



Turkey in Europe is a ground breaking European Business magazine. It has been established to bring international business together to promote Turkish membership of the European Union. Turkey in Europe is independent of the Turkish and UK governments and funded by its members, allowing it to be an independent business focused voice in support of Turkish membership. (www.turkey-in-europe.com)

- Circulation of 5,000 and readership of 20,000. Sometimes, the circulation is not the most important, but the actual quality of the readership. This is such a situation.
- The readership is made up of all MEPs of the European Parliament, members of The European Commission, including President Jose Manuel Barroso, Editors of leading newspapers, along with numerous influential people with a say in Turkey's admission into the EU.
- The mailing lists have been specifically designed so that all the people who receive the magazine are movers and shakers within the decision making process.
- Copies are sent to the Turkish government and the comments we had from Prime Minister Erdogan we very positive after the first issue.
- It is a quarterly magazine, with the next issue being published at the end of September
- The overall mission of this 48 page publication is as a nation branding tool to highlight, in every publication, the different reasons, strengths, and benefits of why Turkey should be in the EU.
- Officially supported by Former Prime Minister of the UK, Tony Blair. He contributed to the magazine and wrote the foreword for this first edition published.
- The distribution methods and the targeted mailings are o the highest levels, the editoiral content and support likewise, so we need to ensure that those companies supporting the project, mirror the quality of the magazine.
- It is extremely important that the leading companies in Turkey, both public and private are seen to be supporting this initiative, otherwise, unfortunately, we believe that it will actually have the opposite effect and send a message of no confidence.

For a copy of the magazine, to take part in an introductory offer to support this initiative an the receive the media kit, please contact **Roland Young** on the details below:

LONDON PUBLISHERS, 142 MIDDLE LANE, LONDON, N8 7JP, UNITED KINGDOM
TEL: +44 208 347 9447 ~ FAX: +44 208 338 3038 ~ MOBILE: +44 7976 816 995
R.YOUNG@LONDON-PUBLISHERS.COM ~ WWW.LONDON-PUBLISHERS.COM