

# RATE CARD 2022

# QUICKSCAN



FD MEDIAGROEP

# HET FINANCIËELE DAGBLAD



Format	Width (in mm)	Height (in mm)	Rate Mon-Fri	Rate Sat
2/1 spread	520	368	€ 26,494	€ 33,118
1/1 full page	246	368	€ 16,304	€ 20,380
1/2 landscape	246	175	€ 10,700	€ 13,374
1/3 portrait	146	220	€ 7,133	€ 8,916
1/4 portrait	120	176	€ 5,859	€ 7,324
1/8 landscape	120	87	€ 3,159	€ 3,949
1/10 landscape	96	87	€ 2,446	€ 3,057
1/12 landscape	96	75	€ 2,038	€ 2,548
1/16 landscape	96	54	€ 1,529	€ 1,911
1/25 portrait	46	75	€ 917	€ 1,146

Reach per day Mon-Fri 13+	138,000	Source: NOM Print Monitor 2021-II
Reach per day Sat+	173,000	Source: NOM Print Monitor 2021-II

## Position surcharges

Applicable for specific preferences.

Position	Surcharge
Front page	4,0
Back page (first section Mon-Sat)	2,0
Page 3, 5 & 7	3,0
Page 4 & 6	1,5
Position guarantee other editorial	1,5

## Family and financial announcements

You can also publish financial or family announcements on an advertising page in Het Financieele Dagblad, for instance an obituary, marriage or birth announcement.

Kind of announcement	Rate
Family announcements	€ 5 per mm
Financial announcements	€ 8 per mm

## FD Persoonlijk

Page share	Width (in mm)	Hoogte (in mm)	Rate
1/1 full page*	230	275	€ 7,250
2/1 spread*	460	275	€ 12,500
1/1 FDP Special	230	275	€ 8,337
2/1 FDP Special	460	275	€ 14,375

\* add 4 mm bleed on all sides and insert crop marks at the specified height and width.

Reach Sat 13+	173,000	Source: NOM Print Monitor 2021-II
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## Position surcharges

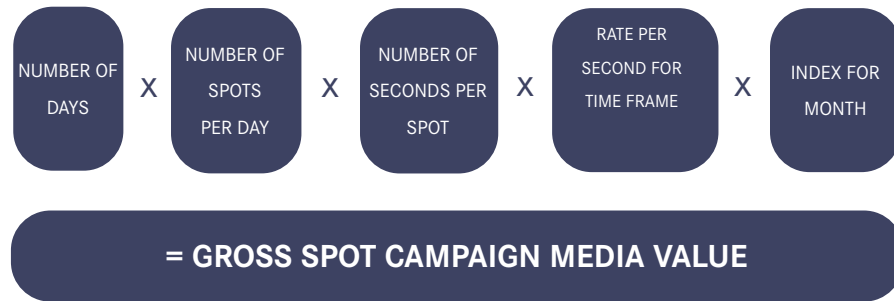
Position	Surcharge
Cover 2	1,2
Cover 3	1,15
Cover 4	1,25
Position guarantee other editorial	1,15

This rate card is a quickscan of the most popular products. The extended rate card can be requested via [www.fdmg.nl/en/rates](http://www.fdmg.nl/en/rates).



Reach per week 10+	474,000	Source: NLO, average. Jul 2020 - Jun 2021, 06.00-30.00h
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You can calculate the rate of your spot campaign according to the calculation below:



### Popular time frames

Time frames	Rate per second
Mon-Fri 06.00-10.00	€ 17.12
Mon-Fri 06.00-20.00	€ 12.03
Mon-Fri 06.00-24.00	€ 9.74
Mon-Fri 07.00-19.00	€ 12.89
Mon-Fri 16.00-20.00	€ 15.78
Mon-Sun 06.00-20.00	€ 9.15
Mon-Sun 06.00-24.00	€ 7.49
Mon-Sun 07.00-19.00	€ 9.78
Mon-Sun 06.00-10.00 / 16.00-20.00 (prime time)	€ 16.46

### Monthly index

BNR works with a monthly index based on seasonal patterns. Multiply the rate for your campaign by the index for the broad-casting month.

JAN	FEB	MAR	APR	MAY	JUN
0h,80	0.90	1.00	1.10	1.15	1.15
JUL	AUG	SEP	OCT	NOV	DEC
0.65	0.60	1.25	1.30	1.30	1.15

BNR livestream starts average per month	1 Million	Source: Triton, H1 2021
BNR podcast downloads average per month	2 Million	Source: Triton, H1 2021

### Digital Audio Rates

Pre-roll livestream €30 CPM

Pre-, mid- & post-roll podcasts €50 CPM

Targeting Pre-, mid- & post-roll RON €43 CPM.

### Spot production

BNR offers the option of recording an individual radio campaign in our studio.

This can be done for an FM commercial (€1,500,00),

a Digital Only commercial (€1,400,00) or for both (€1,750,00). The fee for

recording a commercial includes studio hire, consulting services and a

professional voice actor.



Premium Display + Rich Media	Format	Rate RON CPM	Rate fd.nl CPM	Fixed per day
Rectangle (cross device)	300x250	€ 30	€ 36	
Half page	300x600	€ 40	€ 48	
Billboard (video)	970x250	€ 50	€ 60	
Roadblock	Billboard + half page	€ 75	€ 90	
Mobile half page	320x240	€ 25	€ 30	
Mobile header	300x100 of 300x50	€ 25	€ 30	
Optimized display set (IAB)	Rectangle, half page & billboard	€ 40	€ 48	
In article video	Video per 1.000 starts	€ 40	€ 48	
Mobile interscroller	Rich Media	€ 55	€ 66	
Super header plus homepage (cross device)	100%x250 en 100%x140 (mobile)			€ 15,000
Super header plus beurs (cross device)	100%x250 en 100%x140 (mobile)			€ 6,250
Mobile portrait video	320x400	€ 50	€ 60	

Content options	Rate fd.nl	Rate bnr.nl	
Homepage native banner (cross device)	€ 12,500	€ 3500	per week
Native banner fd.nl/Beurs	€ 5,000	-	per week
Newsletterf advertorial 1st position	€ 3,000	€ 750	per day
Newsletter native banner 2nd position	€ 2,500	-	per day
Newsletter native banner 3rd position	€ 1,600	-	per day

**Reach fd.nl:** 2 million unique visitors per month.

**Reach bnr.nl:** 900,000 unique visitors per month.

Source: Google Analytics, average Jan-Sept 2021

*This rate card is a quickscan of the most popular products. The extended rate card can be requested via [www.fdmg.nl/en/rates](http://www.fdmg.nl/en/rates).*



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