EUROPEAN STARTUP
INSIDER
YOUR GATEWAY TO THE HEART OF EU ENTREPRENEURSHIP

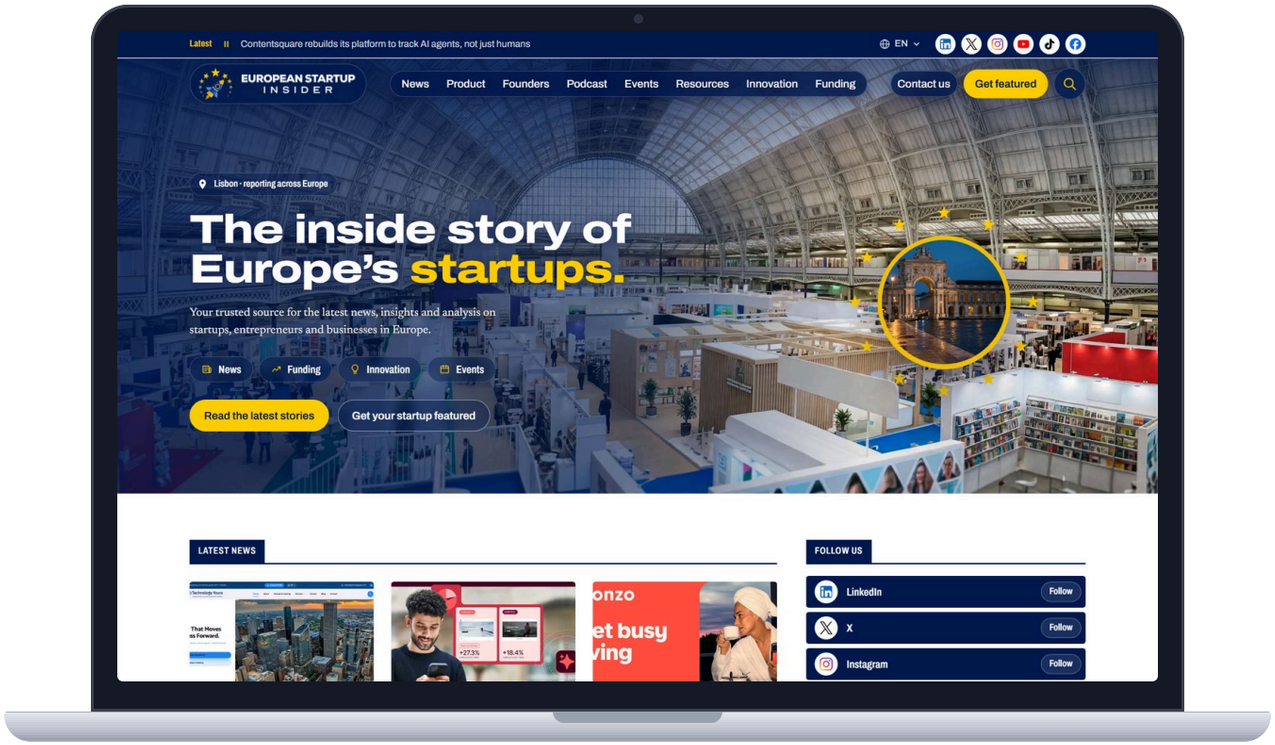


LISBON · REPORTING ACROSS EUROPE

Media Kit 2026.

Rates and formats for brands that want to reach the founders, investors and operators following Europe's startups.

media@europeanstartupinsider.com
europeanstartupinsider.com



europeanstartupinsider.com · home page, November 2026

European Startup Insider: the inside story of Europe's startups

Based in Lisbon and reporting across Europe, European Startup Insider covers startups, founders, funding and events: daily news, founder interviews, product videos, an events guide and a podcast recorded in our own studio in Sintra. Our readers are **founders**, **startup operators**, **investors** and **business angels**, along with **accelerators**, **innovation teams** and the **tech companies** that sell to them.

On the site today

89 news stories and guides

58 startup product videos

81 founder interviews and pitches

75 podcast episodes

36 upcoming events listed

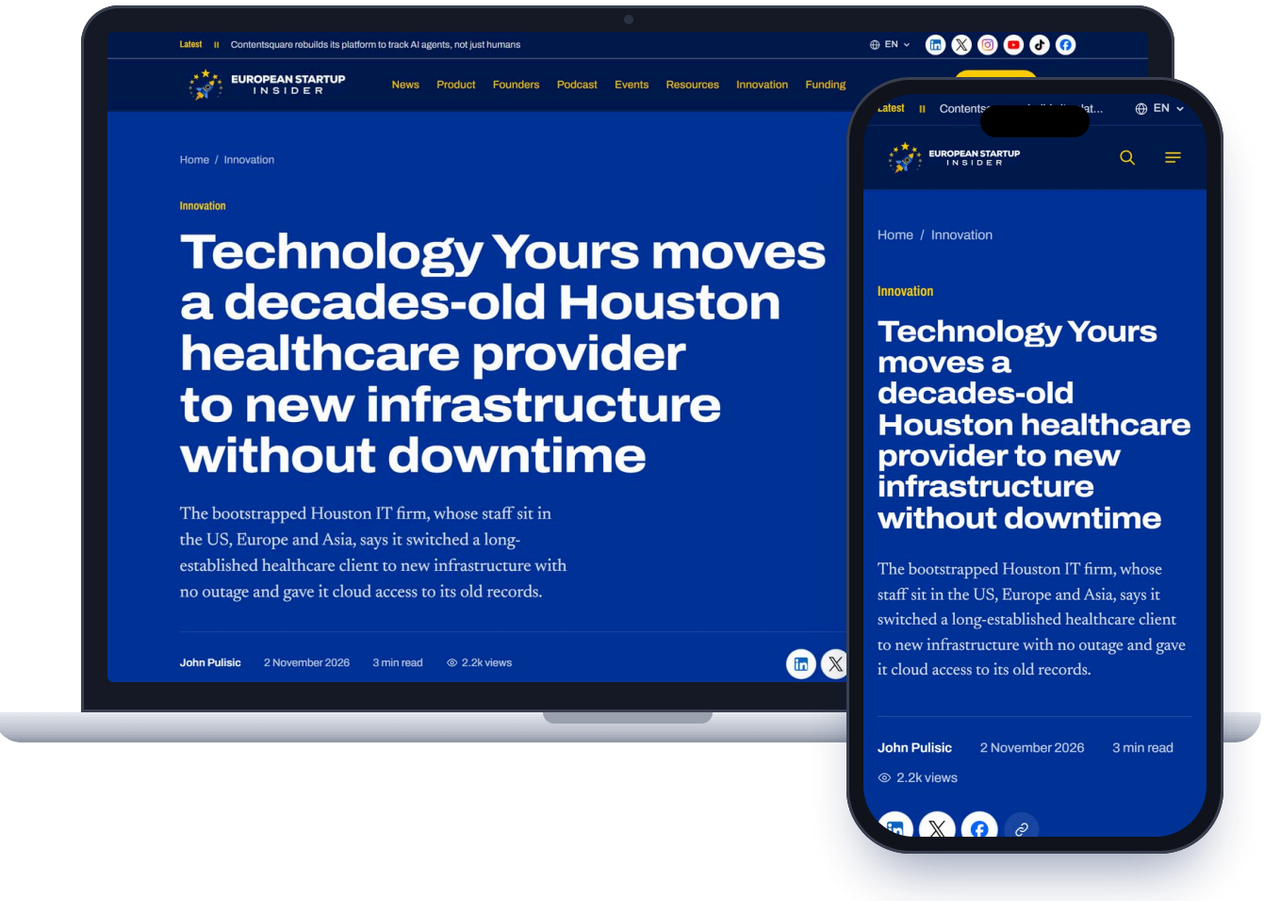
8 languages: EN DE ES FR IT NL PL PT

Counted on the live site, November 2026.

Social channels

LinkedIn	European Startup Insider
X	@Euro_Startup
Instagram	@europeanstartupinsider
YouTube	European Startup Insider
TikTok	@european.startup
Facebook	European Startup Insider

EXAMPLE · TECHNOLOGY YOURS



★ BRAND STORY

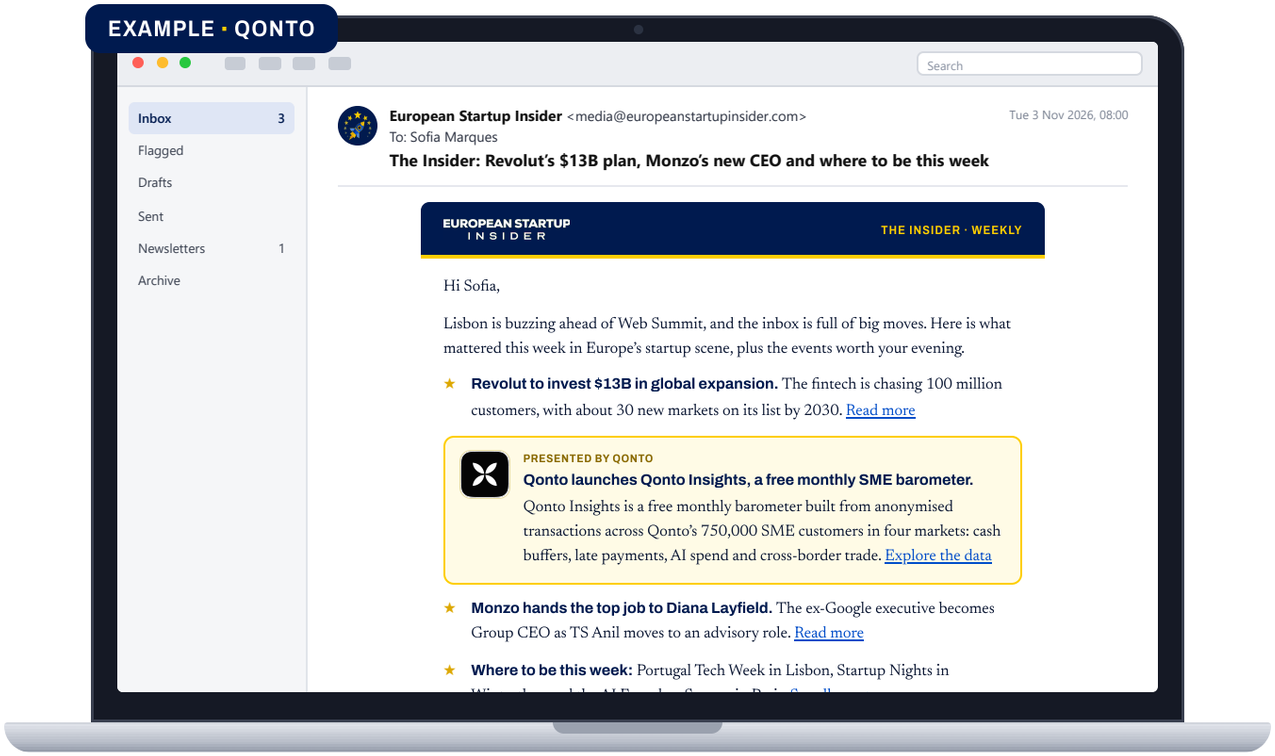
Brand story

For strong visibility for your product or service among founders, startup operators, investors and early adopters, we recommend a brand story on europeanstartupinsider.com. Along with the article itself, it goes out on our social channels: **1 LinkedIn post, 1 X post, 1 Facebook post and 1 Instagram story mention.**

See an example →

Labelled **“Presented by”** your brand at the top of the page and in listings, we write the article from your briefing or work with the copy you supply. It is published in the right category alongside our reporting, with UTM-tagged links, and stays live unless you ask us to remove it.

€248.75



2–3 sentences
Teaser text in our voice

UTM-tagged link
Visits show up in your analytics

Click report
Sent to you after the send

★ NEWSLETTER

Newsletter integration

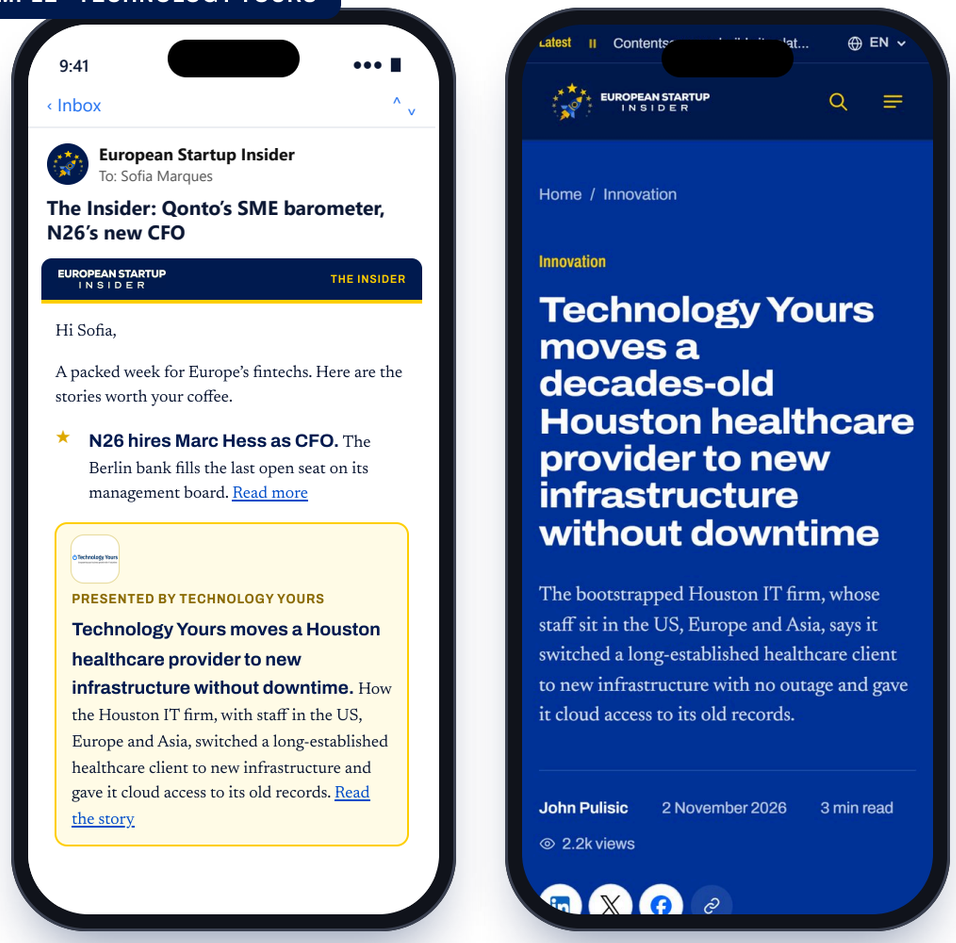
With an integration in **The Insider**, our newsletter, your message lands in the inbox of readers who asked to hear from us: founders, investors and operators who follow Europe's startup scene.

The newsletter is written in a personal tone and brings readers back to our newest stories, interviews and events every week.

A mention in The Insider includes a **teaser text of 2–3 sentences**, clearly labelled "Presented by" your brand, and a link to your website or your brand story.

€275

EXAMPLE · TECHNOLOGY YOURS



The newsletter mention (left) sends readers to the brand story (right).

★ BRAND STORY + NEWSLETTER

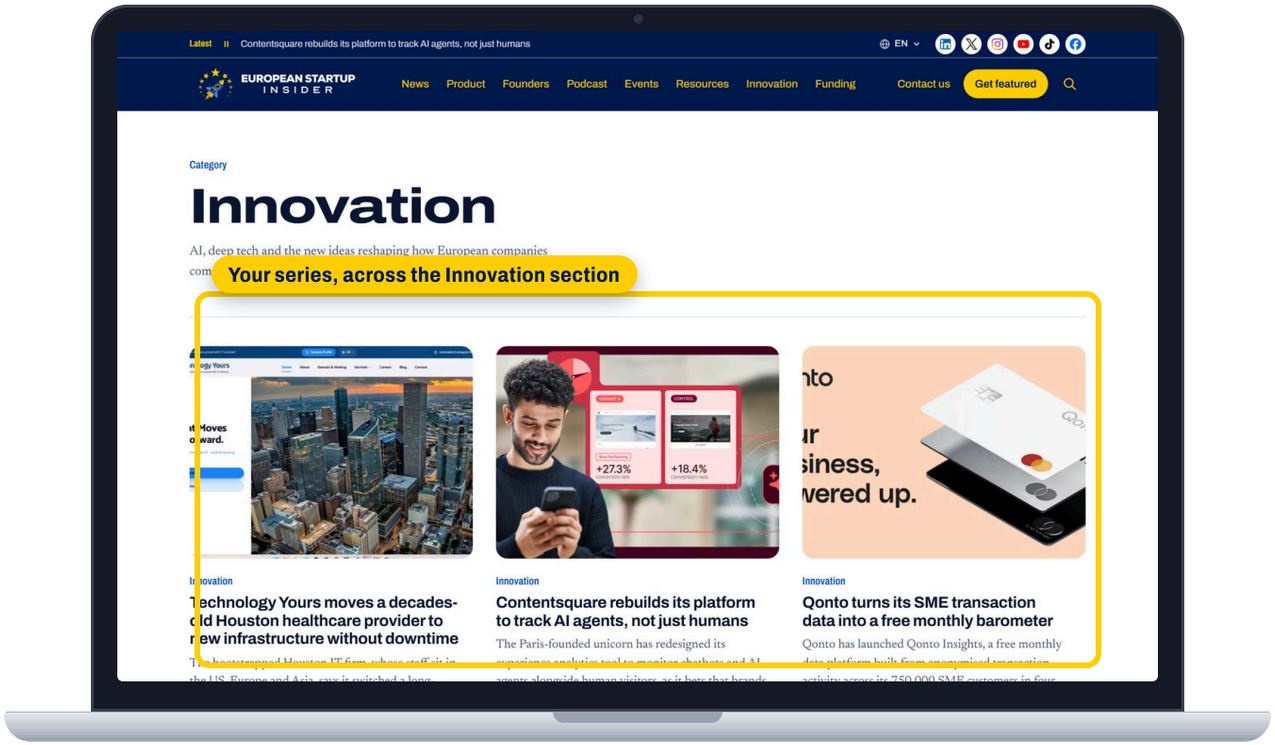
Brand story + newsletter integration

This package includes one brand story on europeanstartupinsider.com with everything described on page 3, including posts on LinkedIn, X and Facebook and an Instagram story mention.

It also includes a mention in The Insider, our newsletter, with a teaser text and a link to your website or brand story, as described on page 4.

Total value of the two placements booked separately: **€523.75**

€437.50



Own a topic: your stories run as a series in the matching section, here /category/innovation.

★ BRAND STORY SERIES

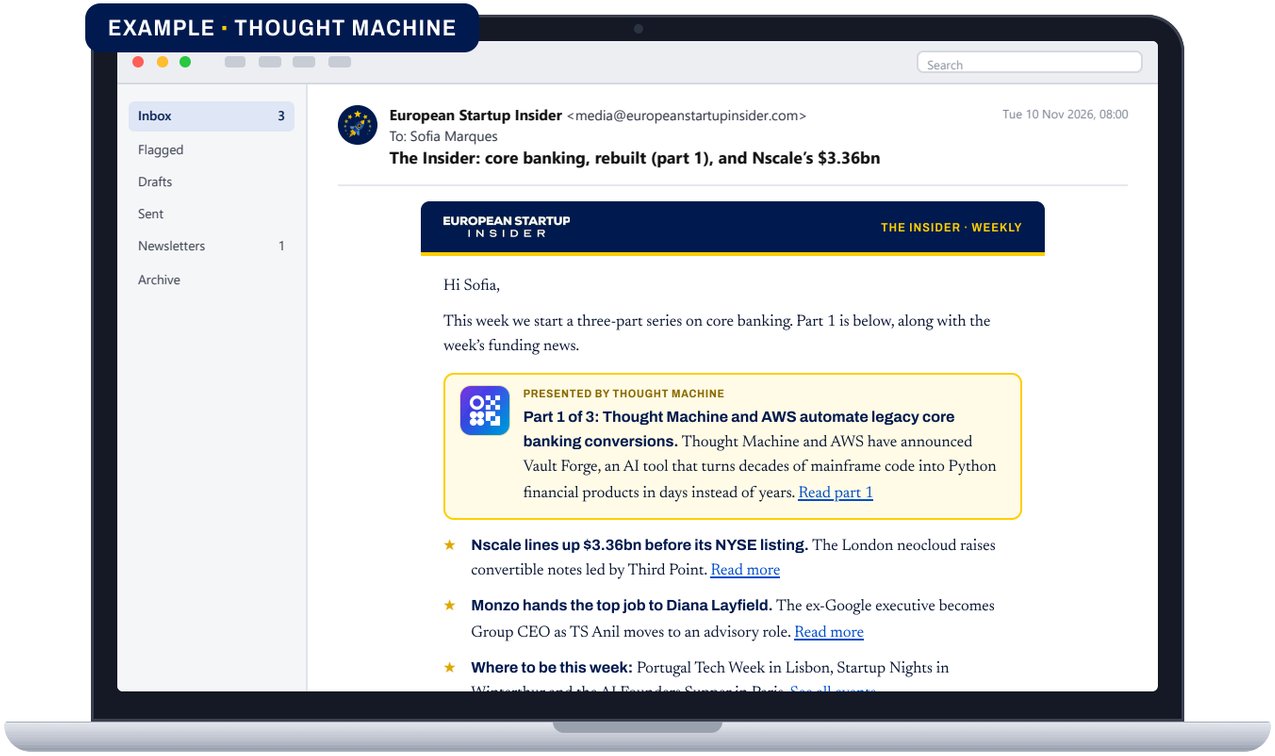
Brand story series

A brand story series gives your brand strong visibility and lets you own a topic across europeanstartupinsider.com for the length of the campaign. It also works for a run of announcements, such as the launch of an accelerator, a call for applications and the final results.

The series runs over a set campaign period, with publication dates agreed between our editors and you. Each story goes out on **LinkedIn, X, Facebook and an Instagram story**, and stays live unless you ask us to remove it.

3 brand stories	€723.75
6 brand stories	€1,422.50
9 brand stories	€2,095

EXAMPLE · THOUGHT MACHINE



Part 1 of 3: each story in the series gets its own newsletter mention.

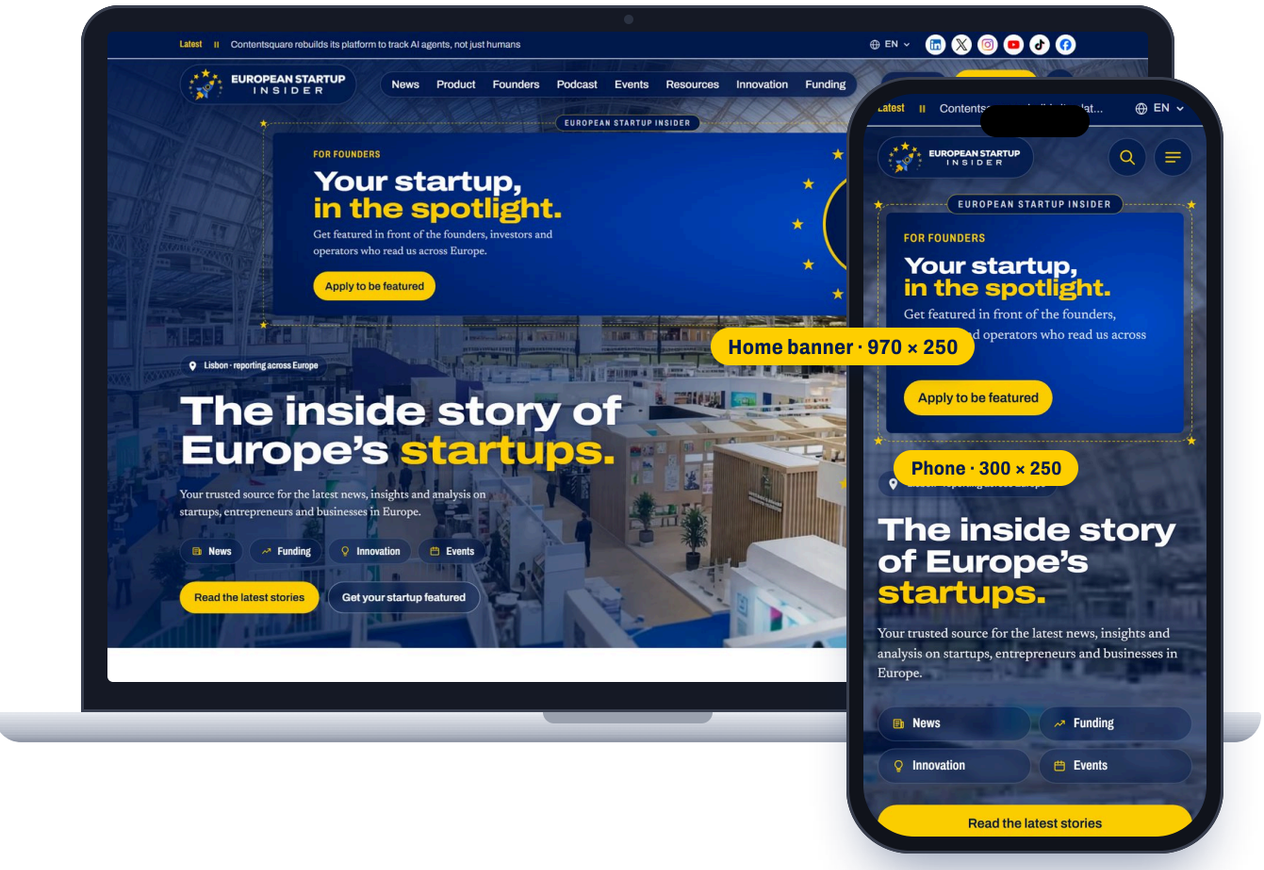
★ SERIES + NEWSLETTER

Brand story series + newsletter series

A brand story series paired with a mention in The Insider for every story gives your brand strong visibility and lets you own a topic across the site for the campaign.

On top of your place on the site and in the newsletter, every story goes out on **LinkedIn, X, Facebook and an Instagram story**. The stories stay live unless you ask us to remove them.

3 brand stories + 3 newsletter mentions	€1,300
6 brand stories + 6 newsletter mentions	€2,450
12 brand stories + 12 newsletter mentions	€4,350



The home banner as it looks today, showing our own “Apply to be featured” banner until a client’s ad is live.

★ DISPLAY

Exclusive banner campaign on europeanstartupinsider.com

Take the exclusive home banner on europeanstartupinsider.com: at the top of our home page, right under the menu, so it is on the first screen every visitor sees. It sits in our gold star frame, with your company named on its label, and links straight to your website.

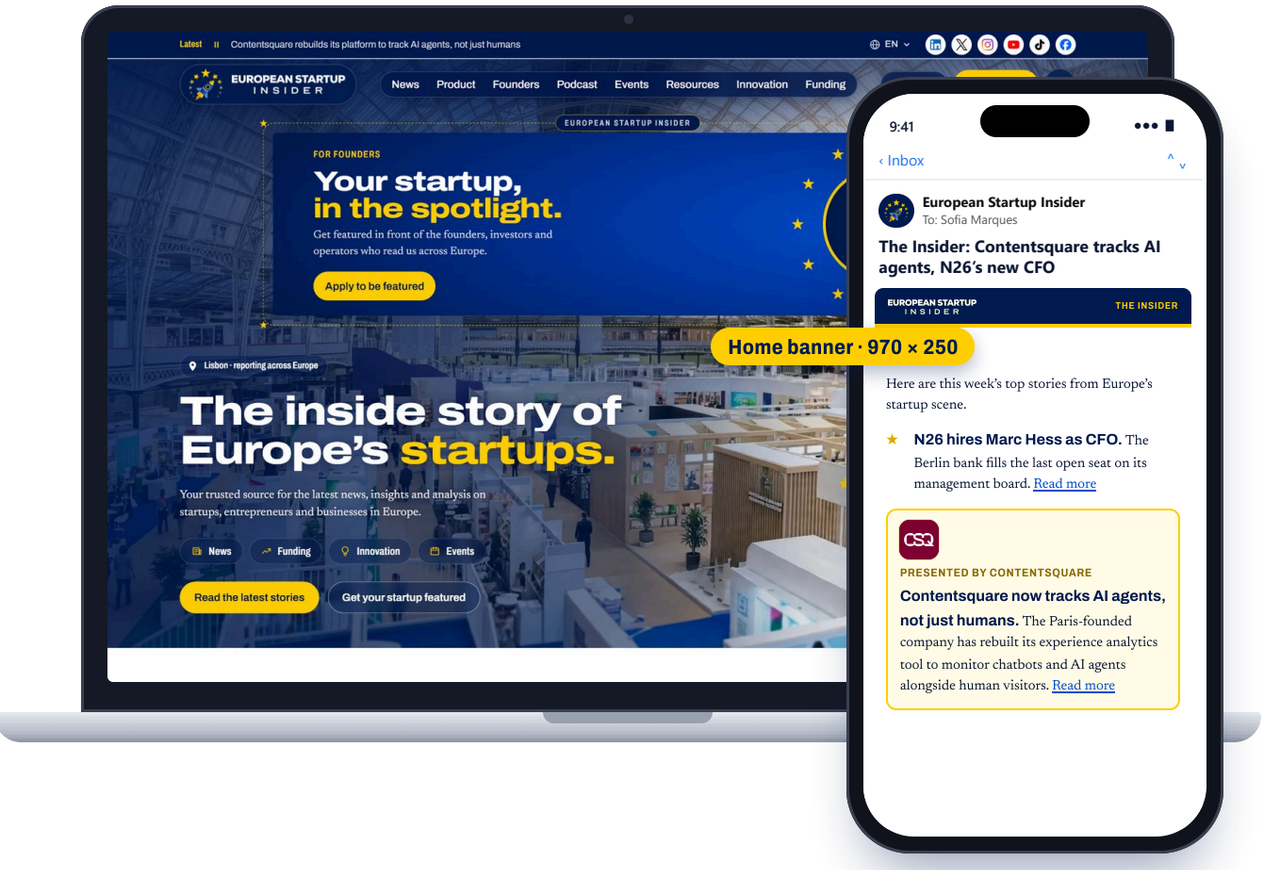
Your ad runs at **970 × 250** on desktop, with an optional **300 × 250** version for phones. Animated GIFs work too. Other formats and packages are available on request.

Option 1: 200,000 ad impressions
100% share of voice until every impression is served
€600
CPM €3

Option 2: 400,000 ad impressions
100% share of voice until every impression is served
€1,100
CPM €2.75

You get an impressions and clicks report at the end of the campaign.

EXAMPLE · CONTENTSQUARE



Your ad takes the home banner while your newsletter mention reaches readers' inboxes.

★ BRAND STORY + NEWSLETTER + HOME BANNER

Brand story + newsletter integration + home banner

Option 1

€1,025
value €1,123.75

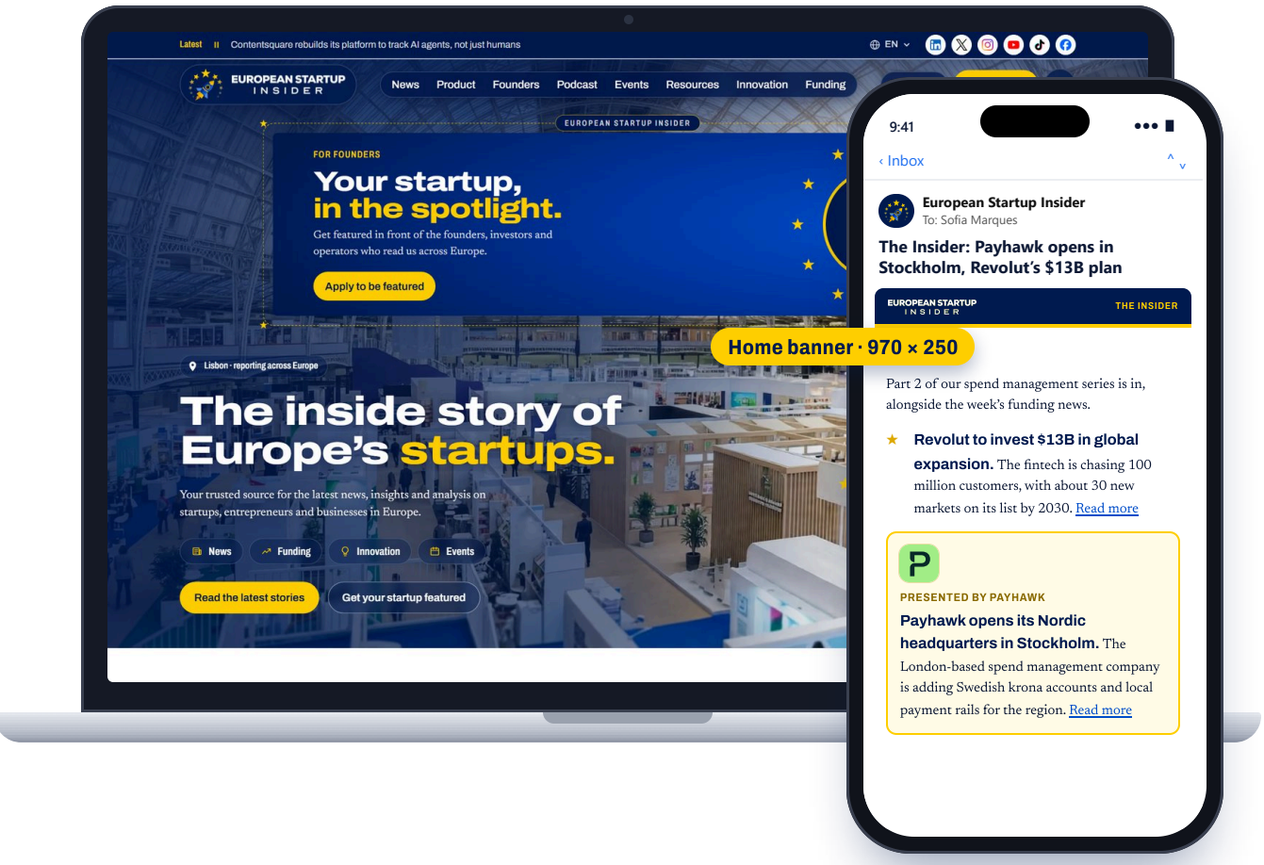
- 200,000 ad impressions (home banner)
- 1 brand story on europeanstartupinsider.com
- 1 post on each of our social channels
- 1 mention in The Insider newsletter

Option 2

€1,500
value €1,623.75

- 400,000 ad impressions (home banner)
- 1 brand story on europeanstartupinsider.com
- 1 post on each of our social channels
- 1 mention in The Insider newsletter

EXAMPLE · PAYHAWK



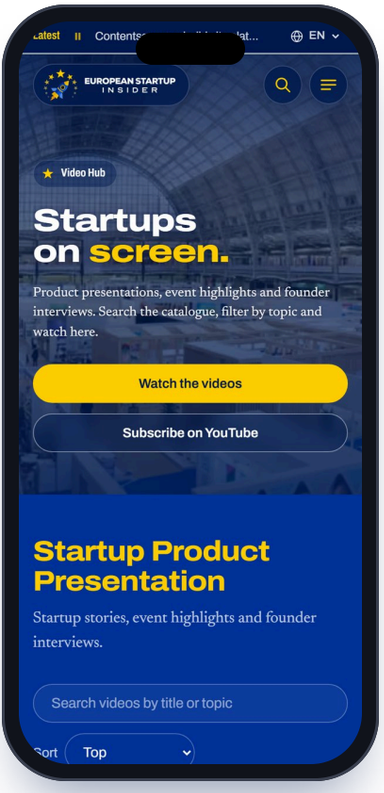
★ FULL CAMPAIGN

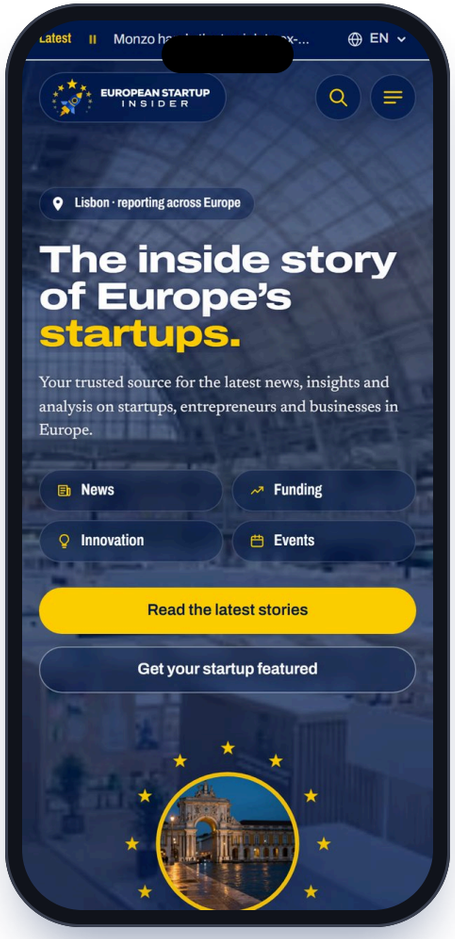
Brand story series + newsletter + home banner

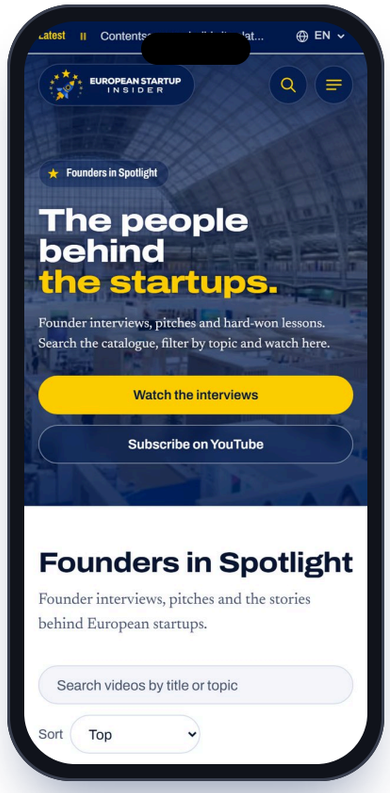
For a strong branding or lead generation campaign on europeanstartupinsider.com over two to three months, we recommend this package:

- **800,000 ad impressions** (home banner)
- **4 brand stories** on europeanstartupinsider.com
- **4 posts** on each of our social channels
- **4 mentions** in The Insider newsletter
- UTM-tagged links and a full campaign report

€3,875 *value €4,300*







Our video hubs feed TikTok, YouTube, Instagram and LinkedIn.

★ SOCIAL

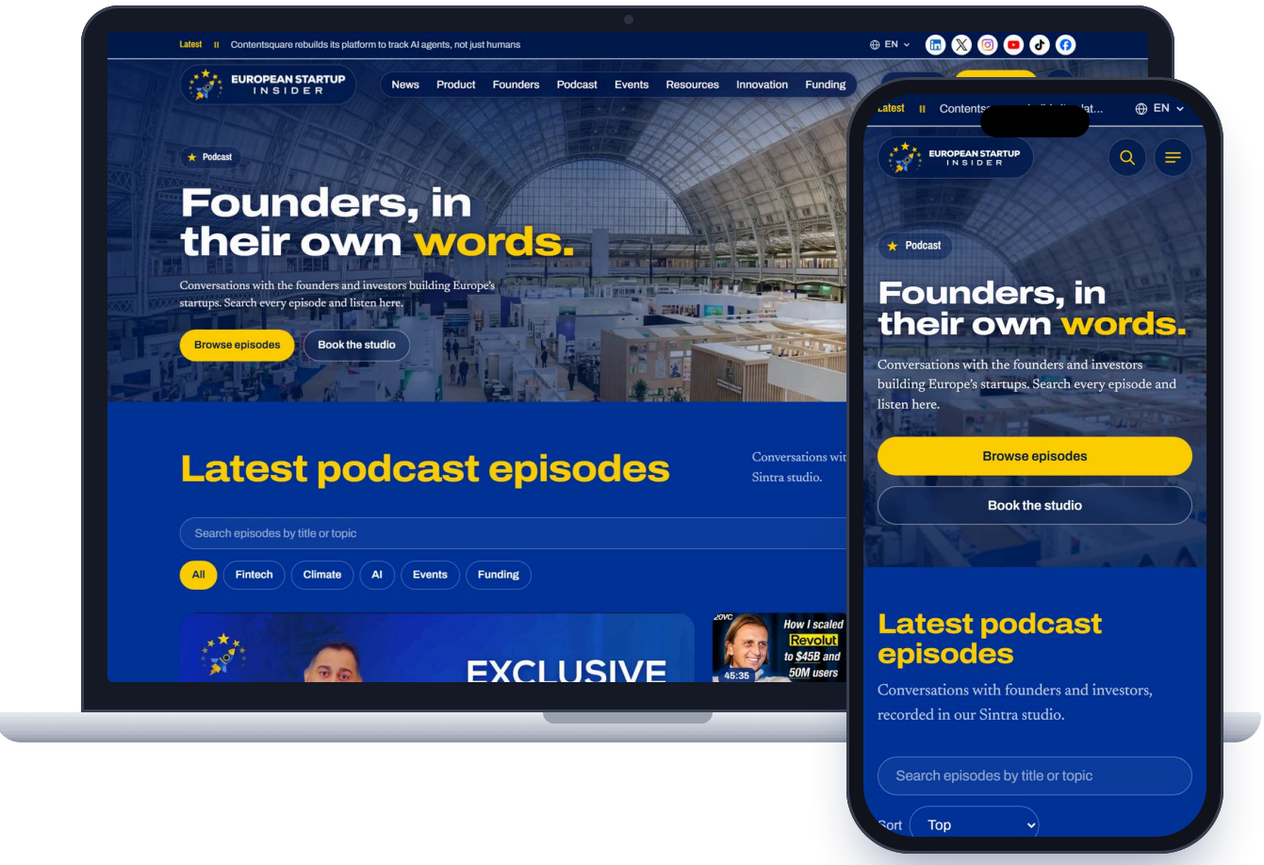
Bespoke social media campaigns

We also run bespoke campaigns across European Startup Insider's social channels:

LinkedIn European Startup Insider	**X** @Euro_Startup	**Instagram** @europeanstartupinsider
TikTok @european.startup	**YouTube** European Startup Insider	**Facebook** European Startup Insider

Labelled "Presented by" in the post, we create the content from your briefing, including short videos for TikTok, Reels and Shorts, and recommend a publishing schedule that reaches the right people for the length of your campaign. This includes organic posting, seeding and boosting.

Price on request



★ PODCAST

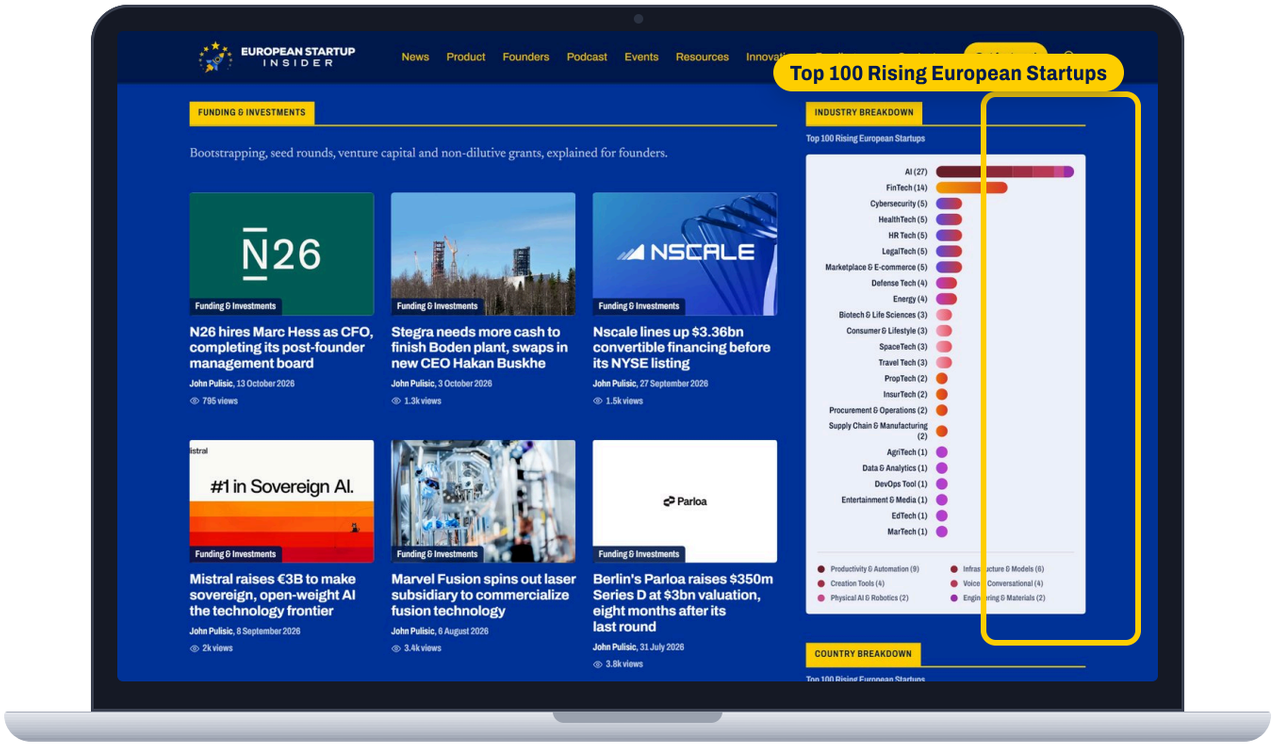
Exclusive sponsorship of the European Startup Insider podcast

Our podcast features Europe's founders and investors, with conversations recorded in our own studio in Sintra. Episodes are promoted on our website, social channels and newsletter, and published on **YouTube**.

Exclusive sponsorship of the episodes we record includes:

- A sponsor segment of about one minute at the start of each episode
- Sponsor mention and link in the show notes
- Sponsor mention and link in every article and social post promoting the episode

6 podcast episodes	€1,087.50
12 podcast episodes	€1,942.50
24 podcast episodes	€3,750



Our Top 100 Rising European Startups, broken down by industry and country, on the home page.

★ RESEARCH

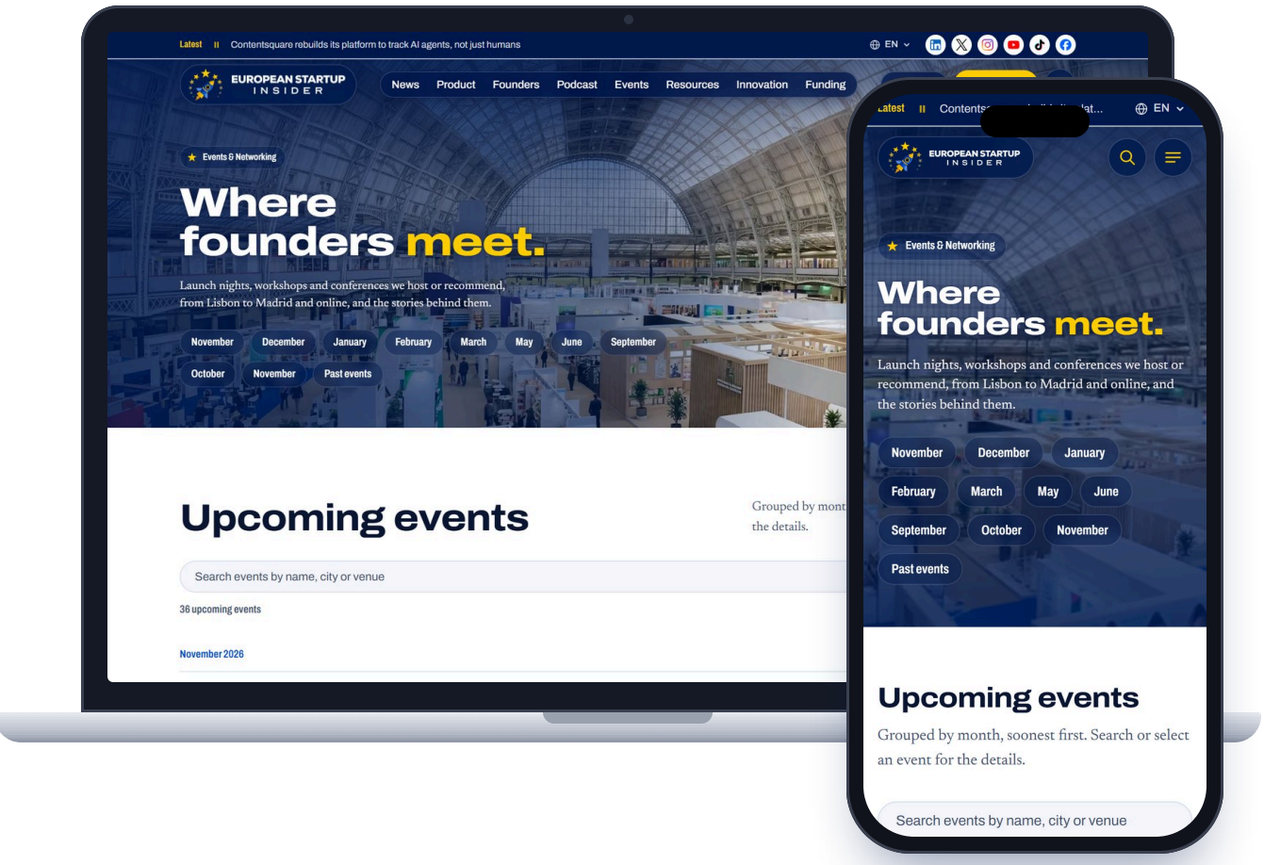
Startup Sourcing: research for investors and corporates

Our Startup Sourcing service gives corporates and investors tailored research, finding startups that match what you are looking for: location, stage, revenue, business model and industry.

We draw on our own reporting, founder interviews and the **Top 100 Rising European Startups** we track, plus public company databases and LinkedIn. You get a research report on the best startups for investment, partnership or acquisition.

Our approach combines careful analysis with what our editors learn from covering Europe's startups every day, so you see the most relevant opportunities for your goals.

Price on request



★ EVENTS & NETWORKING

Events & Networking: where founders meet

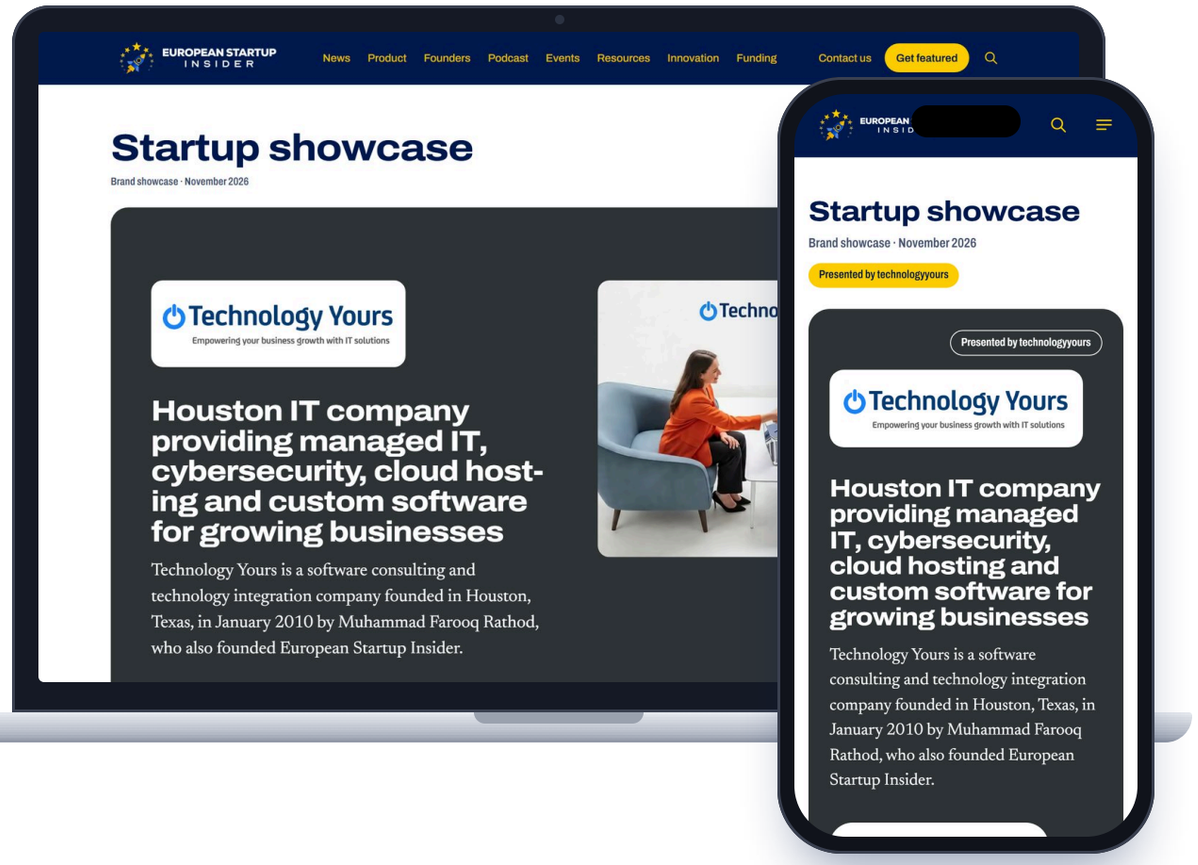
Our Events & Networking guide lists the launch nights, workshops and conferences we host or recommend, from Lisbon to Madrid and online, with **36 upcoming events** listed right now, including Web Summit and Portugal Tech Week.

Partner with us to host or co-host a launch night, list your event in front of our readers, or record interviews with your speakers in our Sintra studio.

Event partners get the reach of europeanstartupinsider.com, our newsletter and our social channels, both before and after the event.

More information & price on request

EXAMPLE · TECHNOLOGY YOURS



★ ONLY ON EUROPEAN STARTUP INSIDER

Startup Showcase & Spotlights

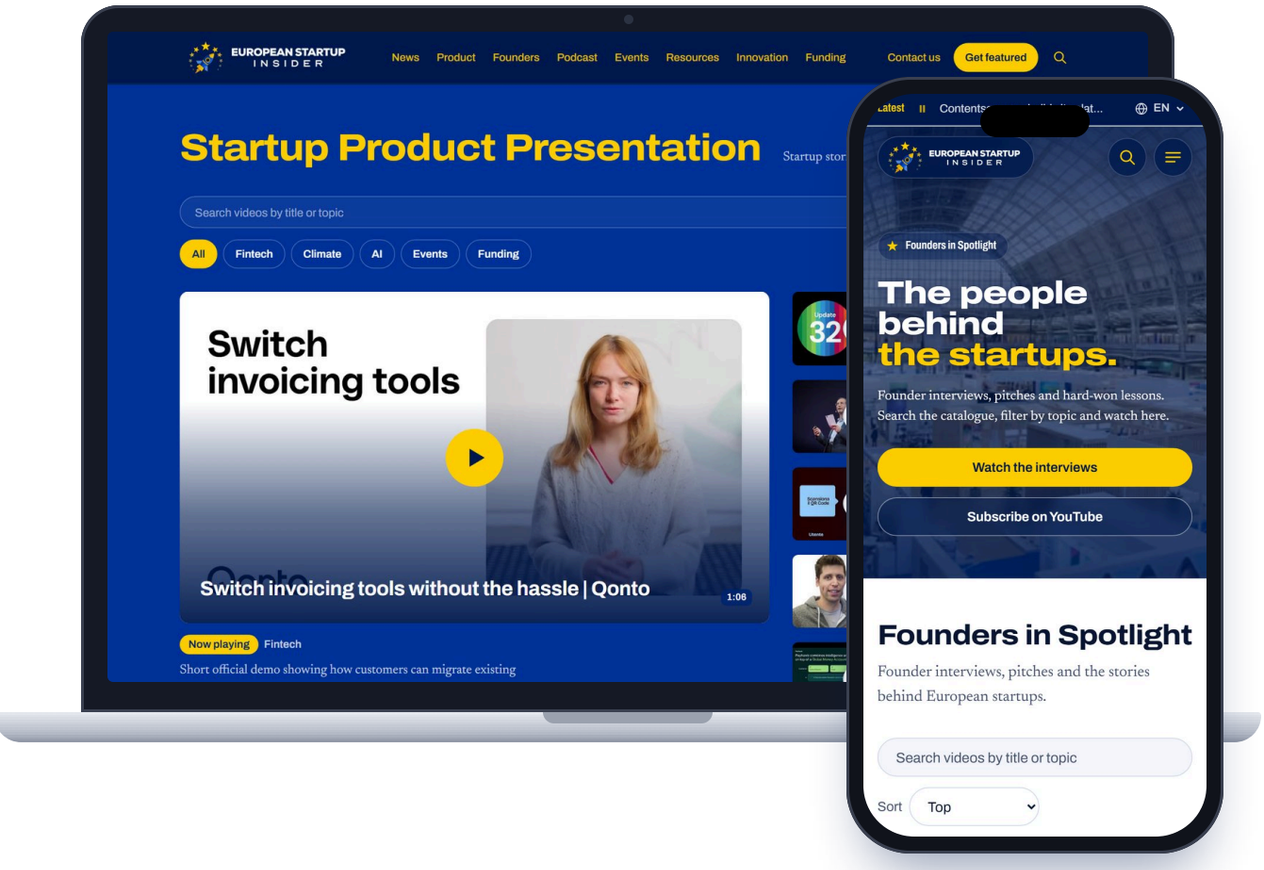
The **Startup Showcase** turns the showcase panel on our home page into your brand takeover for the dates you book, labelled "Presented by" your brand.

- The home-page panel in your brand colour, with your logo, headline and proof points
- Your founder's photo and quote, with a direct link to your website
- A feature article written by our editors
- A founder interview on camera, or a podcast episode recorded in Sintra
- UTM-tagged links, so every visit we send shows up in your analytics

Startup Spotlights put your company in the spotlight boxes on our home page: logo, cover photo, your story in 60–80 words and a link to your website.

Price on request

Book the showcase →



/videos · product presentations | /founders · Founders in Spotlight

★ ONLY ON EUROPEAN STARTUP INSIDER

Product & founder videos

Show, don't tell. Your product demo or founder interview goes into our video hubs, where readers search, filter by topic and watch in place:

- **Product** (/videos) and the "Startup Product Presentation" block on our home page
- **Founders** (/founders) and the "Founders in Spotlight" block on our home page
- Short cuts for our TikTok, YouTube, Instagram and LinkedIn
- Found by readers of the site in eight languages

You upload the video to your own YouTube channel, so every view counts on your channel. Any video can be kept at the front of its section with a "Presented by" label.

Price on request

Submit a video →

Some of our partners and sponsors include:

UPSTRIDE HOLDINGS LDA

Technology Yours
Empowering your business growth with IT solutions

JOBNUR
Real time Taskers & Jobs

PORTUGAL TAXIS

LISBON AIRPORT TAXIS

TEXAS STARTUP INSIDER
YOUR GATEWAY TO THE HEART OF TEXAS ENTREPRENEURSHIP

Lisbon Cleaners

FARO AIRPORT TAXI SERVICE

PORTO AIRPORT TAXIS

Vrisein

Our partners appear in the Partners and sponsors strip on every page of europeanstartupinsider.com.

We look forward to working with you!

If you have any questions, get in touch at any time:

European Startup Insider
Lisbon, Portugal
media@europeanstartupinsider.com
europeanstartupinsider.com

Book a placement → **Our editorial policy**

All prices are in euros. Paid content is always labelled “Presented by” and never changes our independent journalism.



Muhammad Farooq Rathod

Founder & CEO

LinkedIn profile

Muhammad Farooq Rathod is a serial entrepreneur, technology executive and startup mentor with more than 20 years of experience in digital transformation, IT operations and venture strategy.

He founded European Startup Insider, and in 2010 founded Technology Yours, a software consulting and technology integration company in Houston, Texas.

media@europeanstartupinsider.com