

# FUNDRAISING EUROPE

News ★ Market insight ★ Research ★ Expert views ★ Events

## MEDIA PACK

### WHY ADVERTISE WITH EFA?

- Get your brand and messaging directly in front of **2,200+** European fundraisers and nonprofit leaders
- Engage new clients, customers or candidates with your work from a respected media platform – our newsletter, Fundraising Europe
- Achieve extended reach through our website and social channels – every newsletter is published online and shared on **LinkedIn, Facebook & Twitter**

**LEADERBOARD & JOB ADVERTS JUST €300**

**SUPPLEMENTARY EVENT LISTINGS AVAILABLE FROM €30**

**RESERVE YOUR SPOT TODAY!**

### WHAT IS FUNDRAISING EUROPE?

Fundraising Europe is our free monthly email newsletter that covers news, market insight, research, expert views, features and event listings for fundraising in Europe. In other words, it's your one-stop-shop for European fundraising news and views.

Over 2,200 fundraisers and nonprofit leaders are subscribed to the newsletter. They are also shared by our network of fundraising associations online, via their own newsletters and social channels, boosting our reach by an extended audience of 10,000+ fundraisers.

**See more: [www.efa-net.eu](http://www.efa-net.eu)**



## WHAT AD SLOTS ARE ON OFFER?

### Leaderboard Ad Details

**Size: 564px x 120px, Format: jpg / jpeg / png**

**Ideal for promoting services and events**

Discounts available for repeat bookings.

Further options available on request.

## EVENT LISTINGS

Place your fundraising events or training schedule in our online calendar, and in the event listing area of our newsletter from just €30 per event. Events are also promoted via EFA's social media channels.

## SAMPLE JOB ADVERT

### JOB OF THE MONTH\*



#### **General Director**

Portugal with UNHCR Foundation  
FUNDAÇÃO PORTUGAL COM ACNUR

Salary: EUR 60,000-80,000 (+ Bonus)

Location: Lisbon, Portugal

Deadline: 11 July 2021

[View further details here](#)

For just €300, your vacancy can be posted online to EFA's website and featured in our 'job of the month' column within the newsletter. Vacancies are shared via EFA's social channels. This slot is recommended for leadership positions.

## ADVERTISING QUERIES

**Denise Dawes**

**Tel. +49 30 4053 6845**

**[denise.dawes@efa-net.eu](mailto:denise.dawes@efa-net.eu)**



## WHAT IS EFA?

The **European Fundraising Association** (EFA) is a network of fundraising organisations, working to strengthen and develop fundraising across Europe. We represent the European fundraising community with one voice, one collective body and one shared goal of facilitating better fundraising.

We certify national fundraising qualifications and support their development, deliver inspiring networking events, share best practice and publish news and views from across the continent in our newsletter, Fundraising Europe.

## WHERE WILL MY ADVERT BE DISPLAYED?

Banner ads and job ads are displayed among news items in our newsletter. Job ads will also be posted to our website, with events posted to EFA's event calendar. Adverts can be replicated in subsequent issues or a series of ads may be purchased at a discounted rate. Further options are available on request.

Please get in touch if you have any further queries or requests at the contact details below.



**Broad European reach,  
with 60% based in the UK,  
Germany & the Netherlands**



**2,200 subscribers and  
growing!**



**73% readers access Fundraising  
Europe via a desktop, 27%  
on mobile**

**ADVERTISING QUERIES**  
**Denise Dawes**  
**Tel. +49 30 4053 6845**  
**[denise.dawes@efa-net.eu](mailto:denise.dawes@efa-net.eu)**