



POLITICO

Newsletter, Podcast,
Events & Co.

**Erlösquellen, die sich
auszahlen.**

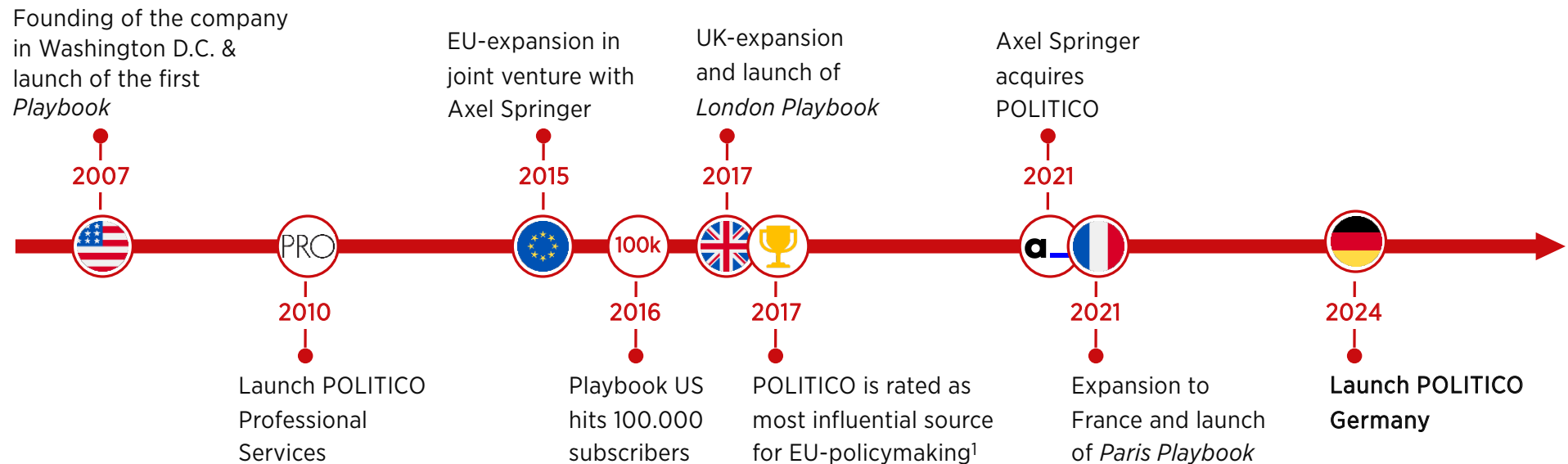


MVFP Distribution Summit
Hamburg, 3. September 2024

Cecil von Busse

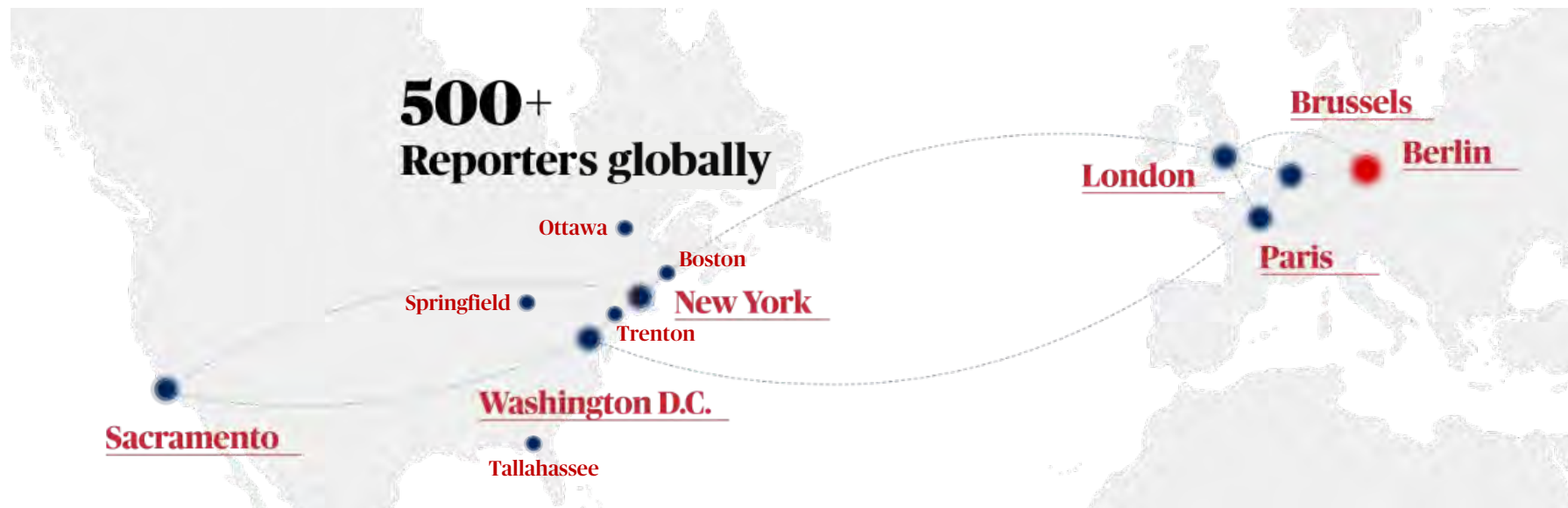
**Where do we
come from?**

Founded 2007 in Washington D.C., POLITICO established the concept of Deep Journalism and successfully brought it to Europe



1) annual ComRes/Burson-Marsteller-survey among EU-experts

On a daily basis, an international network of reporters informs more than one million subscribers across the globe



**What are we
doing?**

POLITICO GERMANY

IT IS JUST THE BEGINNING...



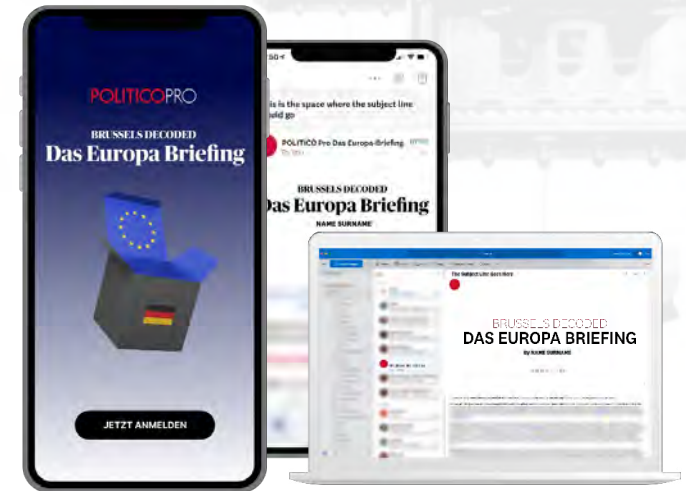
Berlin Playbook

Podcast and Newsletter



Events

Brand and sponsored events

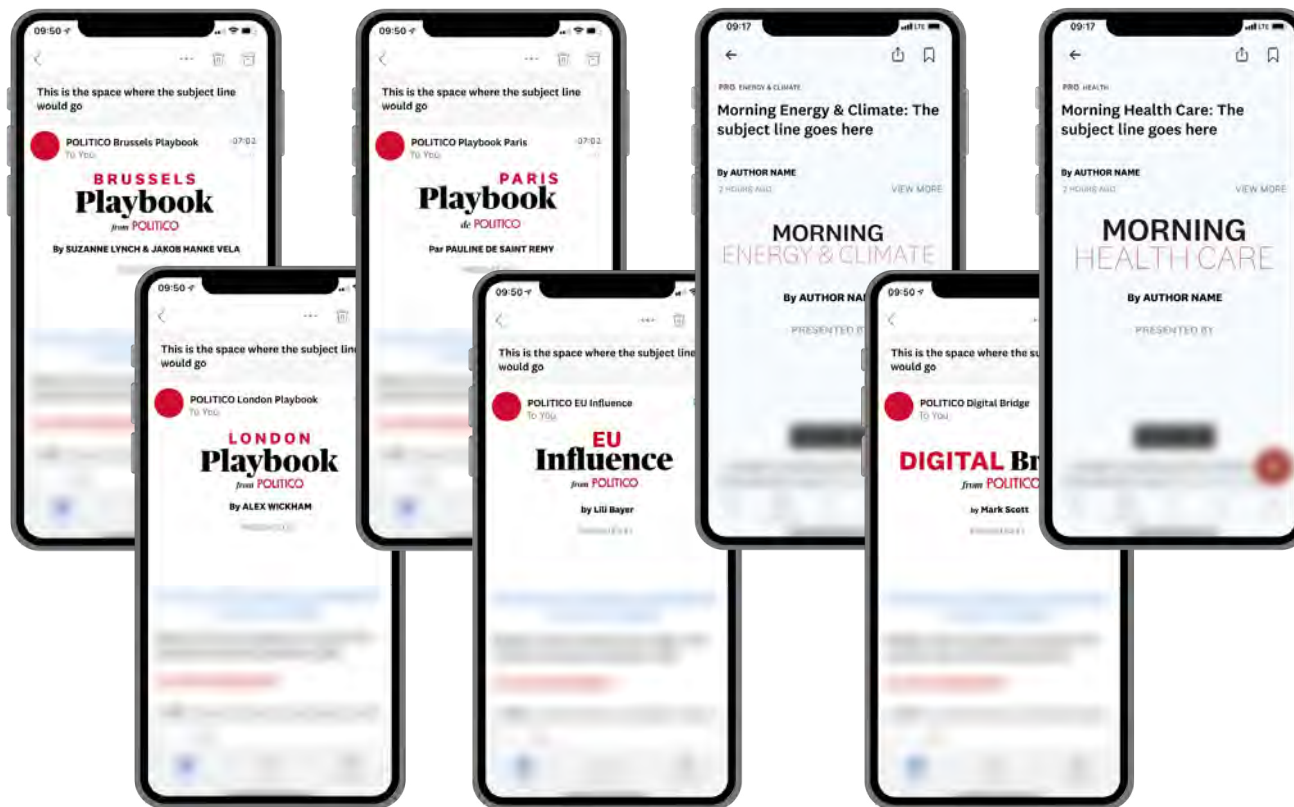


Paid Products

Brussels and DC Decoded

POLITICO worldwide

NEWSLETTERS ARE OUR MAIN PILLAR



POLITICO is synonymous with its agenda setting newsletters.

POLITICO's newsletters deliver daily insight and analysis for political and policy decision makers across Europe each morning.

Our Playbook, Policy and Pro newsletters, are impactful and essential ways to reach the most influential audiences on a daily basis.

Example: Global Playbook audience

GLOBAL AUDIENCE SPLIT



Decision makers

Government Leadership and Staff



Overall Government reach:

- 300 embassies
- 85+ countries
- 20K Embassy & EU staff



US Government reach

- 93% 15 Federal Departments
- 85% Standing House Congressional Committees
- 52% Senate Offices
- 38% Standing Senate Congressional Committees
- 26% House Offices



Europe Government reach

- 100% EU Directorate Generals
- 100% UK Departments
- 87% German Ministries
- 76% French Ministries

Global Corporate Leadership and Staff reach



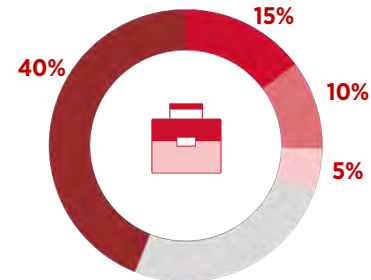
- 66% of FTSE companies
- 85% of CAC40 companies
- 83% of DAX companies
- 48% of Fortune 500 companies
- 47% of Global Fortune 500 companies



Global Influencers

Industry breakout

- Over 40% Government
- Nearly 15% Media
- Over 10% Consulting/Public Relations
- Around 5% Law, Lobbying or Professional Organizations



Seniority-Level Breakouts



- Around 10% is C-Level in seniority (including over 2.4K CEOs globally)
- Over 30% is Director-Level+



Global Policy Practitioners

International & Intergovernmental Org reach



- 200+ International Organizations
- 20+ Agencies and Offices within the United Nations specifically

Global Job Functions & International Org Staff



- 5%-10% have global/international job functions
- Over 10% is International & Political Organization staff

POLITICO Podcasts

DIFFERENT FORMATS BASED ON DIFFERENT MARKET NEEDS



POLITICO PRO

The finest of POLITICO's award-winning journalism, fused with intelligence, deep analysis, and an exclusive community.

PRO SCOOPS

Understand tomorrow's headlines, today

The latest policy news shaking your sector.

PRO INTEL

Prime and customizable legislative tracking

The people, numbers and details behind policy and politics.

PRO CONNECT

Experience Pro as it happens, with peers, experts, and special guests

Real-life policy insights, to deliver a real-life impact.

PRO ANALYSIS

Drive policy forward

We simplify complexity, so you can deliver clarity.

POLITICO

Specialist News Site 2023

The Lum Awards Online Media

Power of Policy

Our policy newsletters are the daily morning ritual of influencers and policymakers across Europe.

- Morning Agriculture & Food
- Morning Central Banker
- Morning Trade
- Morning Trade UK
- Morning Technology UK
- Morning Mobility
- Morning Technology
- Morning Energy & Climate
- Morning Energy & Climate UK
- Morning Health Care
- Morning Financial Services
- Morning Financial Services UK
- Fair Play
- Sustainability Insights
- Cyber Security Insights
- Morning Energy & Climate France
- Decoded Series

POLITICOPRO

Specialist News Site 2023

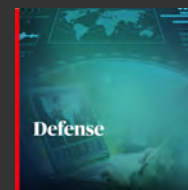
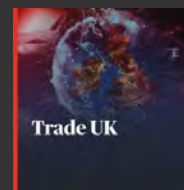
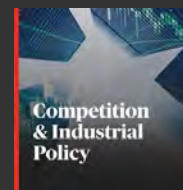
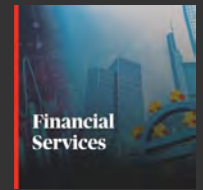
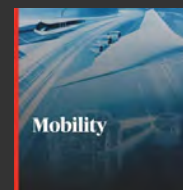
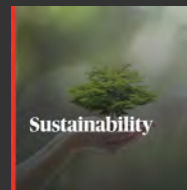
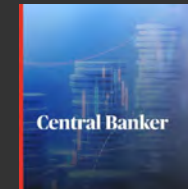
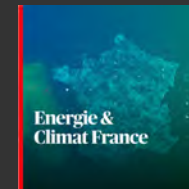
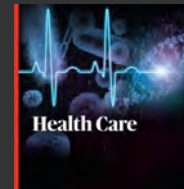
The Drum Awards Online Media

POLITICOPRO

Areas of coverage

11

POLITICO



POLITICO Research & Analysis Division

READY-TO-USE ANALYSIS TO DRIVE YOUR NEXT POLICY DECISION

Optimize the efficiency of your organization's decision-making and reach your objectives with POLITICO's Research and Analysis Division.

Our independent team of analysts uses their unique expertise to fuse the scoops from our award-winning POLITICO newsroom with the abundance of legislative data of POLITICO Pro to provide policy professionals with actionable intelligence in the form of ready-to-use reports.

Aligned with the goals of your campaign, POLITICO's Research and Analysis Division boils down the facts and numbers to digestible, presentable and comprehensive analyses so you can act make informed decisions – and look good taking them.



Pro Analysis

A library of regularly uploaded executive summaries covering a variety of policy topics is accessible for Pro subscribers.



Custom Analysis (internal)

Harness the expertise of our analysts to deepen your expertise in the policies that matter to you. Based on extensive, reliable intelligence and award-winning journalism, we'll drive your next policy decision.



Custom Analysis (external)

Showcase tailored research to your high-level target audience – and position your company as the champion of big ideas and the industry thought leader. Drive the debate in the hottest policy areas in Brussels, Europe and beyond.

POLITICOLIVE

Bringing the conversations that matter to life

Convening a global audience of the most powerful policymakers and influential stakeholders, POLITICO Live amplifies the impact of our journalism.

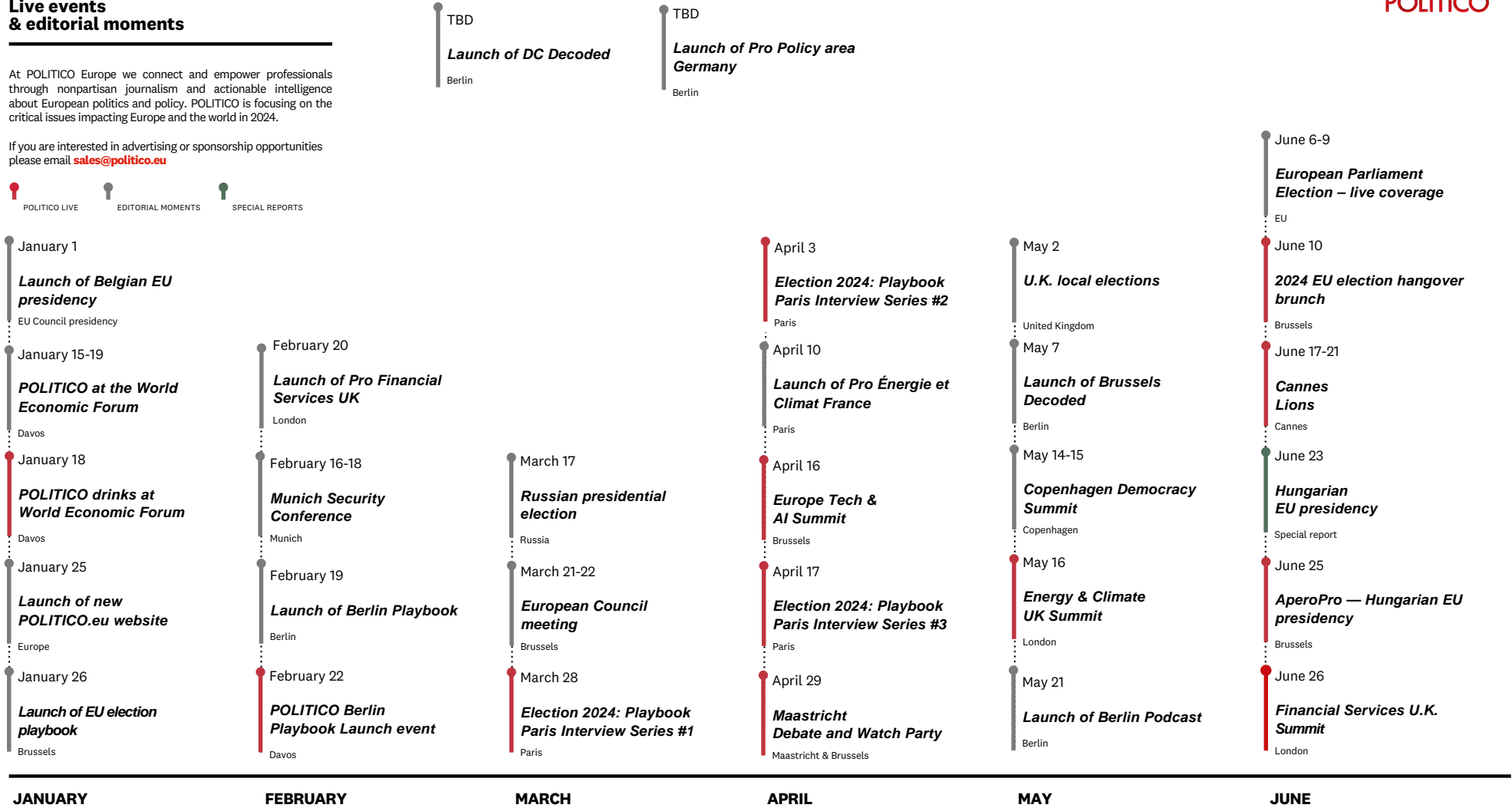


2024
Live events
& editorial moments

At POLITICO Europe we connect and empower professionals through nonpartisan journalism and actionable intelligence about European politics and policy. POLITICO is focusing on the critical issues impacting Europe and the world in 2024.

If you are interested in advertising or sponsorship opportunities please email sales@politico.eu

- POLITICO LIVE
- EDITORIAL MOMENTS
- SPECIAL REPORTS




TBD
Launch of DC Decoded
 Berlin

TBD
Launch of Pro Policy area Germany
 Berlin

2024
Live events
& editorial moments

At POLITICO Europe we connect and empower professionals through nonpartisan journalism and actionable intelligence about European politics and policy. POLITICO is focusing on the critical issues impacting Europe and the world in 2024.

If you are interested in advertising or sponsorship opportunities please email sales@politico.eu

- 
POLITICO LIVE
- 
EDITORIAL MOMENTS
- 
SPECIAL REPORTS

- July 1

Launch of Hungarian EU presidency

EU Council presidency
- July 16

POLITICO Plenary Welcome Party

Strasbourg
- July 17

POLITICO London party

London
- July 22-26

Farnborough International Airshow

Farnborough

- August

European Forum Alpbach

Alpbach

- September

Launch of Pro Technologie France

Paris
- September

State of the Union speech

Strasbourg
- September 4

POLITICO Brussels back-to-school party

Brussels
- September 25

POLITICO Paris party

Paris
- September 10-24

U.N. General Assembly

New York
- September 22-25

POLITICO at U.K. Labour Party conference

Liverpool
- September 29 - October 2

POLITICO at U.K. Conservative Party Conference

Birmingham

- October 1-3

Competitive Europe Week

Brussels
- October

European Council meeting

Brussels

- November TBD

UK general election

United States
- November 5

U.S. presidential election

United States
- November 18-19

G20 summit

Rio de Janeiro
- November

Romanian presidential Election

Romania
- November 19-20

Health Care Summit

Brussels
- November

COP29

TBD

- December TBD

Launch of Pro Health Care UK

London
- December 3-5

Sustainable Future Week

Brussels
- December

POLITICO Winter Event

London
- December 10

POLITICO 28 — Class of 2025

Brussels
- December

AperoPro — Polish EU presidency

Brussels
- December 15

Polish EU presidency

Special report

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

POLITICO Studio

CUSTOM STORYTELLING TO TAILORED AUDIENCES

POLITICO Studio is a team of producers, designers, strategists, editors and subject matter experts who help brands make an impact in power centers across Europe.

Our research shows that communicating on politics and policy is more complex — and more important — than ever before.

From in-person activations to immersive digital experiences, we craft multimedia experiences that reach the world's most influential audience and create real change.



Written

- Feature articles
- Q&As

Video

- Documentaries
- Event recaps
- Animations

Visual

- Photo essays
- Immersive articles
- Banners and social assets

Audio

- Podcasts

IRL

- Event activations

Power of Print

ESSENTIAL TOOL TO REACH POLICY MAKERS

POLITICO's print newspaper is published every Thursday and distributed to the most influential policy- and lawmakers in the Brussels institutional bubble, to national ministries/parliaments/other institutions, our subscribers from the public and private sector, and a selection of strategic distribution points.

POLITICO's print is the best lever to directly reach our most influential and institutional audiences with your message and brand.

Circulation: 11.5K to all EU institutions, UK, French and German Institutions and others



POLITICO's Newspaper Reach

- European Commission
- European Parliament
- European Council
- National ministries
- NATO
- EESC
- Deutscher Bundestag
- Dutch Assemblies
- Belgian Assemblies
- House of Commons
- Parliaments
- EU institutions
- Westminster
- French Senate

So what?

Personal Take-Aways



Content stings carrier.



**Innovation at best comes from the newsroom or the user demand
(not from a business plan).**



Never dilute the journalistic core.



Journalistic integrity and independence are paramount.

POLITICO

2024