

ONLINE PROFILE **FD.NL & BNR.NL**

We represent quality and **independent journalism** and connect brands with the **business leaders** of today and tomorrow.



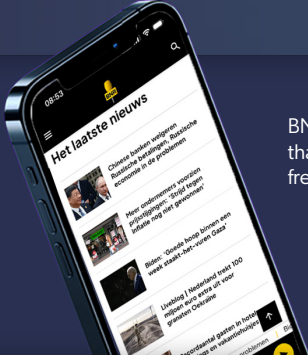
1.5 million people reached jointly per month



FD.nl and BNR.nl have an overlap of only **8.1%** in total reach



FD.nl and BNR.nl jointly achieve **36 million** pageviews per month



BNR has a **higher total reach** than FD because the website is free-to-access

FD has a **higher volume** of pageviews, is behind a pay wall and has both private and business subscriptions



Authority & Trust



AB1



Number 1 and 2 target group **Business Decision-maker**



FD.nl and BNR.nl are **complementary**

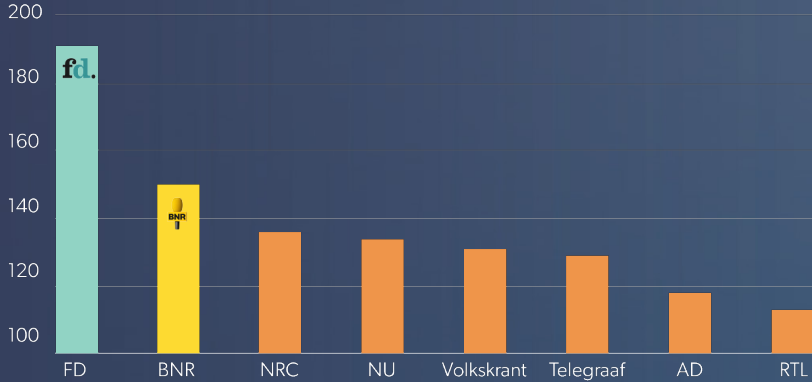




FD MEDIAGROEP

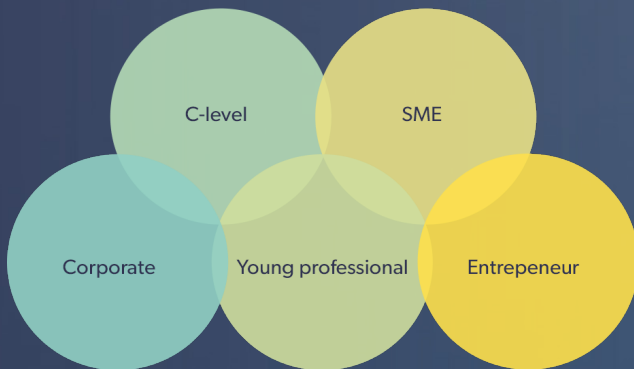
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AFFINITY OF BUSINESS DECISION-MAKERS



Source: NMO 2023, affinity index

BUSINESS REACH NETHERLANDS



fd. High-end

Enterprising Netherlands

