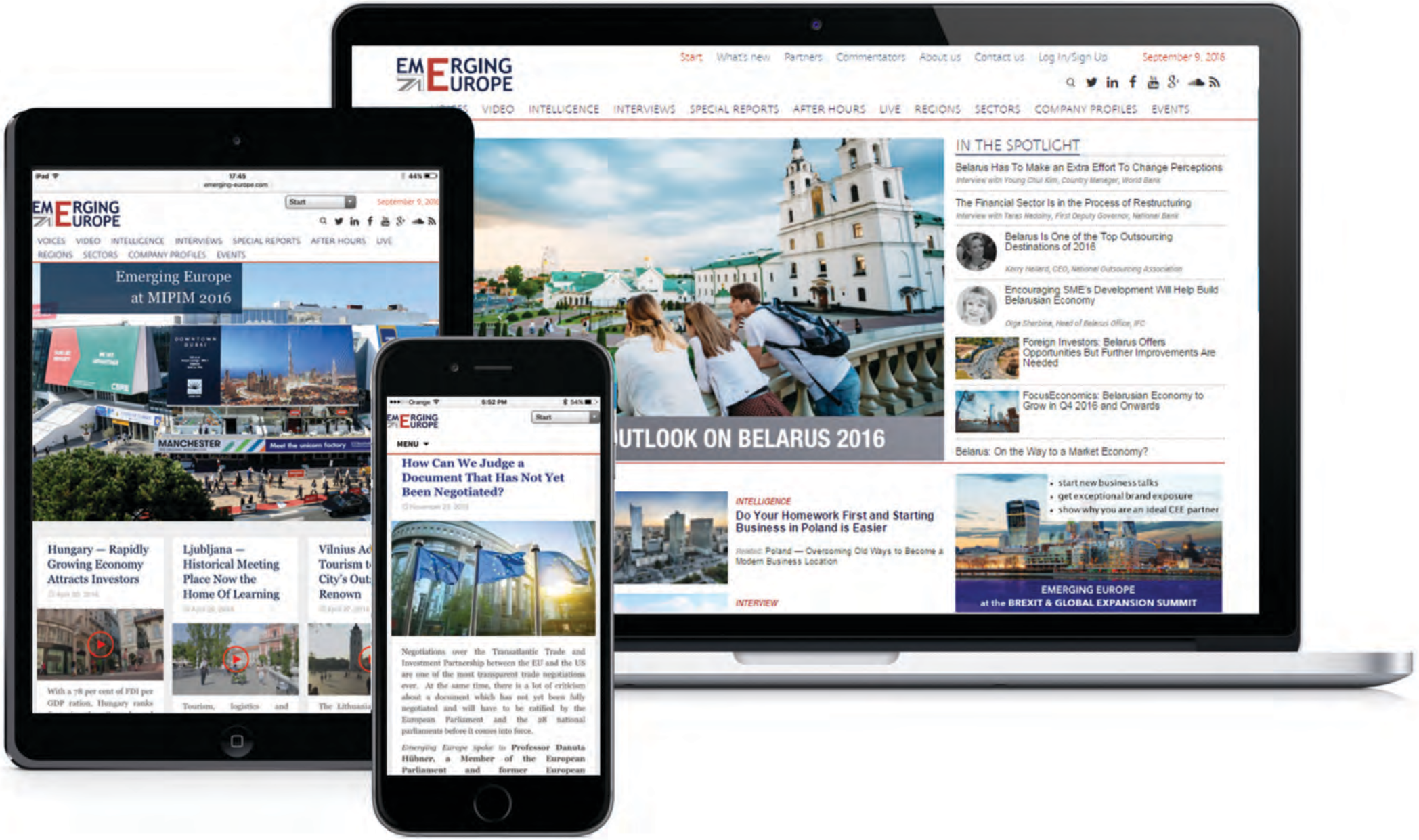


EMERGING EUROPE Media Kit 2017

For us, emerging Europe consists of 23 countries, which are at various stages of development, but share the same post-communist experience. They were a hidden part of Europe for a long time. Now we want them to ‘emerge.'

We have a profound understanding of the social fabric, politics, local dynamics and mindset.

Our team is constantly on the ground, strengthening our relationships at the highest level of government entities, industry associations and leading businesses.

Our team has won international awards for marketing communications campaigns focussed on the region. We know how to communicate with and about the region.

We help locations to attract more investment by communicating their messages in an engaging and vibrant conversation with potential investors.

We help companies operating in the region to do more business by providing value to and engaging with their target audience.

MISSION

Emerging Europe's development was halted by decades of communism. Yet, enormous progress has been achieved in the last 25 years.

Our team believes in the outstanding potential of the region and we are convinced that the future of Europe lies in CEE.

Our mission is to contribute to the region's further economic and social development.

VALUES

Our values are the building blocks of our mission. They guide our actions and the decisions we take every day:

- Living and breathing the region
- Discussion is the best way of achieving goals
- Reaching out, listening to and connecting with

VISION

We want to build prosperous and progressive economies in emerging Europe. We envision the region amongst the most developed parts of the world.

OUR APPROACH

When considering a purchase, do you simply read the manufacturer's description of the product or do you search for reviews, evaluations and external opinions before you act?

People have access to any information they want — they will want to hear external opinions before they buy your product or service or invest in your location.

Why should I care about it?

Simply, you cannot afford not to.

Several firms out there are as good as yours. Several locations just as attractive.

The key question is: who is able to cut through the noise and stand out?

It is the one who manages to engage and effectively get through to their audience that will eventually close more deals or attract more investors.

This is why, no matter what we do, we engage all stakeholders that are relevant to you. We give them a voice and get them to interact with and build upon your content.

The immediate outcome of working with us is that you will initiate and create a discussion that is wide, rich and multifaceted.

You are now providing value to, engaging with and making your audience feel important.

Where would you take your business if you were them?

ABOUT US

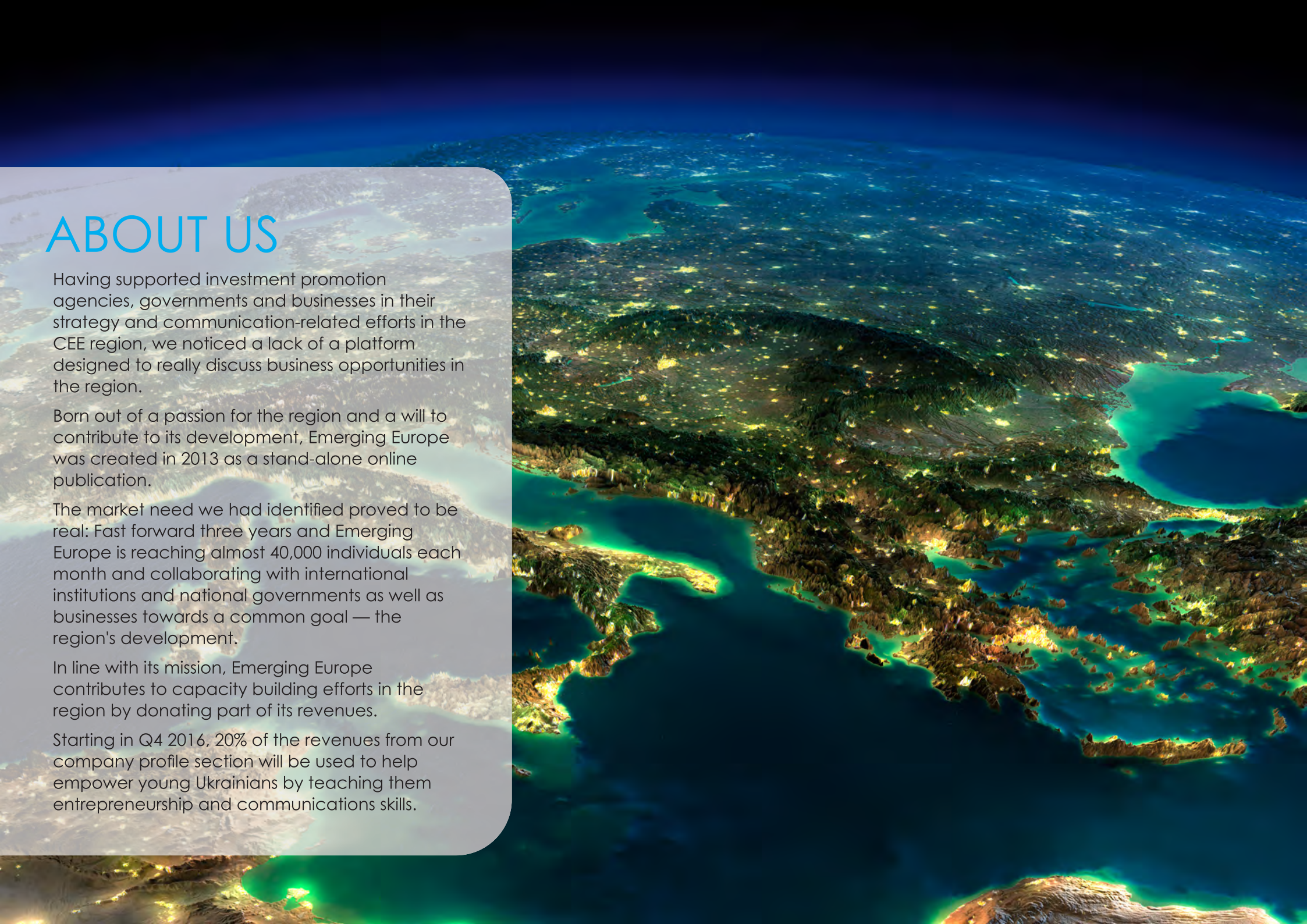
Having supported investment promotion agencies, governments and businesses in their strategy and communication-related efforts in the CEE region, we noticed a lack of a platform designed to really discuss business opportunities in the region.

Born out of a passion for the region and a will to contribute to its development, Emerging Europe was created in 2013 as a stand-alone online publication.

The market need we had identified proved to be real: Fast forward three years and Emerging Europe is reaching almost 40,000 individuals each month and collaborating with international institutions and national governments as well as businesses towards a common goal — the region's development.

In line with its mission, Emerging Europe contributes to capacity building efforts in the region by donating part of its revenues.

Starting in Q4 2016, 20% of the revenues from our company profile section will be used to help empower young Ukrainians by teaching them entrepreneurship and communications skills.

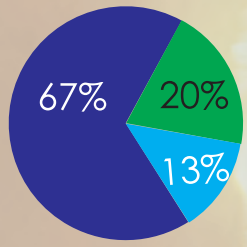


OUR AUDIENCE

Our core audience are business-oriented individuals and investors, as well as decision makers, influencers and operational staff in charge of investment and trade in the following types of organisations:

- Leading industry associations, multinational companies, and SMEs
- International institutions related to investment, trade and finance
- Governments and local authorities
- Universities and non-governmental organisations

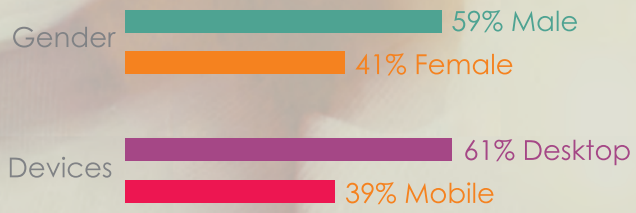
Europe
(34% Western Europe
33% Emerging Europe
incl. Russia)



Americas
(North America 17%
Central & South 3%)

Rest of the world

Age: 18-24	25-34	35-44	45-54	55-64	65+
15%	23%	31%	18%	8%	5%



Top interests*

Business Services (35%)
Business Financial Services, Business Technology

Financial Services (30%)
Investment Services, Banking Services

Real Estate (22%)
Commercial properties, Mixed-use properties

*in-market segment: products and services that our audience is most interested in

Unique users per month
11,000

Newsletter
15,000+
recipients

Social media:
25,000+
followers on Facebook, Instagram, LinkedIn, Twitter and Viber

Google search results for
'emerging europe'
#1

Listed on Google News

Complementing our constant audience is a laser-focussed audience, which is attracted whenever we put the spotlight on a specific topic, industry or location.

EDITORIAL SCHEDULE

	IN THE SPOTLIGHT	SPECIAL FOCUS	COUNTRY UPDATE	SECTOR UPDATE	EVENT REPORTS
January 2017	Emerging Europe Outlook on Emerging Europe Outlook on Ukraine	Shared economy	Hungary Moldova	Logistics	
February 2017		Energy security: gas	Azerbaijan Slovenia	Medical tourism	
March 2017		GCC countries and the region: investment and trade ties	Croatia Bosnia Herzegovina	Aerospace	MIPIM
April 2017	Emerging Europe Outlook on Romania	EU Funds	Armenia Macedonia	The future of work-place	WEBIT
May 2017		Venture & Startups	Serbia	Furniture	EBRD Annual Meeting
June 2017		Inward and outward FDI	Czech Republic Kosovo	Retail: Shopping Centres	Global Expansion Summit
July 2017	Cheers to emerging Europe (Armenia, Bulgaria, Hunga-ry, Macedonia and Poland)	Tourism experience in creation	Albania Lithuania	Life insurance	–
August 2017		Investment in arts	Estonia Bulgaria	Nuclear energy	–
September 2017		China and the region: invest-ment and trade ties	Latvia Montenegro	Roading infrastruc-ture	27th Economic Forum in Krynica
October 2017	Emerging Europe Outlook on Georgia	Public Private Partnership	Belarus Slovakia	Biotechnology	
November 2017		Doing Business report 2018	Poland	Renewable energy	MAPIC
December 2017		Cost of living and disposable income	Ukraine	Automotive sector	–

SPECIAL REPORTS

Trigger a discussion about your location or industry featuring key decision makers and influencers.

Special reports are a place where we discuss a specific topic in depth, engaging all relevant stakeholders and creating thought provoking, relevant and insightful content.

All of the individuals and institutions we involve have their own audiences and act as multipliers, making the report's audience grow exponentially.

You can either join one of our pre-planned special reports or we can design one together from scratch.

See examples

Emerging Europe Outlook on Belarus

TTIP In the Spotlight

Emerging Europe at MIPIM 2016

EMERGING EUROPE LIVE

Discuss your key topics face to face with leading experts and bring the discussion out to our audience.

Emerging Europe Live are TV-style programmes that include an interview with a special guest and an engaging studio panel discussion about different industries and locations.

They are recorded live and feature a selection of renowned experts, businesses and institutions. Topics can be pre-defined by our team or you can suggest one that is relevant to you.

See examples

Emerging Europe Live: CEE — The Outsourcing Destination

EMERGING DESTINATIONS

Present your location to potential investors via an in-depth and independent analysis.

What does an investor do when they are seriously interested in a location? Visit the place, talk to local authorities and other businesses. But plenty of work is needed to make them embark on a fact-finding mission.

You can promote your location with your own brochures, professional videos and other content. However, what an investor *really really* wants is a complete and independent picture.

How about turning a cold prospect into an actively interested one — without asking them to part with their valuable time?

Our senior editorial team and film crew will embark on a fact-finding journey to your location and explore in detail why investors should consider investing there:

- Most prospective sectors
- Incentives
- Infrastructure
- Starting and running a business
- Human potential / skills available
- Business potential/entrepreneurship levels
- Existing FDI

Duration: about 20 minutes in total. We produce a long version and shorter themed chapters.

EVENTS

Bring the online discussion out into the real world.

Emerging Europe's events bring together policymakers, investors and prominent business people to discuss the economic outlook and explore investment opportunities in a country or sector.

The objective of a conference, seminar or a business breakfast that we organise is to get a message across to the widest audience possible, which is why we combine our events with editorial coverage.

We also team up with organisers of leading regional events, always activating our channels to maximise exposure and attendance.

See examples

EBRD Emerging Europe Outlook on Belarus

Emerging Europe Diplomats

EBRD Emerging Europe Outlook on Croatia

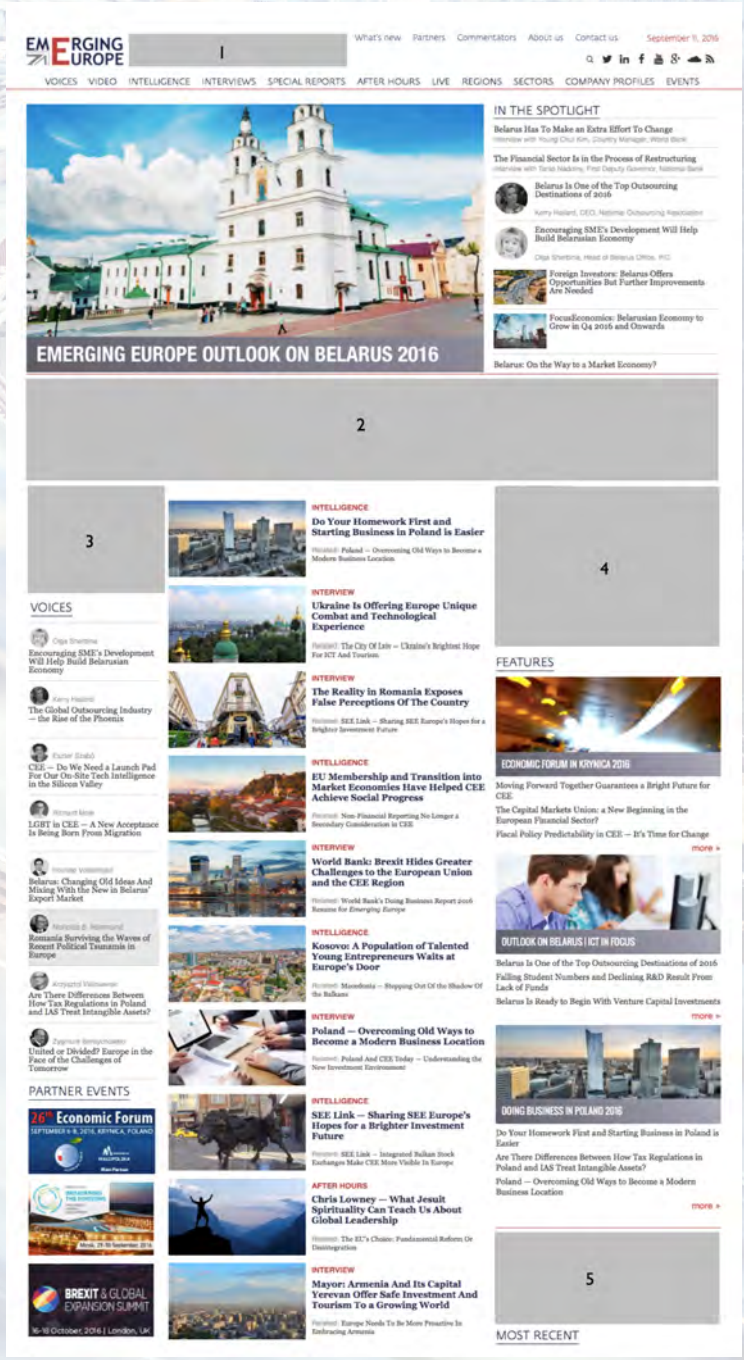
ADVERTISEMENT

Place your brand in the right context.

Now that you have already provided plenty of valuable content to your target audience, how about making them clearly aware about your offer?

Description	Size	Prices in GBP (£)
Leaderboard (1)	255x55	£199 (week) £749 (month)
Billboard (2)	1180x210	£549 (week) £1,399 (month)
Rectangle (3)	230x200	£149 (week) £649 (month)
Large rectangle (4)	380x300	£249 (week) £899 (month)
Medium rectangle (5)	380x200	£149 (week) £499 (month)
Large rectangle embedded within specific article	640x300	£399*
Medium rectangle within a special report	370x210	£599*
Vertical rectangle within a special report	370x420	£749*

*banners stay within articles and special reports permanently



TRAININGS

Achieve your goals by strengthening the skills of your core team.

Business trainings

Leadership: Achieve increased efficiency, align your entire team and grow your organisation. Through our strategic business review and workshop you will strengthen your role, obtain clarity on your business goals, put systems in place and identify opportunities and dormant sales channels.

Sales and Marketing: A workshop designed to optimise your sales resources and generate higher revenues. We will review your marketing, identify opportunities, sharpen your approach and communication with potential clients and help you realise the full potential of existing networks.

Location Promotion training

Create an original value proposition and use the media to promote it effectively and efficiently.

Did you know that five out of six national investment promotion agencies (IPAs) provide little or no information to prospective investors? We'll help you get laser-focussed on your value proposition and teach you how to communicate your message differently and efficiently.

Media training

Learn how to use the media for your benefit and practice how to deal with a crisis situation.

In today's fast-paced media culture not being able to communicate to the media can be detrimental to your organisation's image and revenues. Can you afford that?

There are ways of taking advantage of a crisis situation, grabbing the media's attention and communicating a message that will help you grow. Tame the media and learn to talk to them in their own language.

See examples

Smart Specialisations = Smart Eastern Poland investment conference and location promotion workshops for Warmia & Masury Development Agency — Olsztyn, Poland

HIGH-FLYERS

Add your company to an elite group of dynamic, fast growing CEE businesses.

Are you on your way to become a market leader and highly passionate about what you do?

Did you have to overcome challenges before your business really took off?

Are you now planning on expanding beyond your market and that of CEE?

Emerging Europe will explore your journey as a business, discuss your products, target markets and expansion plans.

We will tell your story in an independent, editorial way in a press or video interview.

Unlike a promo video, which sits on your website only, High Flyers will be distributed and promoted to our entire audience, truly taking you internationally.

See examples

BUSINESS DIRECTORY

Display your offer in an attractive way.

Our business directory section is a place for you to showcase your offering in a sophisticated way, complete with marketing materials, client testimonials and contact details, to a highly-targeted audience. On top of that, you are helping empower young people in the region, as part of the revenues go to NGOs.

See examples

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