



FD MEDIAGROEP

2025

RATE CARD

www.fdmg.nl/en salesupport@fdmediagroep.nl +31 (0)20-5928585

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ALL RATES EXCLUDE VAT.

AUDIO



RADIO PACKAGES

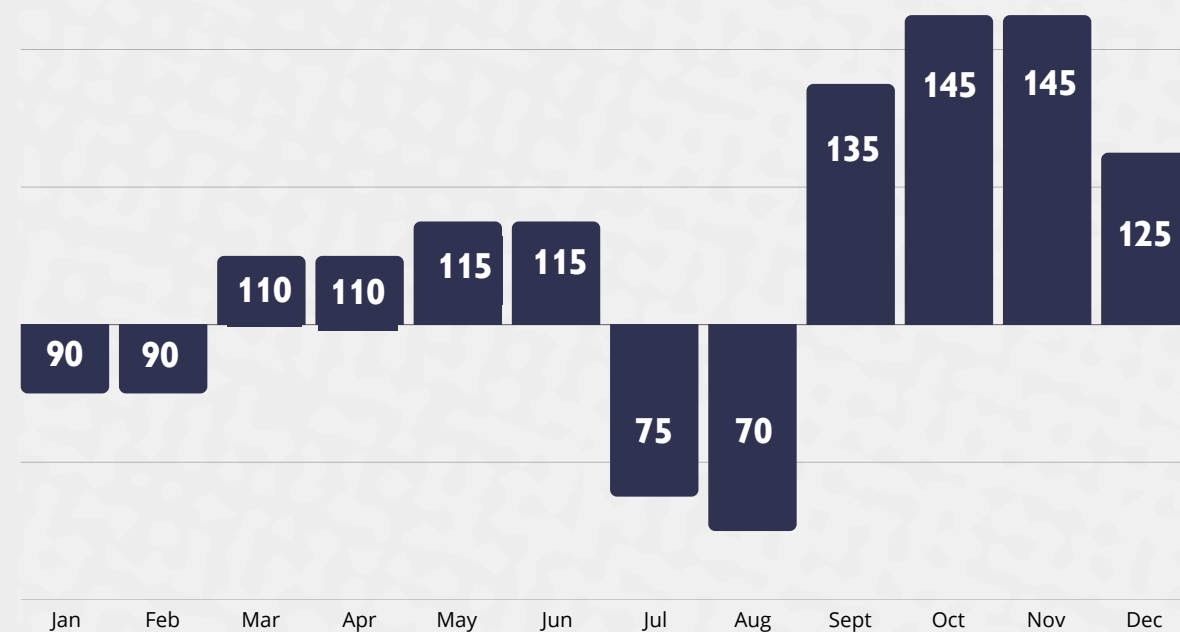
Package	Timing	Rate per second
Allday	Mon-Sun 6:00 - 00:00	€8,38
Weekdays	Mon-Fri 07:00-19:00	€12,89
Rush hour	Mon-Fri 06:00-10:00 & 16:00-20:00	€16,76

TARGETED ACQUISITION FREQUENCY

Targeting	€19,34
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SEASONAL INDEX

The index is determined based on the rate per second.



DIGITAL AUDIO SOLUTIONS

Channel	Brand	CPM
Livestream Broadcast	BNR Livestream and BNR Business Beats	€20
Podcast Series (Pre, mid, and post-roll)	BNR and FD	€42

TARGETING INDICES FOR DIGITAL AUDIO

Targeting	Livestream	Podcast
Pre-roll placement	150	130
Mid-roll position (max 30 sec)	95	175
Spot index exceeding 30 sec (native mid-roll exclusively)		300
Pre- and Mid-roll package		150
Contextual or title selection (minimum of five titles)		150
Title selection, contextual relevance, and positioning		200
Time, region		110

PROGRAMMATIC

To be established through the Private Market Place and Programmatic Guaranteed. Please send your request to adoperations@fd.nl, including the anticipated duration, preferred formats, and seat ID, and we will get back to you as soon as possible.

ALL RATES EXCLUDE VAT.

DISPLAY



DISPLAY MEDIA

Format	BNR.nl	FD.nl	RON*
Rectangle (cross-device)	€15	€20	€18
Half page	€35	€45	€40
Billboard	€35	€45	€40
Mobile half-page	€20	€35	€27
Mobile header	€13	€20	€18
Commercial Post (cross-device)	€30	€40	€36

* Run Of Network: advertisements are displayed across all our channels. Prices are expressed as CPM (Cost Per Mille), which denotes the cost for 1,000 impressions of an advertisement across both display and digital audio platforms.

TARGETING	Index
Device, time, location	110
Channel	150
Customised Contextual	125
Tailored Audience	200
Custom Audience First-Party Data*	300

* Executive Role (C-level), sector, particular objective

PROGRAMMATIC

To be established through Preferred Deals and Programmatic Guaranteed. Please send your request to adoperations@fd.nl, including the expected duration, preferred formats, and seat ID.

RICH MEDIA

Format	BNR.nl	FD.nl	RON
Mobile Interscroller	€42	€66	€55
Mobile portrait	€40	€60	€50
Fixed formats			
Super header plus homepage (cross-device)	€2,500 - bnr.nl daily	€15,000 - fd.nl daily	
Super header plus beurs (cross-device)		€7,500 - fd.nl daily	
FD Persoonlijk Premium		€12,000 - fd.nl biweekly	

DISPLAY PACKAGES

Display packages	BNR.nl	FD.nl	RON
	€30	€42	€35

This package provides optimal performance for each format and superior visibility across devices. Select the preferred number of impressions, deliver the five formats (medium rectangle, mobile rectangle, mobile header, half-page banner, billboard), and we ensure ongoing optimisation.

AUDIENCE PACKAGES

Target group segmentation utilising our first-party data, which encompasses profile characteristics, behavioral patterns, and contextual segments. Standard audience packages: Investors, Business and Entrepreneurs, Technology and Innovation, Luxury and Lifestyle, Sustainability, Leadership and Career, Small and Medium Enterprises, Government and Europe.

fd.nl CPM
€65

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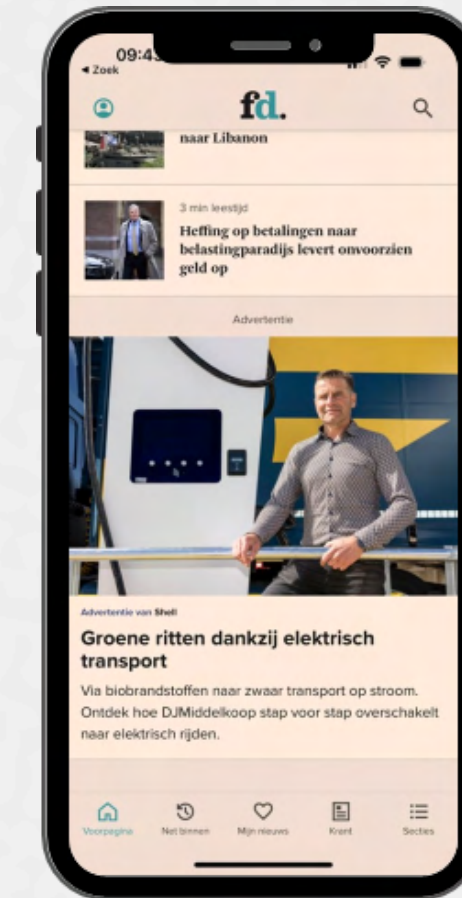
NATIVE BANNER



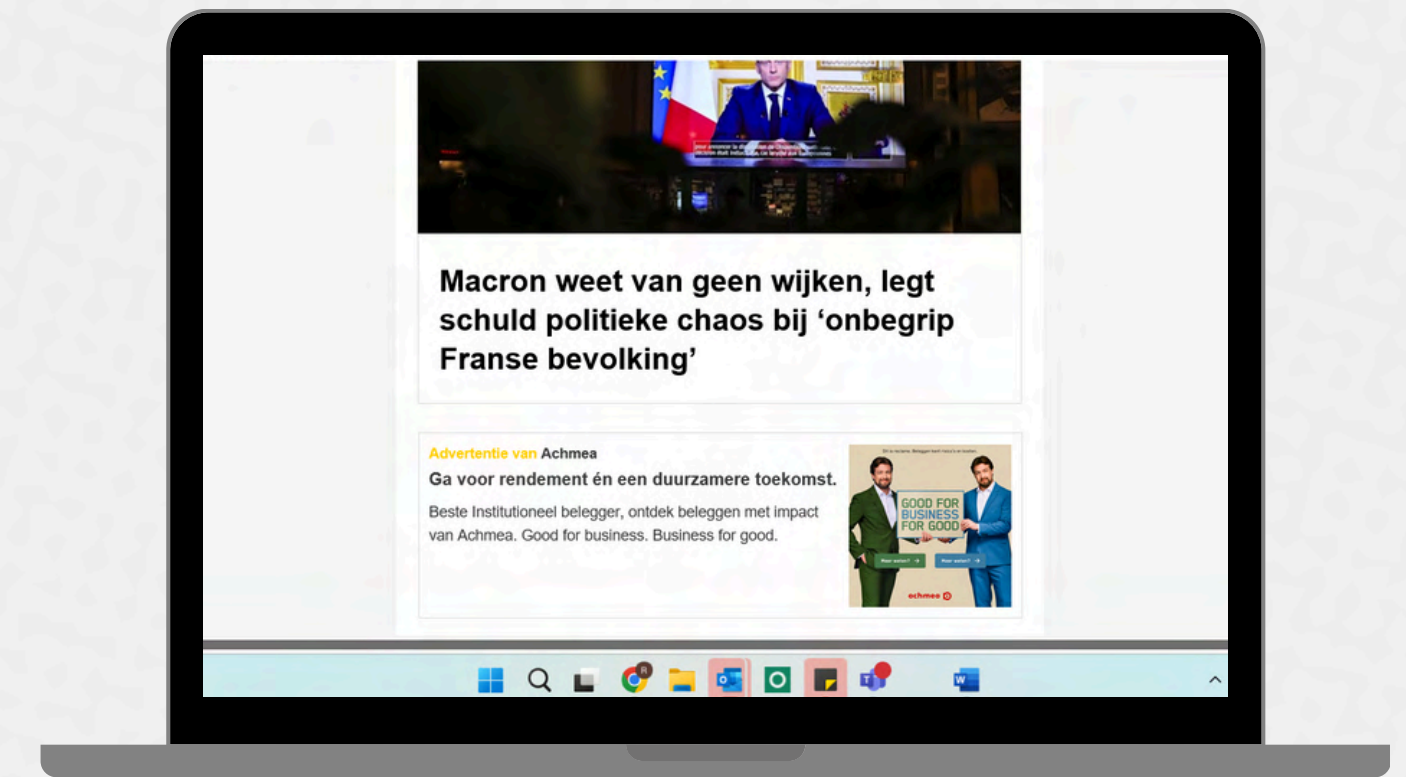
NATIVE MEDIA

Format	BNR	FD
Homepage native banner (cross-device, weekly)	€2,000	€14,000
Beurs advertisement (per week)		€9,500
BNR in-article native banner	€45 CPM	
Newsletter native banner, 1st position (per day)	€750	€3,750
Newsletter native banner 2nd position (per day)	€500	€3,500
Newsletter native banner Third Position (per day)		€3,250
BNR native banner package*	€9,500	

*150,000 impressions inarticle, one BNR newsletter, and one week of BNR Homepage advertorial.



Homepage advertorial



Newsletter advertorial

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VIDEO



BNR YOUTUBE

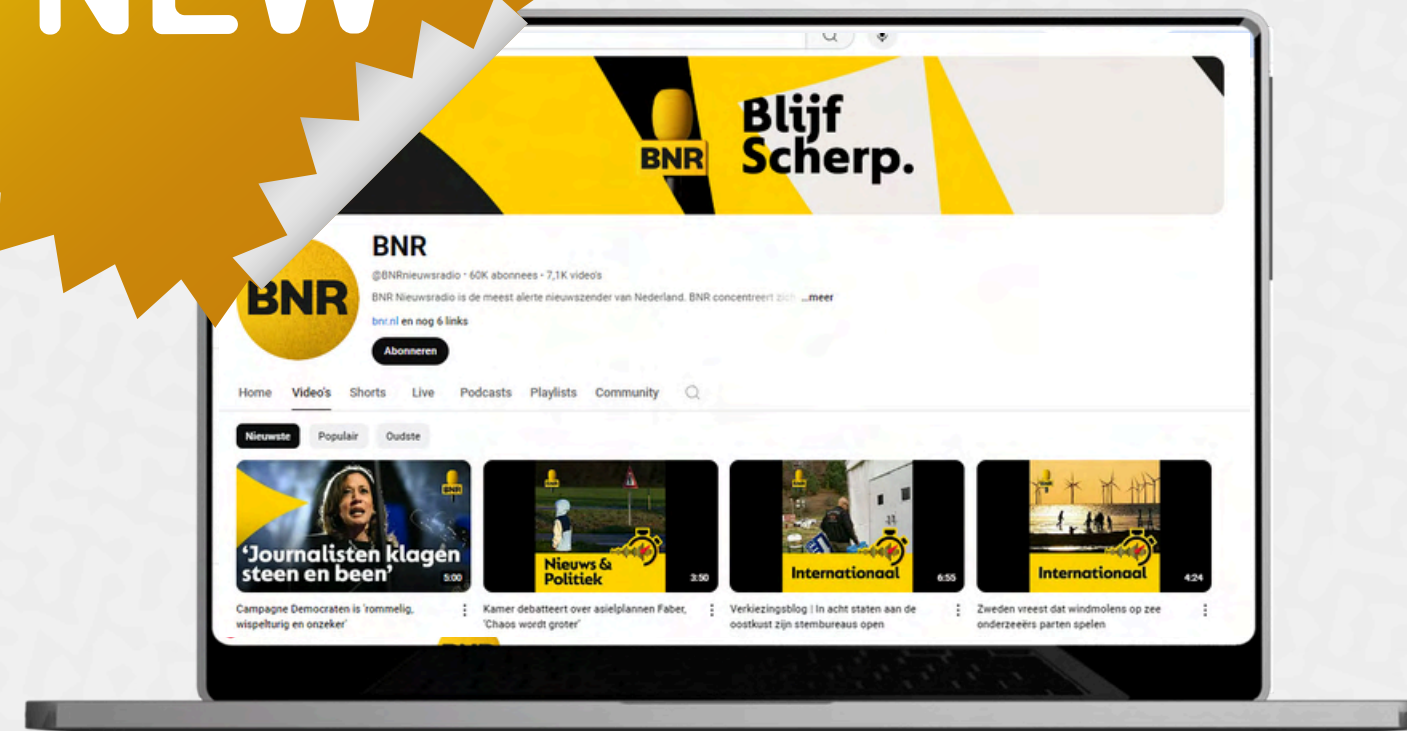
Format	Rate (ROS)
Bumper (6 seconds)	€25
Pre-roll (skippable)	€45
Pre-roll (non-skippable)	€55

FDMG VIDEO PACKAGES

Format	Rate (RON + YouTube)
Outstream + BNR YouTube (skippable)	€43
Outstream and BNR on YouTube (non-skippable)	€45

IN-ARTICLE OUTSTREAM

Format	Rate
BNR.nl	€32
FD.nl	€48
BNR.nl and FD.nl	€40



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NEWSPAPER



Format*	Width in mm	Height in mm	Rate on an advertisement page Mon-Fri	Rating on an advertisement page Saturday	Rate for an editorial page Mon-Fri	Rate on an editorial page on Saturday
2/1 page	520	368	€26,494	€33,118	€39,741	€49,677
1/1 page	246	368	€16,304	€20,380	€24,456	€30,570
1/2 h	246	175	€10,700	€13,374	€16,050	€20,061
1/4 horizontal band	246	87	€5,859	€7,324	€8,789	€10,986
1/4 standing	120	176	€5,859	€7,324	€8,789	€10,986
1/7 horizontal	146	87	€3,465	€4,331	€5,198	€6,497
1/10 vertical	96	87	€2,446	€3,057	€3,669	€4,586
1/16 horizontal	96	54	€1,529	€1,911	€2,294	€2,867
Corner advertisement	46	79	€3,500			
Strip on front and back cover	550	64	€25,475			
Front page strip	550	64	€15,285			

FAMILY AND FINANCIAL ANNOUNCEMENTS

Family announcements	€5 per mm
Financial announcements	€8 per mm

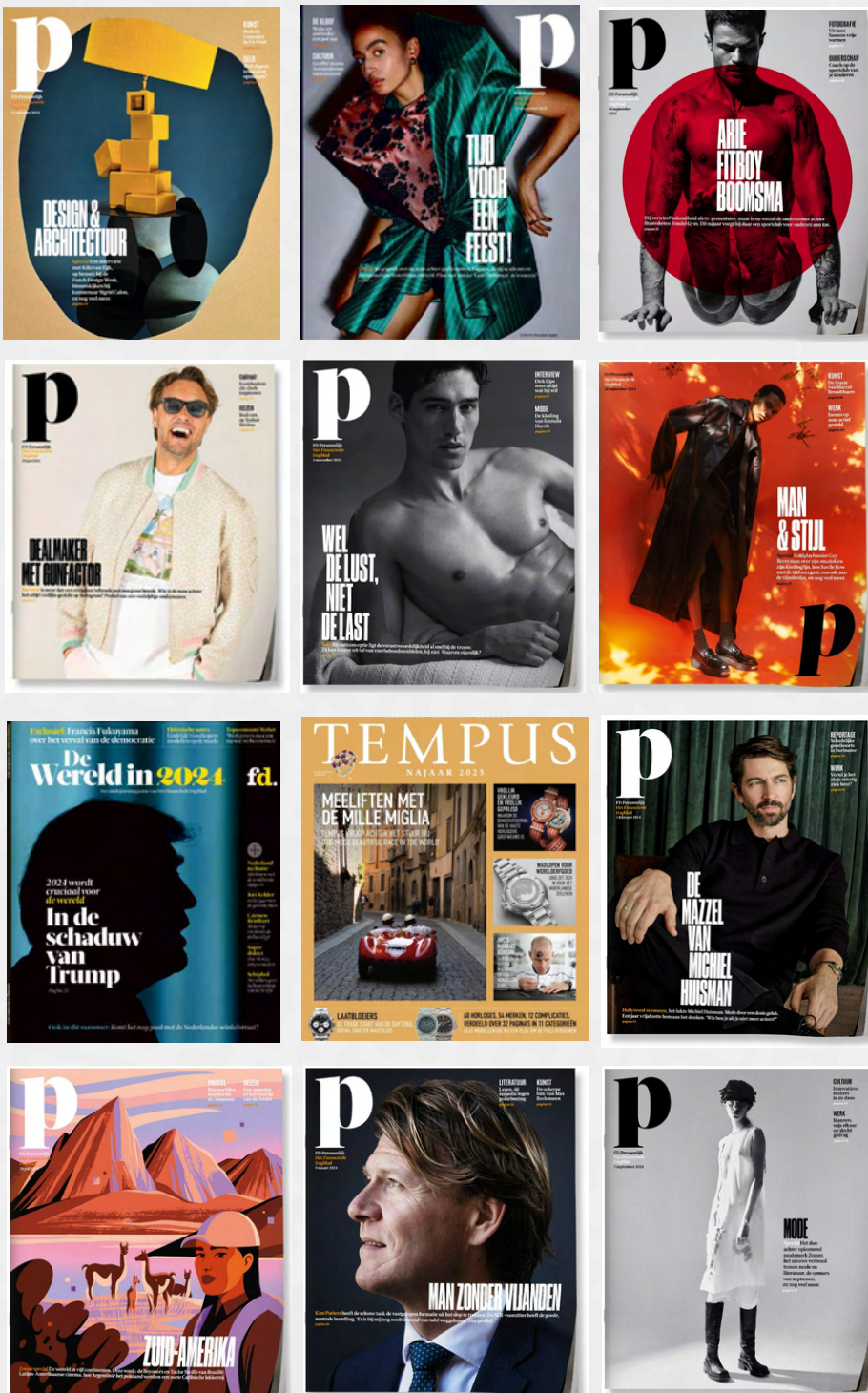
*Various sizes available upon consultation.
 All print advertisements are featured in the digital newspaper with a click-through option.
 For placement on a specific page (back page, page 3 or 5) a surcharge of x2 will be applied.

VISUALISATIONS



ALL RATES EXCLUDE VAT.

MAGAZINES



FD PERSOONLIJK

The weekend publication of Het Financieele Dagblad.

Format	Width	Height	Rate	Position	Extra fee
1/1	230 mm	275 mm	€7,250	Opening spread	x1.2
2/1	460 mm	275 mm	€12,500	Cover 4	x1.2
1/1 Special	230 mm	275 mm	€8,338	Other guaranteed	x1.15
2/1 Special	460 mm	275 mm	€14,375		



DIGITAL ADVERTISING ON FD.NL/ PERSOONLIJK



TEMPUS MAGAZINE

The luxury magazine focused on watches, jewelry, and business, published biannually as a supplement to Het Financieele Dagblad.

Format	Width	Height	Rate
1/1	230 mm	275 mm	€5,875
2/1	460 mm	275 mm	€9,800

DE WERELD IN 2026

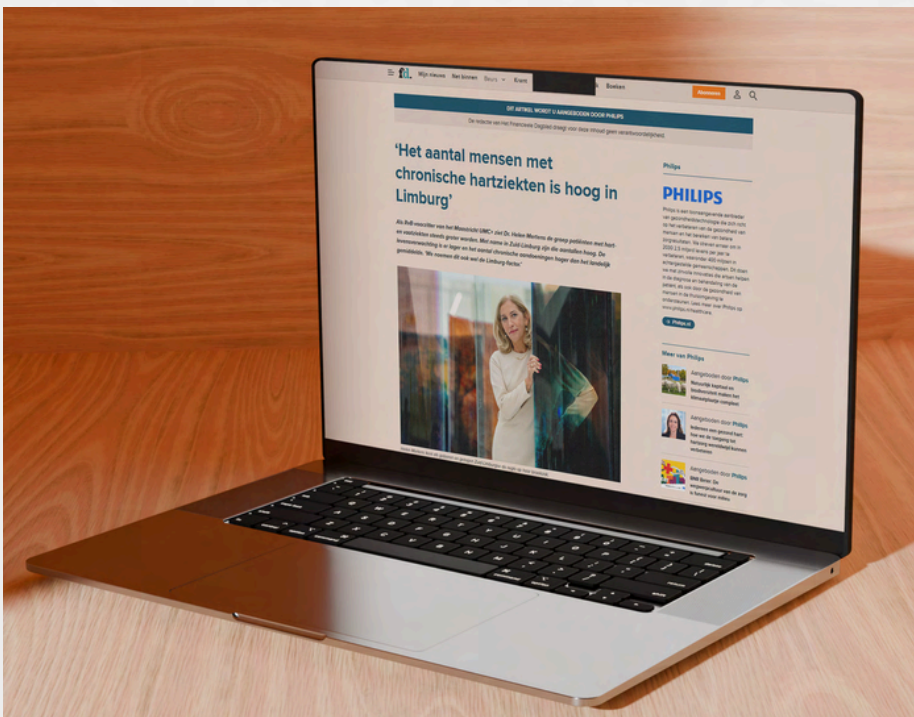
In "De wereld in 2026," the FD editorial team anticipates forthcoming financial, economic, and social challenges.

Format	Width	Height	Rate
1/1	230 mm	275 mm	€11,750
2/1	460 mm	275 mm	€19,600



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BRANDED CONTENT



FD				
Product	Production	Media	Rate	High Demand
Print Advertorial	Branded content created by FD Mediagroep.	Page in Het FD	from €13,700	
FD Brandstory To Go	Supplied by the advertiser	Page in FD Persoonlijk	from €9,250	
FD Brandstory	2x configuring page fd.nl 2x branded articles including images 2x native banner set 2x print advertorial 2x social toolkit	525,000 impressions 4x FD newsletter 2,500 guaranteed article reads Optimisation of online engagement on fd.nl by FDMG >1.5 minutes average active time on page 2x 1/2-page advertorials in Het FD (Monday to Friday) <i>*Expandable with audio functionality</i>	€25,000	€27,500
FD Topics	A collection of print advertorials in Het FD (Monday to Friday) centred around a specific theme, created by FD Mediagroep.	4x per month, a one-page advertorial in Het FD 5x per week, a full-page advertorial in Het FD 10 times per year, one full-page advertorial in Het FD	from €55,000	

BNR				
Product	Production	Media*	Rate	High Demand
BNR Brandstory To Go	Supplied by the advertiser	450,000 impressions 1x BNR newsletter 1x one week Homepage Advertorial bnr.nl	€13,450	€14,800
BNR Brandstory	2x configuring page bnr.nl 2x branded articles including images 2x native banner set 2x social toolkit	3,000 guaranteed article views Optimisation of online utilisation of bnr.nl by FDMG <i>*Expandable with audio functionality</i>	€22,500	€25,000

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SPONSORING



SPONSORING **BNR & FD**

Products	Podcast*	Radio and Livestream	Knowledge session	Multimedia initiatives	Minimum number of episodes	Content	Investment from
BNR Program	✓	✓	✓	✓	26	Special interest program to be broadcasted on radio and through Livestream, including DVJ Insights effect measurement.	€140,000
BNR Item / Category	✓	✓	✓	✓	12	Weekly segment in BNR Zakendoen.	€38,500
BNR Podcast Original	✓		✓	✓	10	Associate your name with a BNR Podcast series.	€54,000
BNR Podcast Custom	✓		✓	✓	10	A journalistically independent podcast series launched by advertisers.	€77,000
BNR at location	✓	✓		✓	1	Podcast recording or radio broadcast at a venue designated by the advertiser.	€17,500
BNR's Big Five	✓	✓	✓	✓	5	Daily interview series featuring prominent leaders from the industry or a specific theme, known as the 'Big Five.'	€30,000
FD Dagkoers	✓			✓	20	The FD podcast features pre- and post-roll segments, ensuring visibility within the FD app and on fd.nl. Incorporating the measurement of Brand Metrics impact.	€50,000

*Podcasts are available through the BNR and/or FD app, on bnr.nl and/or fd.nl, as well as on all external podcast platforms, including Spotify and Google Podcasts.

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RESEARCH



EFFECT STUDY AUDIO

Research	Rate
Brand Metrics – Digital Audio Tracker	€2,500
MeMo ² – Brand Monitoring	€7,500

EFFECT STUDY SPONSORING

Research	Rate
DVJ Insights – Sponsor Analysis	€5,000

EFFECT STUDY DISPLAY

Research	Rate
Brand Metrics – Online Display Brand Elevation	€2,500

EFFECT STUDY CROSS-MEDIA

Research	Rate
MeMo ² – Crossmedia Effect Monitoring (from 2 channels)	€12,750
Validators – Category Entry Points Research	€15,000

RESEARCH PARTNERS



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SPECIFICATIONS AND PRODUCTION



SPOT PRODUCTION

BNR provides advertisers with substantial experience and expertise in the production of radio commercials. Our professional studios, talented voice artists, and expert guidance enable us to create high-quality commercials efficiently.

Standard expenses	Rate
Audio production (including studio services, expert guidance, professional voice talent, and one year of user rights on BNR)	€1,750
Additional expenses	Rate
Additional voice	€500
Repeat fee (one year additional broadcasting on BNR)	€500
Tag-on	€250
National buy out (valid for one year)	€500
Additional spot version	€500
National buy out tag-on (valid for 1 year)	€250
Copywriting	€500

DELIVERY SPECIFICATIONS

The provided material undergoes thorough inspection prior to use. Click [here](#) for the delivery specifications of our products.

GENERAL TERMS AND CONDITIONS

For all advertising terms, please visit fdmg.nl/en.