



FD MEDIAGROEP

# RATE CARD

2024

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# AUDIO

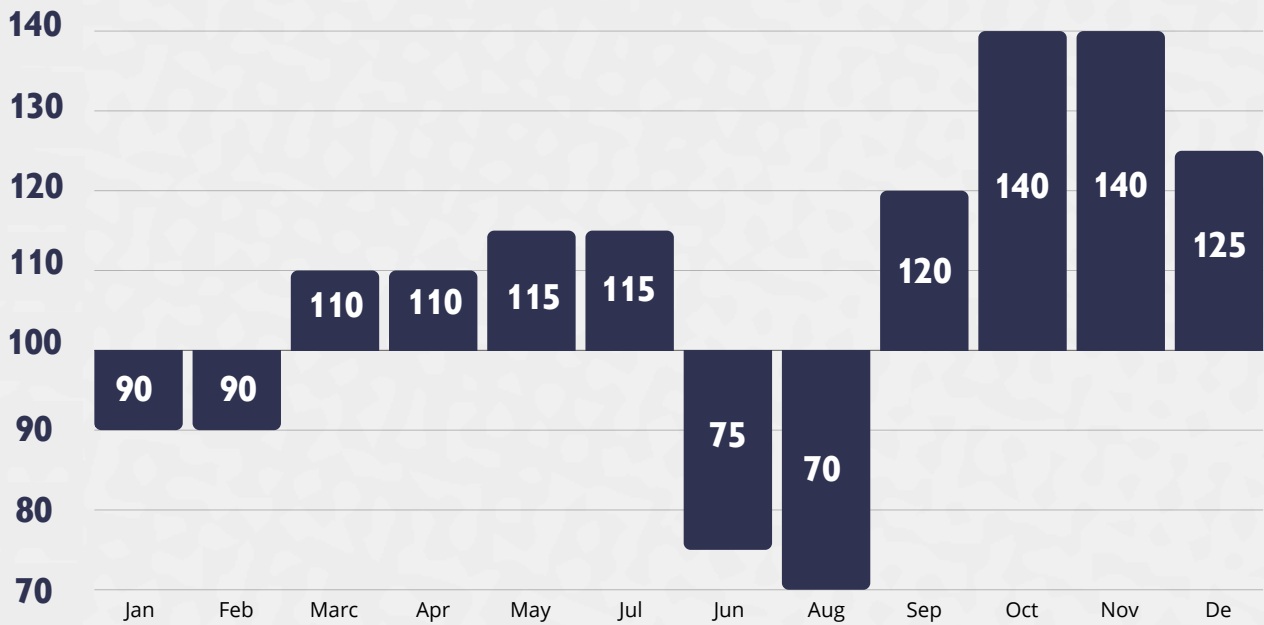


## RADIO PACKAGES

Package	Period	Rate per second
Max. analogue*	Mon-Sun 6am-midnight	€6,70
Maximum	Mon-Sun 6am-midnight	€8,38
Focus	Mon-Fri 7am-7pm	€12,89
Rush-hour traffic	Mon-Fri 6-10 am & 4-8 pm	€16,76
Targeting	Specific purchasing	€19,34

\* No guarantee that your spot will be broadcast in the BNR Livestream.

### MONTH INDEX RADIO



### PROGRAMMATIC

Can be set up via Private Market Place and Programmatic Guaranteed. Send your request to [adoperations@fd.nl](mailto:adoperations@fd.nl) including the expected duration, desired formats and seat ID and we will contact you as soon as possible.

## DIGITAL AUDIO

Channel	Brand	CPM
Livestream RON	BNR	€20
Livestream Pre-roll	BNR	€30
Livestream Mid-roll	BNR	€15
Podcast & Livestream RON	FDMG	€45
Podcast- pre-, mid-, and post-roll	FDMG	€50

### TARGETING DIGITAL AUDIO

Targeting	Livestream	Podcast	Index
Time			110
Distributor			110
Contextual			125
Selection, channel or position			150
Position targeting and selection			200



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# ONLINE



## PREMIUM DISPLAY

Format	bnr.nl CPM	fd.nl CPM	*RON CPM
Rectangle (cross device)	€24	€36	€30
Half page	€32	€48	€40
Billboard	€40	€60	€50
Mobile header / half page	€20	€30	€25
Commercial Post (cross device)	€30	€42	€35

\* Run Of Network: advertisement is served on all our channels.

### TARGETING

	Index
Device, time, geo	110
Channel	150
Custom Contextual	125
Customised Audience	200
Customised Audience First Party Data*	300

\*function (C-level), industry, specific intent

### PROGRAMMATIC

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## PACKAGES

Display package	bnr.nl CPM	fd.nl CPM	RON CPM
	€32	€48	€40

#### EXPLANATION DISPLAY PACKAGE

This package offers the best performance per format and the best visibility per device. Choose the desired number of impressions, supply all five formats and we will ensure continuous optimization.

Contextual package	bnr.nl CPM	fd.nl CPM	RON CPM
	€38	€57	€48

#### EXPLANATION OF CONTEXTUAL PACKAGE

The advertisement is shown with relevant content within the familiar, high-quality environment of our business brands. Standard packages have been put together based on our editorial domains: Exhibitions & Markets, Tech & Innovation, Leadership & Career, Sustainability, Luxury & Lifestyle.

Audience package	bnr.nl CPM	fd.nl CPM	RON CPM
		€65	

#### EXPLANATION OF AUDIENCE PACKAGE

Target group segmentation based on the rich FDMG first party data consisting of profile characteristics (function, industry, subscription type), behavior and contextual segments. Standard audience packages: Investors, Business & Entrepreneurs, Tech & Innovation, Luxury & Lifestyle, Sustainability, Leadership & Career, Government & Europe.

### CPM EXPLANATION

The term CPM stands for Cost Per Mille. It represents the price for 1,000 impressions of an ad on both display and digital audio.



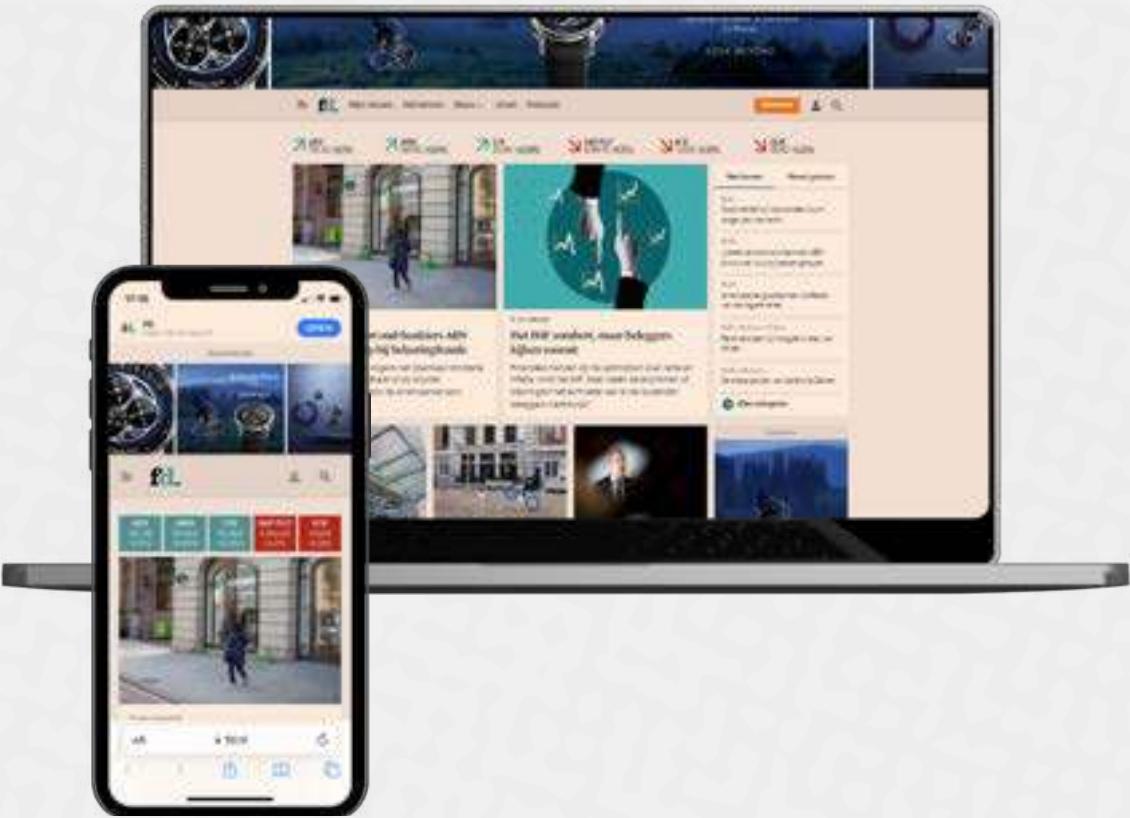
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# ONLINE



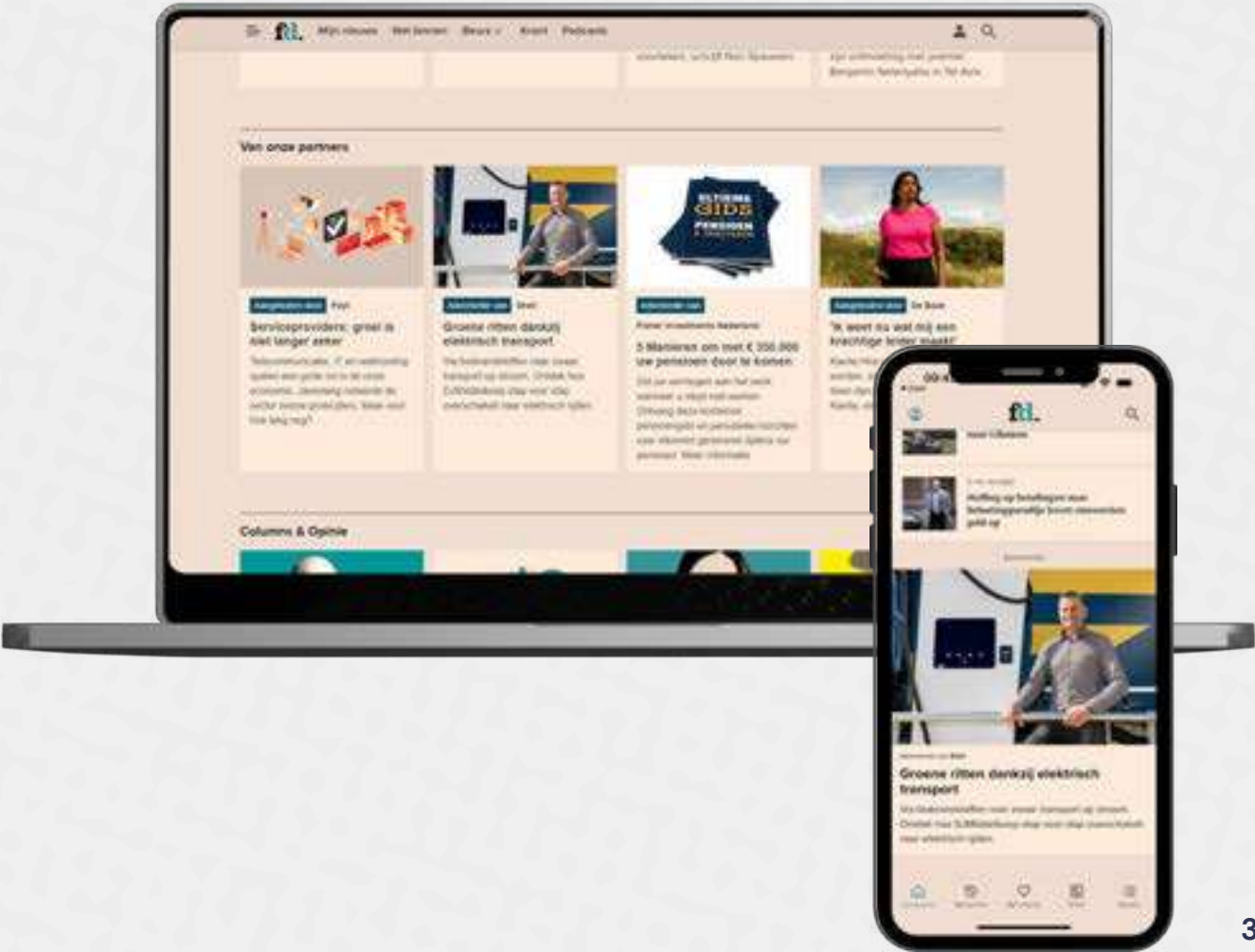
## RICH MEDIA

Format	bnr.nl CPM	fd.nl CPM	RON CPM
Video (outstream)	€32	€48	€40
Mobile Interscroller	€42	€66	€55
Mobile portrait video	€40	€60	€50
HPTO Superheader Plus	€2,500 – bnr.nl per day	€15,000 – fd.nl per day	
Super header Plus beurs (cross device)		€7,500 – fd.nl per day	



## NATIVE MEDIA

Format	Rate BNR	Rate FD
Homepage native banner (cross device, per week)	€3,500	€12,500
Native banner fd.nl/beurs (per week)		€7,000
Newsletter native banner 1st position (per day)	€750	€3,750
Newsletter native banner 2nd position (per day)		€3,150
Newsletter native banner 3rd position (per day)		€2,000





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# NEWSPAPER MON-FRI



Format	Width (in mm)	Height (in mm)	Rate	Front page	Page 3	Page 5 or back page	Other editorial
2/1 page	520	368	€26,494				€39,741
1/1 page	246	368	€16,304			€32,608	€24,456
1/2 page landscape	246	175	€10,700				€16,050
1/4 landscape strip	246	87	€5,859				€8,789
1/4 standing	120	176	€5,859		€17,577		€8,789
1/7 landscape	146	87	€3,465		€10,395		€5,198
1/10 landscape	96	87	€2,446	€9,784	€7,338		€3,669
1/16 landscape	96	54	€1,529	€6,116	€4,587		€2,294
Ear front page	46	79		€3,500			
Front and back page strip	550	64	€25,475				
Front page strip	275	64		€15,285			

## FAMILY MESSAGES & FINANCIAL MESSAGES

Family reports

€5 per mm

Financial messages

€8 per mm



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# NEWSPAPER SATURDAY



Format	Width (in mm)	Height (in mm)	Rate	Page 5 or Outside Back Cover	Other editorial
2/1 page	520	368	€33,118		€49,677
1/1 page	246	368	€20,380	€40,760	€30,570
1/2 landscape page	246	175	€13,374		€20,061
1/4 landscape strip	246	87	€7,324		€10,986
1/4 standing	120	176	€7,324		€10,986
1/7 landscape	146	87	€4,331		€6,497
1/10 landscape	96	87	€3,057		€4,586
1/16 landscape	96	54	€1,911		€2,867

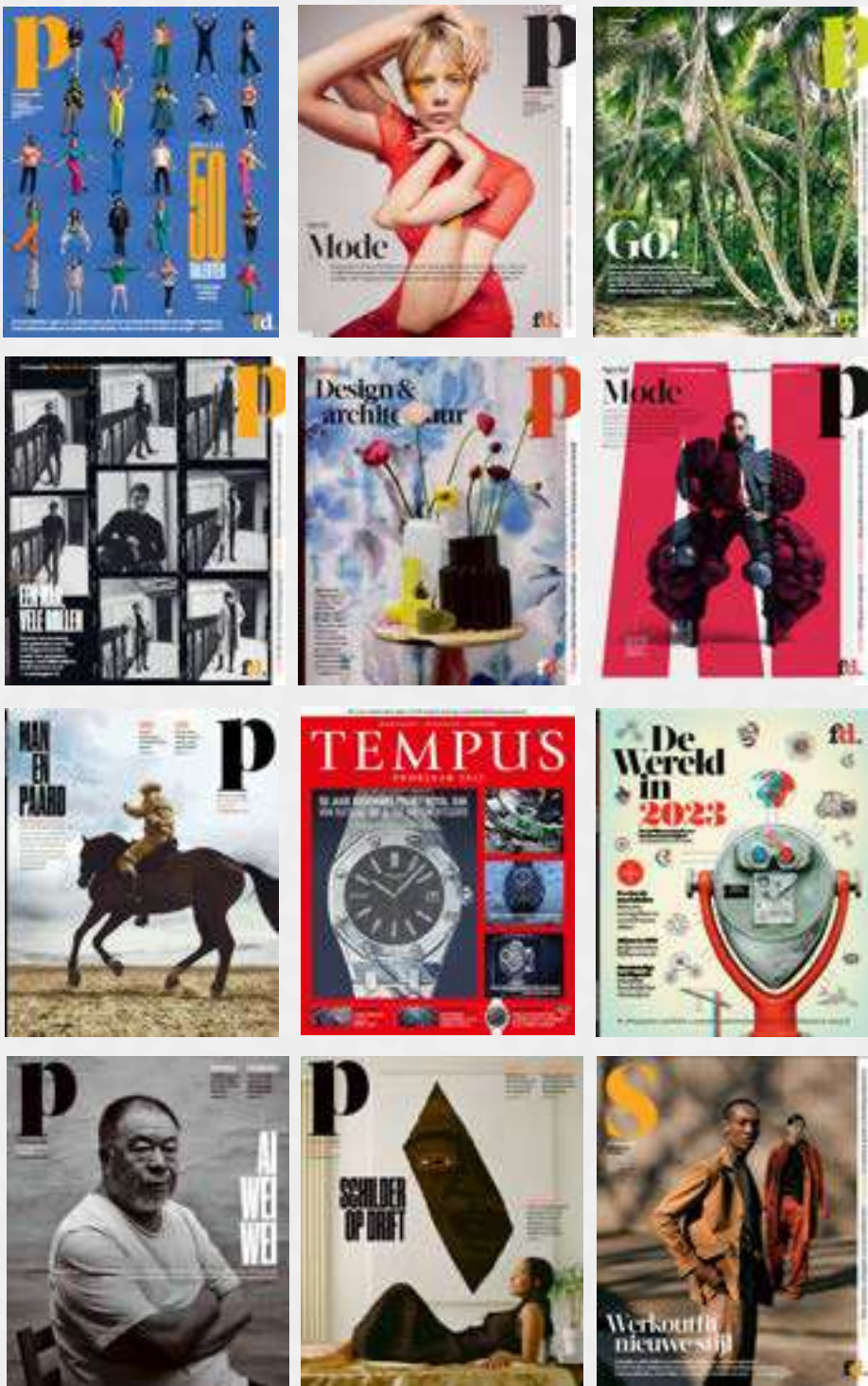
## FAMILY MESSAGES & FINANCIAL MESSAGES

Family reports	€5 per mm
Financial messages	€8 per mm



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# MAGAZINES



## FD **PERSOONLIJK**

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

The weekend magazine of Het Financieele Dagblad.

## TEMPUS **MAGAZINE**

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

Tempus is the luxury magazine about watches, jewelry and business. It is published twice a year as an appendix to Het Financieele Dagblad.

## DE WERELD IN **2025**

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

In 'The World in 2025', the FD editorial team looks ahead in financial, economic and social areas.





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# SPONSORING



## BNR SPONSORING

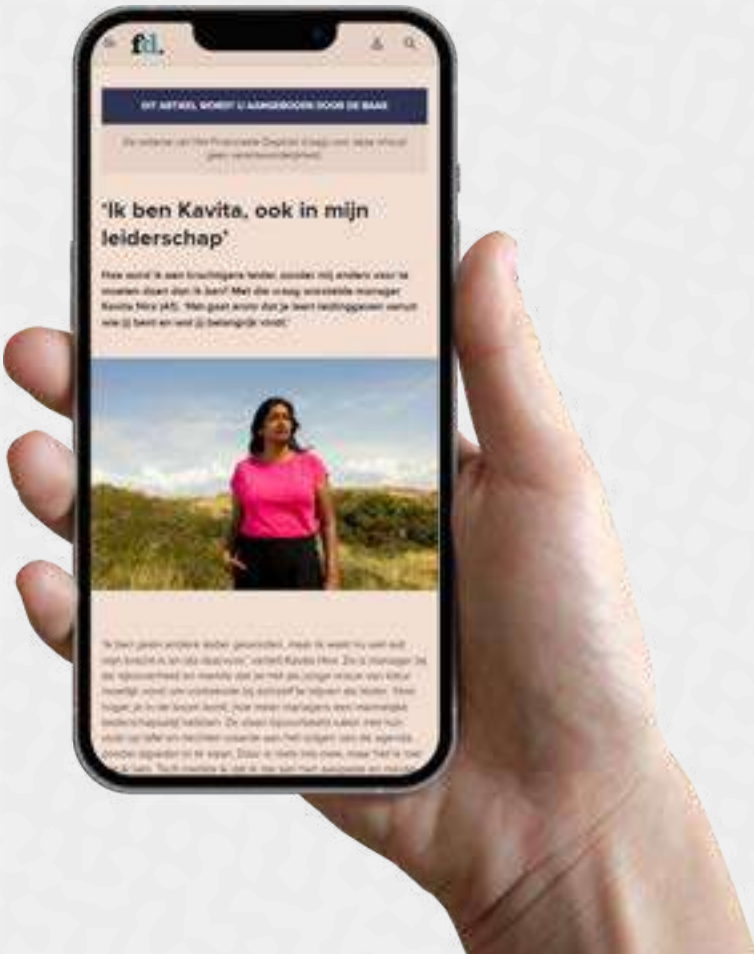
Products	Podcast*	Radio & Livestream	Editorial knowledge session	Multimedia campaigns	Evaluation	Minimum number of episodes	Contents	Investment from
Special						26	Weekly special interest program	€137,500
Item / Category						12	Weekly item / section in BNR Zakendoen	€38,500
Podcast						10	Podcast series	€54,000
Podcast Plus						10	Podcast series initiated by the advertiser	€77,000
At location						1	Podcast recording or radio broadcast at a location provided by the advertiser.	€17,500
BNR's Big Five						5	Daily interview program with the leaders ('Big Five') from a sector or within a theme	€30,000
Audioboard package						Tailormade	Audio boards around popular podcast / radio programs	€22,500

\*Podcasts are distributed via BNR.nl and all external podcast channels such as Spotify and Google Podcasts.



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# BRANDED CONTENT



## FD BRANDSTORIES

Production	Responsible for content production	Content check	Set up campaign	FD Brandstories, including images	Native Bannersets	Print advertorials	FD Homepage advertorial	Social Toolkit
FD Brandstory To Go	Customer							
FD Brandstory To Go Plus	Customer							
FD Brandstory	FD Mediagroep			2	2	2		
Media	Impressions (RON)	Guaranteed article reads	FD Newsletter	BNR Newsletter	FD Homepage advertorial	Advertorial FD Newspaper	Average active time on page	
FD Brandstory To Go	500.000		4 x	4 x				
FD Brandstory To Go Plus	500.000		4 x	4 x				
FD Brandstory		2.500				2 x 1/2 pages	>1,5 minutes	

## PRICES

Package	Rate	High Demand Rate (Sep-Dec)
FD Brandstory To Go	€25,000	€27,500
FD Brandstory To Go Plus	€32,500	€37,500
FD Brandstory	€45,000	€47,500





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# RESEARCH



## BRAND UPLIFT STUDIES **AUDIO**

Research	Rate
Brand Metrics – (Digital) Audio tracker	€2,500
MeMo <sup>2</sup> – Brand tracking	€7,500

## BRAND UPLIFT STUDIES **SPONSORING**

Research	Rate
DVJ Insights – Sponsor Monitor	€5,000

## BRAND UPLIFT STUDIES **DISPLAY**

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

## BRAND UPLIFT MEASUREMENTS **CROSS-MEDIA**

Research	Rate
MeMo <sup>2</sup> – Crossmedia Effect Tracking (2 channels)	€12,750
Validators – Category Entry Points Onderzoek	€15,000

## RESEARCH **PARTNERS**

 brand metrics

 dvj insights

 **VALIDATORS**  
be in the know

 **MeMo<sup>2</sup>**  
A KANTAR COMPANY



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# SPECIFICATIONS & PRODUCTION



## SPOT PRODUCTION

BNR offers advertisers extensive experience and expertise in producing radio commercials. We also have professional studios, voices and guidance. This allows us to produce a high-quality commercial in a short time.

## DELIVERY SPECIFICATIONS

The supplied material is carefully inspected in advance. [Click here](#) to view our delivery specifications.

## TERMS AND CONDITIONS

For all advertising conditions, visit [fdmg.nl](#)

Standard costs	Rate
Audio production (incl. studio, guidance, professional voice, 1 year right of use on BNR)	€1,750
Other costs	Rate
Extra stem	€500
Repeat fee (1 year extra broadcasting on BNR)	€500
Tag-on	€250
National buyout (valid for 1 year)	€500
Extra spot version	€500
National buyout tag-on (valid for 1 year)	€250
Copywriting	€500