Managing director	14,622
Chairman/president	5,436
Vice president/divisional director	5,185
Chief financial officer	3,726
Information technology director	1,447
Government minister/senior official	1,002
Other director	576

54,190

GEOGRAPHICAL BREAKDOWN BY DOMICILE

United Kingdom	5,072
Germany	3,926
France	3,853
Denmark	3,467
Poland	3,065
Russia	2,543
Switzerland	2,373
Norway	2,315
Italy	2,246
Belgium	2,243
Sweden	2,176
Austria	2,167
Netherlands	2,053
Spain	2,024
Slovakia	1,978
Portugal	1,942
Ireland	1,632
Ukraine	1,528
Czech Republic	1,425
Greece	1,302
Iceland	1,143
Finland	1,002
Hungary	894
Belarus	656
Lithuania	596
Latvia	243
Liechtenstein	202
Luxembourg	124

ADVERTISING RATES & DATA 2011

Advertising rates

Space	Cost
Full page	€14,850
Double-page spread	€23,750

Special positions

Inside front cover DPS	€26,250
Inside back cover	€20,050
Outside back cover	€23,350

■ Email marketing campaigns to client base: prices start at €450 for 1,000 addresses.

Web banners

Homepage skyscraper (120 x 500)	€35,050
Subpage skyscraper (120 x 500)	€20,650

Advertising dimensions

Single-page	280 x 210mm (+ 4mm bleed all round)
Double-page spread	420 x 280mm (+ 4mm bleed all round)

Copy requirements

- Material can be accepted on CD-Rom or email up to 5mb. File types should be compatible with, or able to be imported into Adobe InDesign and minimum resolution should be 300dpi.
- FTP access available on request.
- Please contact the production department on +44 (0)207 014 0300 with any questions regarding layout and formatting of artwork.

Advertising policy

Orders are accepted subject to the terms and conditions of our current advertising rate card. We reserve the right to change rates upon notice. The publisher requires a 14-day written notice of cancellation of contract schedules and/or space reservations. When copy is not received by the advertising deadline, previous copy will be run. In case of error due to the fault of the publisher, liability shall be limited only to the republishing of the portion of the advert which is incorrect. All advertisements and feature stories for the magazine are accepted and published by the publisher, on the representations that the advertiser and/or advertising agency are authorised to publish the entire content and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from claims or suits, for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisement. The publisher reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest or otherwise inappropriate with the character of European CEO.

European CEO
40 Compton Street, London EC1V 0BD
Tel: +44(0) 20 7014 0355
Fax: +44(0) 20 7014 0301

