



Het Financieele Dagblad Brand Presentation 2017

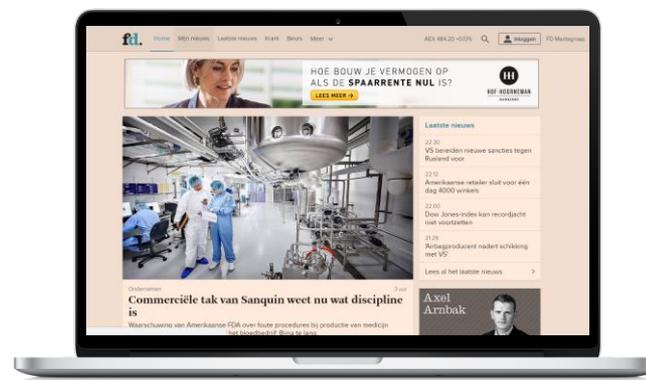


The brand

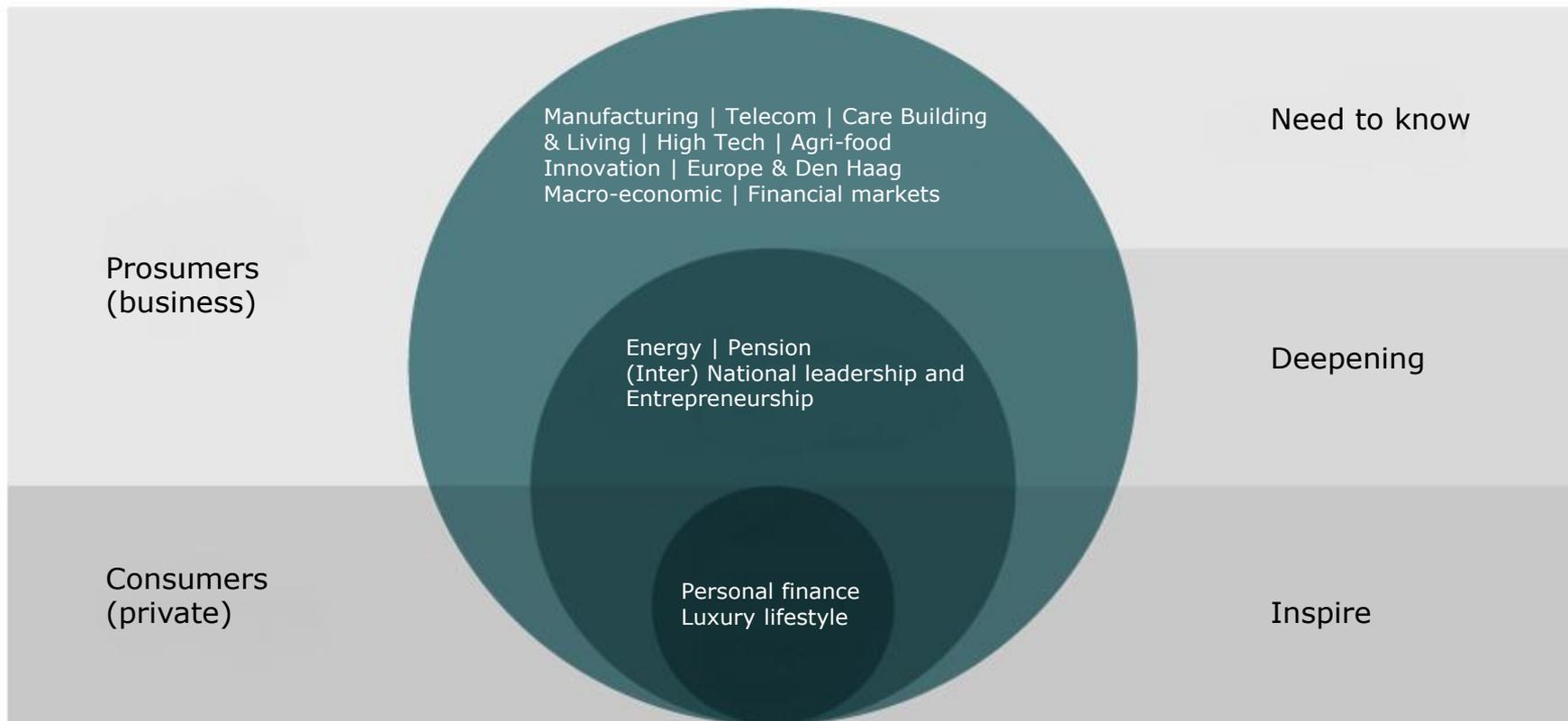
Het Financieele Dagblad is the primary news and inspirational source to giving financial and economic context to developments across the world. Due to its unique position in the market, it appeals to a selective target group of enterprising people, at both business and private levels.

The power of Het Financieele Dagblad lies in its continuous and unconditional search for the truth, its respect for the facts and its independence from political movements, religious persuasions and commercial interests.

While on weekdays Het Financieele Dagblad brings news that is relevant to the business world, the Saturday edition offers depth and inspiration and brings stories that resonate with readers on a private level.



Editorial formula



Target group

Het Financieele Dagblad reaches a high-quality target 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.

Daily reach of
122,800 readers
Reach saturday
143,100 readers
FD.nl per month
1,430,200
unique visitors
Print edition **46,781**
Digital edition **64,112**

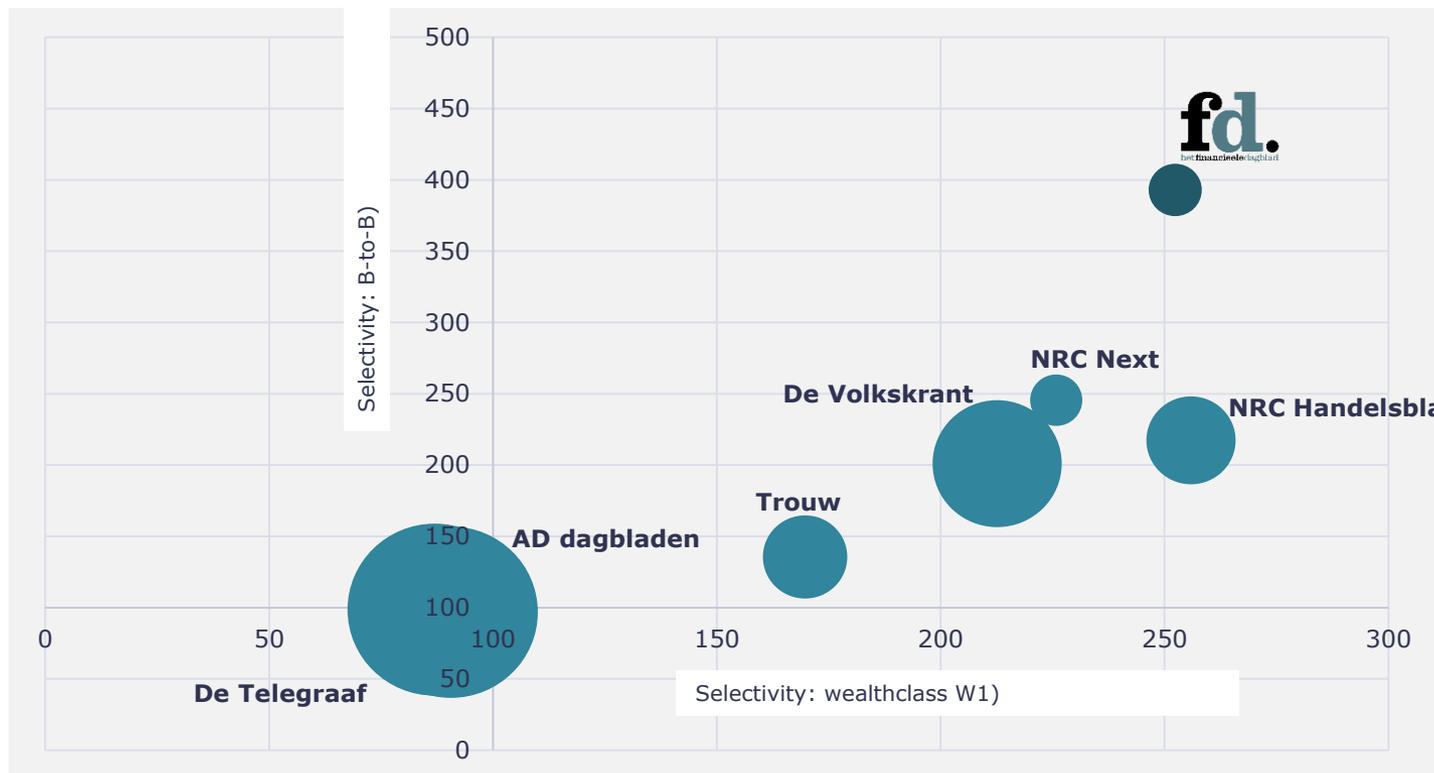
35% has a gross household
income of **twice modal
or more**
(minimum €66,000 per year)
(nation wide 14%)

62% is highly educated
(college education+)
(nation wide 26%)

16% is self-employed
72% is represented in the
highest social class (A or B1)
67% is represented in the
highest wealth class (W1 or
W2)

6% has a management
position within senior
management
(nation wide 2%)

Position



Bron: NOM Print en Doelgroepmonitor 2015 II- 2016 I

FD Monday to Friday, 1st section

Front page and 'In het Nieuws' (In the News)

The front page brings the most important story of the day. This story is then further explored on pages 2 and 3. A concise overview of the news and key stock market indices are on the side of the page. Short national and international news items are situated in the 'fast lane' on the bottom of the page.

'Economie & Politiek' (Economy & Politics)

This section contains relevant economic and political news from the Netherlands and from across the world.

'Opinie & Dialoog' (Opinion & Dialogue)

In this section, the newspaper publishes columns written by its own editors as well as letters received from readers, survey outcomes, and the analyses and views of external experts.

'Profiel' (Profile)

This feature page puts the spotlight on people rather than on business. FD portrays people who play an important role in the Dutch business community. Individual career moves are highlighted in a daily feature ('Personalia') on the bottom of the page.



FD Monday to Friday, 2nd section

The collage shows two pages from the 'fd.' newspaper. The top page is the 'Ondernemen' (Business) section, featuring an article titled 'Sanquins commerciële tak weet nu ook wat discipline is' (Sanquins commercial division now knows what discipline is) with a sub-headline 'Waarschuwing over foute procedures werd lang genegeerd. Bijna te lang' (Warning about wrong procedures was long ignored. Almost too long). It includes a photo of a person in a white lab coat and a small portrait of a man. The bottom page is the 'Beurs' (Stock Exchange) section, featuring an advertisement for 'Arvode' and a section titled 'KLAAR MET HET WEGSPOELN VAN UW MARKETINGBUDGET?' (Ready to sweep up your marketing budget?) with a flowchart showing 'A. VOORT LAAT VAN', 'B. NIUW EN OP', 'C. NIET BEDIJF ZIJT' leading to 'GA NAAR CASTURE.NL'.

'Ondernemen' (Business)

The 'Business' section covers developments in the Dutch and international business sectors. It pays attention to large, quoted companies, family businesses, small and medium-sized companies and start-ups alike.

No day goes by without columnist Bartjens, FD's financial expert. He picks a news item, turns it over, and pulls out informative calculations that shed a new light on what companies have really achieved.

Investment funds

These feature pages contain a comprehensive overview of the quotations on the stock market of Amsterdam and the FD300 international sector figures. It also contains stories on important developments on the national and international financial markets.

'Beurs' (Stock Exchange)

The 'Beurs' feature pages are dedicated to reports on the national and international financial markets. It contains daily stock market reports and analyses drawn up from the perspective of both the professional and the private investor.

FD Weekend, 1st section

Front page and 'In het Nieuws' (In the News)

The front page has the most important story of the day including a large photograph. The newspaper opens with news and analysis and presents the most important national and international news on the first few pages.

'Weekend'

This section brings longer stories about national and international developments.

'Nieuwsweek' (Newsweek)

On the 'Nieuwsweek' pages, FD correspondents reflect on the latest developments in The Hague and Brussels.

'Opinie & Dialoog' (Opinion & Dialogue)

In this section, the newspaper publishes columns written by its own editors as well as letters received from readers.

'Beursweek' (The Financial Week)

Reports from stock exchanges and financial markets across the world and a summary of the week's most important events on the stock exchange of Amsterdam. Additionally, an overview of the week's quotations on the stock exchange and a column written by different authors each week.

'Profiel' (Profile)

On the 'Profiel' page the newspaper helps readers to form their opinion on people who have recently been prominently present in the news. Individual career moves are highlighted in a daily feature ('Personalia') on the bottom of the page.



FD Weekend, 2nd Section: Morgen ('Tomorrow')



Innovation, technology, growth and leadership are the key themes of the Morgen section. The authors write about pioneering initiatives and their impact on corporate organisations and business models. They also reflect on international trends.

- Start-up kitchen:** an inside look at innovative start-ups.
- Smart sites:** hot spots in the new digital world
- Calendar:** overview of innovation and change-related events
- Column:** Business school professor Annet Aris writes about operational management, governance and digital media.
- Cover story:** Interviews with remarkable, inspiring people who impact our ways of thinking and of doing business.
- Tech team:** In-depth stories about current technology.
- Eyeopeners:** Analyses of new developments that have so far largely gone unnoticed, From the opportunities opened up by new technologies, to experimental innovative business models.
- Column:** Columnist Carl Rhode writes about innovative changes and their impact on our lives tomorrow.



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