



GOVERNMENT GAZETTE



MEDIA PACK 2018

Placing your message at the centre of EU policy making

A trusted platform of engagement between policy makers and stakeholders, Government Gazette gives you direct access to key decision makers within Europe

GENERAL INQUIRIES

Contact our Editorial Desk at 020-3137-8653 or email at janani.krishnaswamy@governmentgazette.co.uk



GOVERNMENT GAZETTE provides politically neutral and objective coverage of all leading institutions and policy makers in the European Union. The quarterly magazine's standard of excellence has made it a place where parliamentarians, policy shapers and eminent thought leaders turn to express their views with their extended policy circles. Government Gazette enables informed policy making by encouraging open debate on a range of timely policy issues, triggering active participation from policy shapers, activists and lobbyists; and creating readily-usable content for discerning decision-makers.

The magazine is an ideal platform to:

- **Position your message** within the existing policy narrative and highlight your work through double, single and half-page adverts, positioned adjacent to relevant articles
- **Display the thought leader position** of your company through sponsored policy-specific supplements, branded with your corporate identity
- **Showcase your current projects** and join the policy debate through advertorials and sponsored editorials
- **Target our growing web traffic** to promote your upcoming events through videos, web teasers, banner advertisements and modern-day online solutions
- **Advertise in our quarterly news bulletin** to reach the inboxes of high-flying members of the EU and UK policy circles



What's inside

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Our target audience

2500+ copies distributed to...



Some of our prominent voices



David Cameron
Former Prime Minister, UK



Cecilia Malmstrom
EU Commissioner, Trade



Helle Thorning-Schmidt
Former Prime Minister, Denmark



Rt Hon William Hague MP
Former UK Secretary of State



Rt Hon John Redwood MP
Conservative MP for Wokingham



Gunther Oettinger
EU Commissioner, Digital Economy & Society



Violeta Bulc
EU Commissioner, Transport



Yury Fedotov
Executive Director, UNODC



John Dalli
Former EU Commissioner, Health & Consumer Policy



Vytenis Andriukaitis
EU Commissioner, Food & Health Safety



Dimitrios Papadimoulis MEP
Member, European Parliament



Catherine Bearder MEP
Member, European Parliament



Laura Kuenssberg
Politics Editor, BBC News



Neven Mimica
EU Commissioner, International Cooperation & Development



Sir Richard Branson
Founder, Virgin Group



Grigory Karasin
Russian Deputy Minister of Foreign Affairs



Corina Casanova
Federal Chancellor of Switzerland



Marianne Thyssen
EU Commissioner, Employment, Social Affairs, Skills and Labour Mobility



Prof Sehnaz Karadeniz
Regional Chair, IDF Europe



Miriam Dalli MEP
Member, European Parliament



Ana Oregi
Minister for Environment and Territorial Policy, The Basque Country



Rt Hon Jon Bercow MP
Speaker, House of Commons, UK



Dr Jamie Shea
Deputy Assistant Secretary General, NATO



Dr Ligia Noronha
Director, Division of Technology, UNEP



Magdy Martinez Soliman
Assistant Administrator, UNDP

We cover...

- Development
- Environment & Energy
- Economy & finance
- Healthcare
- Law & Institutions
- Mobility & Transport
- Politics & Society
- Security
- Technology & Telecom

Featured segments

- Interviews with key European policy makers
- Policy viewpoints of senior parliamentarians
- Insightful opinions from academics
- Perspectives of key stakeholders and leading think tanks
- Coverage of ICPS events

Some of our advertisers include...



Our advertising solutions

Print solutions

Apart from the traditional ad spots (Front, back, inside covers, full & half pages) within the magazine, we also offer the following solutions:

- Advertorials
- Policy-specific special supplements
- Blend of solutions to promote events

Online solutions

We believe an effective banner advert lies at the heart of any online campaign. We offer a range of banner and skyscraper advertising spots on our website.

Sizing chart	Rates (in euros) *1x
Print:	
Double page (297 *420 mm)	7,000
Single page (297*210 mm)	3,750
Half page (148.5*210 mm)	1,500
Back cover	4,250
Inside cover	4,250
Supplement (8pg)	12,000
Supplement (12pg)	18,000
Online:	
Banner slot	3,500

Copy requirements:

File Format: Ads may be submitted as PDF or EPS files, or in Adobe Indesign CS5 format (with all associated picture and font files). Please allow bleed 3mm on all sides.

Fonts: All fonts, both screen and printer, must also be supplied. If the correct fonts are not supplied, an alternative may be submitted.

Picture files: Accepted bitmap formats include TIFF, JPG and PNG; accepted vector formats included SVG and EPS. Bitmap formats should be exported at 300dpi or greater. Vector formats should be supplied with the necessary fonts embedded or converted to outlines.

Colours: All colours should be in CMYK format, not RGB. All RGB colours will be converted. Pantone colours must be specified.

Important note: No liability will be assumed for unsatisfactory printing results from client-supplied files, particularly where the above requirements are not met.



For more details on advertising opportunities contact us at 020 3137 8653

Distribution

Circulation: 2,500

Readership: 7,500

Every edition of Government Gazette is converted into a high-quality digital magazine, allowing users to access our publication online.

Readership profile

- 30% Members of European Parliament
- 8% Senior officials of European Commission
- 5% MPs and Lords in the UK
- 12% Intergovernmental organisations
- 5% EU Council of ministers
- 5% Heads of States and ministries
- 5% EU Permanent Representations
- 10% NGOs and think tanks
- 5% Educational organisations
- 2% Financial institutions
- 13% Stakeholders

Impact

- 85% became aware of policy issues
- 80% discussed or shared an article on social media