



**FD MEDIAGROEP**

# **Submission Specifications** **2023 Print**

V1.0 2023

# Submission specifications for print

## Het Financieele Dagblad

Size	Width (in mm)	Height (in mm)
2/1 page	520	368
1/1 full page	246	368
1/2 landscape	246	175
1/3 portrait	146	220
1/4 landscape strip	246	87
1/4 portrait	120	176
1/7 landscape	146	87
1/8 landscape	146	75
1/10 landscape	96	87
1/16 landscape	96	54
Ear front page	46	79
Strip front and back page*	550	63
Strip front page*	275	64

\*Please contact [order@fd.nl](mailto:order@fd.nl) for further specifications.

## FD Persoonlijk Specials

Page share	Width (in mm)	Height (in mm)
1/1*	230	275
2/1*	460	275
1/1 Special *	230	275
2/1 Special *	460	275

## Tempus Magazine

Page share	Width (in mm)	Height (in mm)
1/1*	230	275
2/1*	460	275

## De wereld in 2024

Page share	Width (in mm)	Height (in mm)
1/1*	230	275
2/1*	460	275

\* Add 4 mm bleed all around and place cutting marks at the specified height and width.

## Het Financieele Dagblad

FD Mediagroep accepts ads in the certified PDF format for Dutch newspapers (CMYK, 200 dpi). Ads in the RGB format and support colour cannot be used. The submitted ad file must have a maximum size of 12 MB. We can handle the layout of simple ads (with 1 or 2 images) for you (€150 excl. of VAT). Upon reservation, the order department will send you an email confirmation with upload instructions and submission deadlines. Ads must be submitted at the latest by 10.00 on the business day prior to publication.

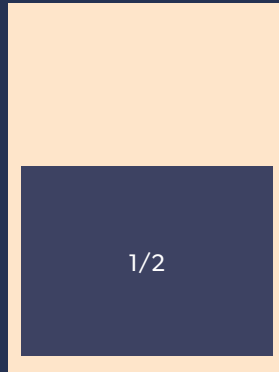
## FD Persoonlijk, Tempus, and FD Outlook Magazine

For print issues, the material must comply with the certified PDF format for Dutch magazines (CMYK, 300 dpi). Ads in the RGB format and support colour cannot be used. The submitted ad file must have a maximum size of 12 MB. Upon reservation, the order department will send you an email confirmation with upload instructions and submission deadlines.

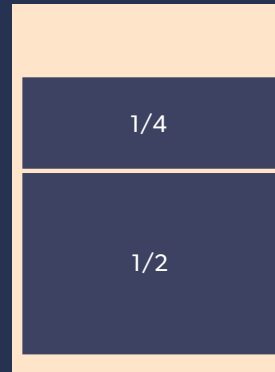
# Format visualisation



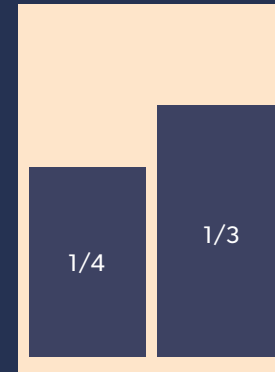
1/1 (246 x 368 mm)



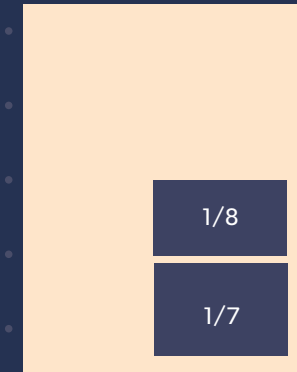
1/2 (246 x 175 mm)



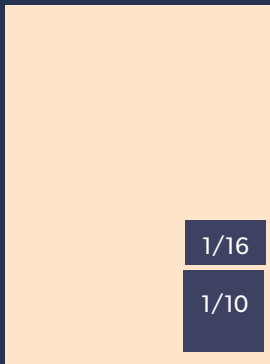
1/4 (246 x 87 mm)  
1/2 (246 x 175 mm)



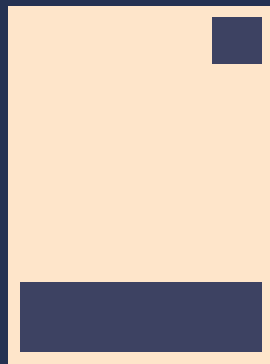
1/4 (120 x 176 mm)  
1/3 (146 x 220 mm)



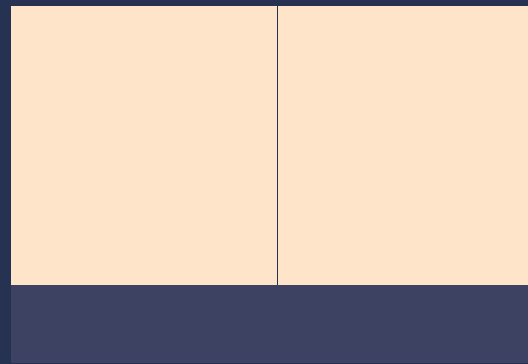
1/8 (146 x 75 mm)  
1/7 (146 x 87 mm)



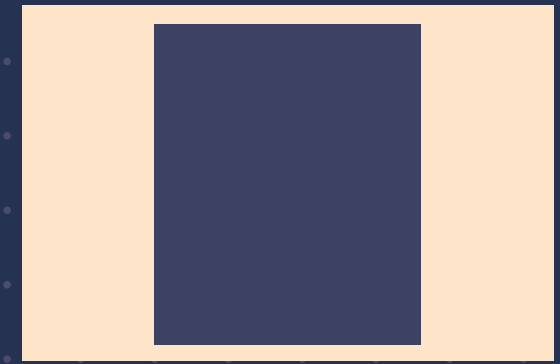
1/16 (96 x 54 mm)  
1/10 (96 x 87 mm)



Ear front page (46 x 79 mm)  
Strip front page (275 x 64 mm)



Strip page 2 & 3 (550 x 63 mm)



Centre ad (218 x 366 mm)

# Advertorials

Advertorials are commercial messages intending to be perceived as editorial text, or to come as near as possible to the formula of the relevant medium. The editorial team reserves the right at all times to reject an advertorial and refrain from publishing it.

The rules below have been established to ensure that the distinction between editorial articles and commercial messages is emphatically clear to the reader, and there can be no mistake as to the sender of the message. Advertorials can be posted on our platforms when they comply with the conditions below.

## Conditions

1. The advertiser inserts the word 'Advertentie' at the top of the advertorial in a diapositive block, approximately 50 mm wide and 10 mm high. The advertiser is not allowed to use the term 'advertorial'.
2. To avoid all confusion, the advertorial text must not be printed in an FD newspaper font (Arnhem, Gotham, Consort) or similar. As such, a sans serif font is the most suitable font for advertorials in the daily newspaper. In a supplement or magazine, in which editorial texts are sometimes printed in part in a sans serif font, the font must clearly be different (at a glance).
3. The layout of the advertorial diverges clearly from the layout of FD articles.

## The following are not allowed:

- a) A column structure identical to that of the FD;
- b) The use of an author line ('from our editor'/'from our correspondent')
- c) The use of place specification (AMSTERDAM -- ; THE HAGUE --).
- d) Specific style characteristics in the FD layout, such as labels, inserts, quotes, alignment, circular photographs with portraits, raster/line structure such as that which the FD uses in colour fields.
- e) Colour use similar to the basic FD colours. The principal FD colours are:
  - o FD green (50/0/10/30)
  - o FD orange (0/55/100/20)
  - o FD light orange (0/45/100/0)
  - o FD blue (100/50/30/0)
  - o FD purple (40/40/0/20)
  - o FD brown (18/25/25/0)

f) The above applies to all publications, including for supplements with a layout diverging from that of the newspaper. An advertorial for a pension supplement, for instance, must diverge emphatically from the layout of that specific supplement.

4. The advertorial text must not be in the form of an interview.
5. The sender (advertiser) must be clearly shown by including the logo of the company or organisation. The logo must have a minimum height of 3 centimetres.
6. It is not allowed to include a link to an editorial FD article in the advertorial. If the advertiser wishes to link to a digital advertorial on FD.nl (or a different FD platform), the following link must be used: [FD.nl/advertorials/](https://fd.nl/advertorials/)'advertiser name'
7. Advertorials are not posted on editorial pages as IM, that is to say, advertorials are placed on advertising pages.
8. Every advertorial must be submitted to the editor-in-chief two days before publication at the latest.
9. There are conditions for FD Persoonlijk, too, with the following additions:
  - a) The advertiser must themselves insert 'Advertentie' in at least font size 10 above the ad in font Gotham Bold, size 9 (on left page for a spread).
  - b) The advertorial must contain the text: "[Bedrijf] is verantwoordelijk voor de inhoud van deze uiting". ([Company name] is responsible for the content of this message).
  - c) The advertorial text may, in FD Personal, appear in interview form.



FD MEDIAGROEP

## Contact:

[salesupport@fdmediagroep.nl](mailto:salesupport@fdmediagroep.nl)

+31 (0)20 592 8585 [www.fdmg.nl](http://www.fdmg.nl)