



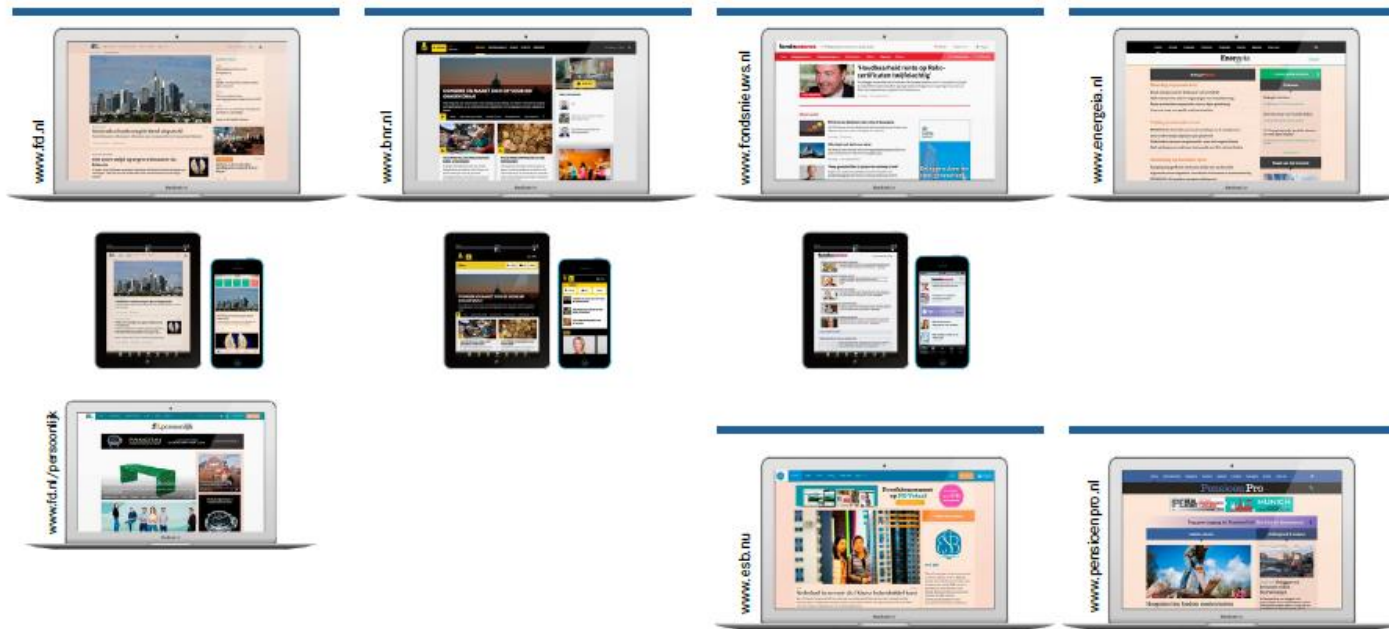
FD Mediagroep Digital

2017



The digital media of FD Mediagroep

- A unique digital platform reaching entrepreneurs in the Netherlands at any time of the day;
- context of high-quality journalistic content;
- exclusive target group of high net worth, enterprising professionals;
- strong position in the niche markets of energy professionals (Energieia), pension professionals (PensioenPro) and economists (ESB);
- follow up on current events.



- An online environment with high-quality, independent, journalistic content; the only quality medium with a financial economic focus;
- follow up on current events: news stories go online without delay;
- target group of enterprising men and women at the cutting edge of the market;
- 'My news': personalised page on the basis of selected key words;
- FD.nl brings news and background stories from the business world
FDPersoonlijk.nl reaches the target group in a personal environment.

Reach	
Unique visitors per month	1,419,600*
Page views per month	10,397,000*
FD newsletter per day	203,000

Sources: Adobe Site Catalyst avg. Jan-Jun 2017*, Own administration avg. Jan-May 2017



 91,493

 19,258

 54,401

 26,096

The target group of FD.nl

- The FD reaches a high-quality group of enterprising men and women;
- this target group includes the decision-makers in the Netherlands and those that wish to follow according to their example;
- visitors are interested in broad financial and economic news reports and in-depth background stories;
- socially successful, they highly value personal development as well as pleasure and comfort.

35%

has a gross household income of
2x average or higher
(minimum € 66.000 per year)
(nationally 14%)

62%

is highly educated (college or higher)
(nationally 26%)

16% is entrepreneur

72% is represented in the highest
social classes (A or B1)

67% is represented in the highest
wealth classes (w1 or w2)

6%

has a management position
within the higher management
(nationally 2%)




Reach	
Unique visitors per month	1,419,600*
FD Print circulation	48,127
FD digital circulation	76,292

Sources: Adobe Site Catalyst avg. Jan-Jun 2017*, NPDM 2017 III

- Up-to-the minute reports: BNR.nl picks up the news brought by the radio station and enriches it with additional elements;
- BNR.nl is an extension of the radio station, providing live and previous broadcasts, offline programmes, and practical services such as traffic information;
- BNR.nl has a very strong image in the business target group. BNR delivers top-notch journalism produced by and targeted at entrepreneurs and professionals;
- brings the latest news on work and career, entrepreneurship, the economy and business life;
- strong links with the radio station and with social media such as Twitter and Facebook.



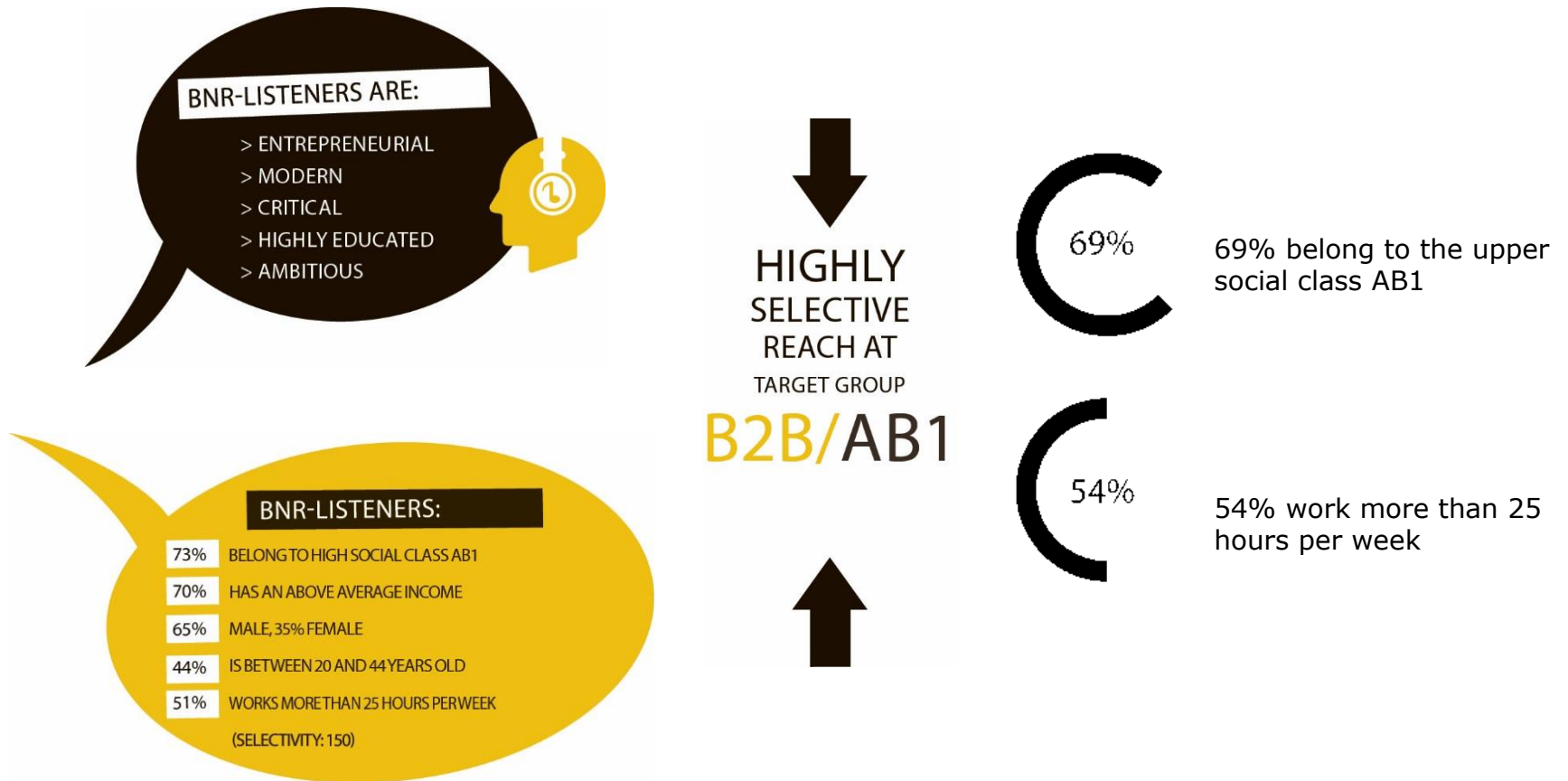
Reach	
Unique visitors per month	524,200
Page views per month	3,400,000*
BNR newsletter per day	16,090

 106,558
 4,232
 25,318

Sources: Adobe Site Catalyst avg. Jan-Jun 2017 *, Own administration avg. Jan-May 2017

Target group of BNR.nl

BNR.nl attracts business-oriented and enterprising consumers who want to stay on top of the news. They are driven by a continuous search for professional and personal improvement, new forms of work and life and challenging ideas.



- Dedicated and independent editorial team;
- largest journalistic online platform for investment professionals;
- niche group of professionals in a specific environment;
- editorial pillars include investment trends and products, sector news, legislative issues and opinion.

The digital Fondsnieuws newsletter is sent via email to the user's personal inbox.

Reach	
Unique visitors per month	35,000
Page views per month	122,000*
Newsletter per day	15,000

Sources: Google Analytics avg. Jan-Jun 2017*, Own administration avg. Jan-Jun 2017



fondsNIEUWS

- On a daily basis the latest need-to-know news and stories for and about the energy market;
- relevant news stories about electricity, heat, gas and renewable energy;
- serves a highly committed target group of Dutch energy professionals;
- Energiea readers are well educated and often hold executive positions in middle, senior or top management;
- Nine out of ten readers are professionally involved in energy issues on a daily basis.

Reach	
Unique visitors per month	26,100*
Page views per month	154,030*
Energiea newsletter	8,250

Sources: Google Analytics avg. Jan-Jun 2017*, Own administration avg. Jan-May 2017



Energiea

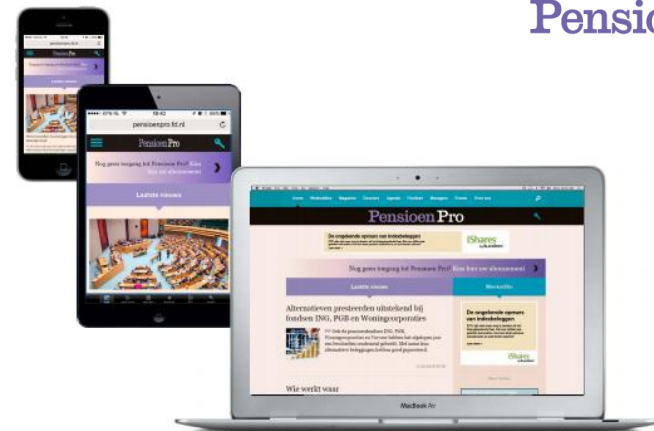
PensioenPro.nl

- Prime source of news and information for the Dutch pension investment industry;
- readers are primarily found among institutional investors and pension professionals;
- daily news updates;
- best choice for background stories and commentaries on the pension sector;
- weekly digital magazine (along with bimonthly printed magazine).

Reach	
Unique visitors per month	16,050*
Page views per month	96,820*
Pensioen Pro newsletter	12,135

Sources: Google Analytics avg. Jan-Jun 2017*, Own administration avg. 1-Jul 2017

Pensioen Pro



- ESB (Economische Statistische Berichten) is the platform of choice for economists;
- It targets a unique and influential niche of scholars and policy makers;
- It is the centre of a professional community discussing economic policy and economic research;
- ESB Magazine is consulted by economists, researchers, policy advisers, subject teachers and undergraduates as well as by board members and managers working at local, provincial or national levels of the public sector or at universities, civic organisations, research institutions or the financial service industry.

Reach	
Unique visitors per month	11,800*
Page views per month	36,570*
ESB newsletter per week	8,250

Sources: Google Analytics avg. Jan-Jun 2017*, Google Analytics avg. Jan-May 2017





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