

RATE CARD 2021

QUICKSCAN



FD MEDIAGROEP

HET FINANCIËELE DAGBLAD



| Format | Width (in mm) | Height (in mm) | Rate Mon-Fri | Rate Sat |
|----------------|------------------|-------------------|-----------------|-------------|
| 2/1 spread | 520 | 368 | € 26,000 | € 29,900 |
| 1/1 full page | 246 | 368 | € 16,000 | € 18,400 |
| 1/2 landscape | 246 | 175 | € 10,500 | € 12,100 |
| 1/3 portrait | 146 | 220 | € 7,000 | € 8,050 |
| 1/4 portrait | 120 | 176 | € 5,750 | € 6,620 |
| 1/8 landscape | 120 | 87 | € 3,000 | € 3,450 |
| 1/10 landscape | 96 | 87 | € 2,400 | € 2,760 |
| 1/12 landscape | 96 | 75 | € 2,000 | € 2,300 |
| 1/16 landscape | 96 | 54 | € 1,500 | € 1,725 |
| 1/25 portrait | 46 | 75 | € 900 | € 1,035 |

| | | |
|---------------------------|---------|--------------------------------|
| Reach per day Mon-Fri 13+ | 135,500 | Source: NOM Print Monitor 2020 |
| Reach per day Sat+ | 179,250 | Source: NOM Print Monitor 2020 |

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 | € 4,50 per mm |
| Financial announcements | € 7,95 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 |

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

| | | |
|---------------|---------|--------------------------------|
| Reach Sat 13+ | 179,250 | Source: NOM Print Monitor 2020 |
|---------------|---------|--------------------------------|

Position surcharges

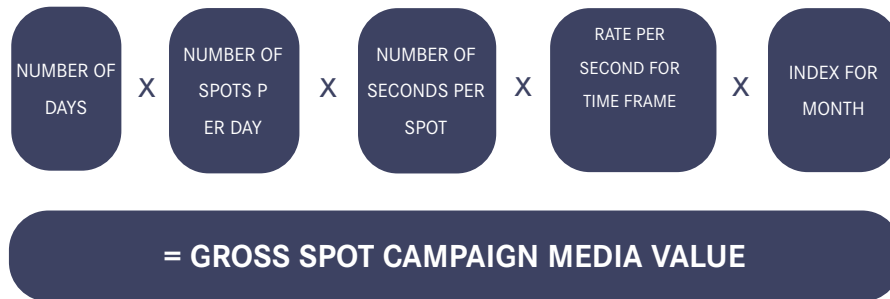
| Position | Surcharge |
|------------------------------------|-----------|
| Cover 2 | 1,15 |
| Cover 3 | 1,15 |
| Cover 4 | 1,25 |
| Position guarantee other editorial | 1,10 |

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



| | | |
|--------------------|---------|--|
| Reach per week 10+ | 476,909 | Source: NLO, average. Jan-Dec 2020, 06.00-30.00h |
|--------------------|---------|--|

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 | € 16,80 |
| Mon-Fri 06.00-20.00 | € 11,81 |
| Mon-Fri 06.00-24.00 | € 9,56 |
| Mon-Fri 07.00-19.00 | € 12,64 |
| Mon-Fri 16.00-20.00 | € 15,49 |
| Mon-Sun 06.00-20.00 | € 8,98 |
| Mon-Sun 06.00-24.00 | € 7,35 |
| Mon-Sun 07.00-19.00 | € 9,60 |
| Mon-Sun 06.00-10.00 / 16.00-20.00 (prime time) | € 16,15 |

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 |
| 0,80 | 0,90 | 0,90 | 1,05 | 1,15 | 1,15 |
| JUL | AUG | SEP | OCT | NOV | DEC |
| 0,65 | 0,60 | 1,20 | 1,25 | 1,25 | 1,10 |

| | | |
|---|-----------|--|
| BNR livestream starts average per month | 850,000 | Source: Google analytics & Triton Jan/Dec 2020 |
| BNR podcast downloads average per month | 1,922,697 | Source: Google analytics & Triton Jan/Dec 2020 |

Digital Audio Rates

Pre-roll livestream €30,- CPM
 Pre/post-roll podcasts €50,- CPM
 Pre/post-roll RON €43,- CPM.

Spotproduction

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 (en pre-roll) | 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 advertorial (cross device) | € 12,500 | € 3,500 | per week |
| Advertorial fd.nl/Beurs | € 5,000 | - | per week |
| Newsletterf advertorial 1st position | € 3,000 | € 750 | per day |
| Newsletter advertorial 2nd position | € 2,500 | - | per day |
| Newsletter advertorial 3rd position | € 1,600 | - | per day |

Reach fd.nl: 1,950,000 visitors per month.

Reach bnr.nl: 750,000 visitors per month.

Source: Google Analytics, average jan-dec 2020

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Contact: salessupport@fdmediagroep.nl, (+31) 20 592 8585, www.fdmg.nl/en