



FD MEDIAGROEP

DELIVERY SPECIFICATIONS

2026

www.fdmg.nl/en salessupport@fdmediagroep.nl [+31\(0\)20-5928585](tel:+31205928585)

- 01 AUDIO
- 02 ONLINE
- 07 PRINT
- 09 ADVERTORIALS

RADIO / DIGITAL AUDIO

RADIO

AUDIFYHUB.NL *(Electronic delivery of radio commercials)*

Commercials must be supplied linear (WAV 24 bits, 48 KHZ Stereo) via [Audify Hub](#).

META DATA COMMERCIALS

The commercial(s) must be clearly legible and findable:

- Commercial title.
- Name of the advertiser.
- Commercial in net length in seconds.
- Name of the producer.
- Name of the advertised product.
- E-mail address for feedback.

Commercials, accompanied by a completed BUMA form, must be in our possession no later than two working days before the first broadcast.

SOUND REGISTRATION QUALITY REQUIREMENTS

- File format: Only .wav linear
- Sample rate: 48kHz and 24 bit
- Length: Minimum 1 second, maximum 90 seconds
- Loudness: Compliant with EBU R128
- Peak level: -1dBFS
- Imbalance between L+R: Maximum 40dB
- Silence per channel IN the commercial: Maximum 10 seconds
- No silence before and after
- The commercial must be recorded by a professional voice actor in a professional studio and mixed for radio.
- BNR Nieuwsradio can produce your spot in consultation.

DIGITAL AUDIO

Media type and requirements

Containers

Size

Duration

Specifications

MP3

Max. 15MB

10 – 25 seconds**

Additional requirements

Bit rate

Audio codecs

Audiolevel

Specifications

64 Kbps to 320 Kbps, 1 of 2 channels

MP3, aac_hev1, aac_hev2, aac_lc

-3 dBFS

* Submit no later than 3 working days before the start of the campaign, via adoperations@fdmediagroep.nl.

**Native Midroll differs from this and has a duration of 30 to 45 seconds.

ONLINE DISPLAY



PREMIUM DISPLAY

SUPPLY MATERIAL

- All Premium Display material can be sent to adoperations@fd.nl.
- We would like to receive the material no later than 3 working days before the start of the campaign.
- Don't forget to include the clickout URL. To make this measurable, use a click tracker or UTM code.
- Advertisers are not permitted to place cookies without prior written permission from FD Mediagroep.

Premium display	Specifications
File type	JPEG, PNG, animated gif, 3rd party code of HTML5*, no flash
Size	Maximum 100 KB
Formats	300 x 600, 300x250, 970x250 300 x 100, 320 x 240, 728 x 90
Sound	Audio is not allowed in display ads without a click from the user
GDPR	See cookie statement of FD Mediagroep.
Animations	Non-animated ads score higher on our network than animated ads, so we recommend non-animated ads. If you do use animated ads, we recommend that you let them run indefinitely.

PROGRAMMATIC ADVERTISING

GOOGLE AD MANAGER

FD Mediagroep offers programmatic buying via Google Ad Manager. Programmatic buying is the automated purchasing of digital advertising space. It is possible to set up a preferred or guaranteed deal for specific audience, channel targeting or special formats. For more information, please contact your account manager or adoperations@fd.nl.

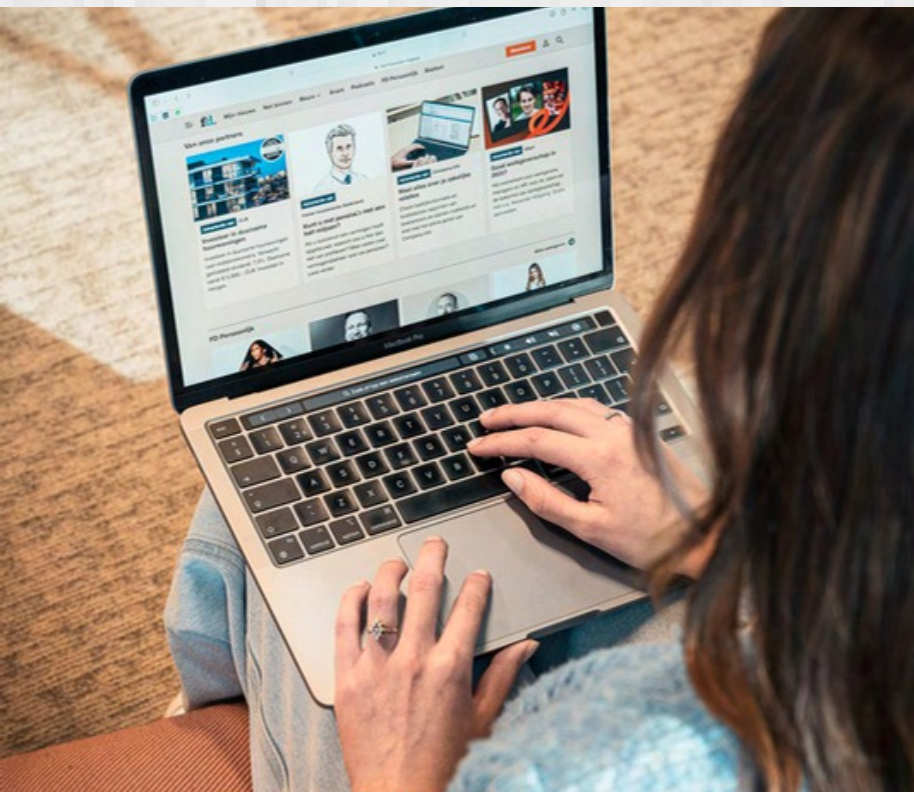
CANCELLATIONS AND OTHER ADVERTISING CONDITIONS

For all FD Mediagroep advertising conditions, visit www.fdmg.nl

* HTML5

- HTML5 must be supplied as a ZIP file.
- Codes must be SSL compliant (use https, not http).
- Implement the clickout URL accurately in the HTML file.
- Accurately implement the Google advertising guidelines, without these implementations HTML5 ads will not work. These can be found [here](#) and [here](#).

ONLINE RICH MEDIA



OUTSTREAM VIDEO / MOBILE INTERSCROLLER & PORTRAIT VIDEO / SUPERHEADER PLUS / FD PERSOONLIJK TAKE-OVER

SUPPLY MATERIAL

- For all Rich Media formats (except the in-article video and pre-roll) download a template from your Rich Media vendor.
- After approval by Rich Media, your vendor then sends the tag/script to **adoperations@fd.nl**.
- Make sure you use the correct template for each format and that you re-download the template for each new campaign in case of changes to the template.
- Advertisers are not permitted to place cookies without prior written permission from FD Mediagroep.
- Submit material no later than 3 working days before the start of the campaign.

Rich Media

Outstream video

- Length: max. 30 seconds
- Resolution: max. 1920x1080 – min. 640x360
- Video formats: MOV, FLV, MPEG4, AVI.
- Please note: try to keep the file size as small as possible.

Pre-roll

See 'Outstream video', with max. 15 seconds

Mobile interscroller

Submission template: [click here](#).

Mobile portrait video

Submission template: [click here](#).

Superheader plus (cross device)

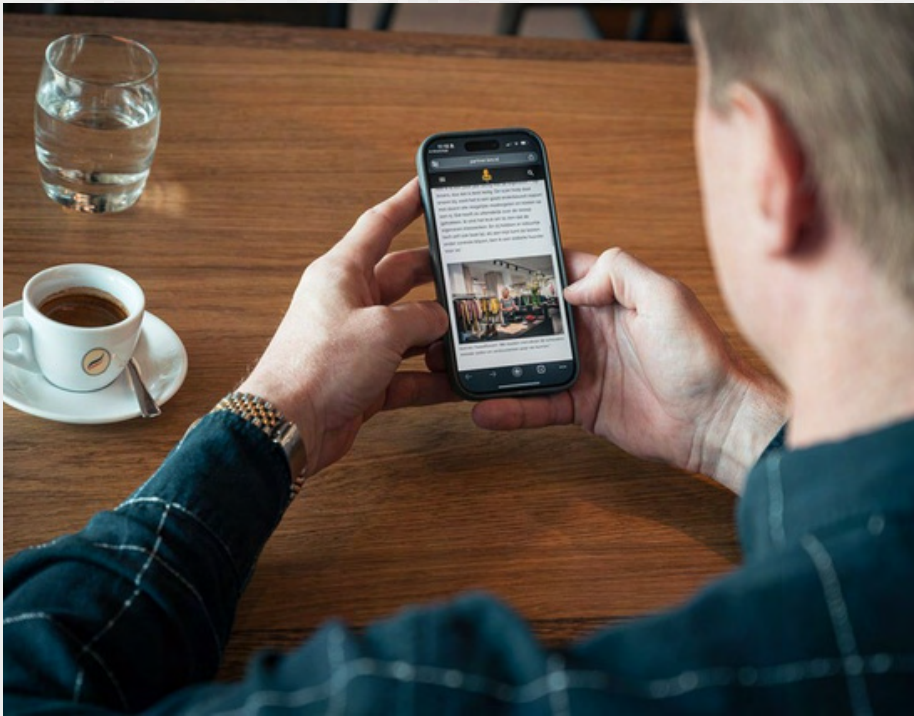
Submission template: [click here](#).

FD Persoonlijk Take-Over

- Superheader plus: [click here](#).
- Newsletter: see page ONLINE – ADVERTORIALS
- Display: see page PREMIUM DISPLAY
 - Dimensions: 970x250

DELIVERY ADDRESS - ADOPERATIONS@FD.NL

ONLINE ADVERTORIALS



HOMEPAGE / BEURS PAGE / NEWSLETTER / MOBILE COMMERCIAL POST / NATIVE PREMIUM AD IMAGE & CAROUSEL

- Usable across devices, yet you only need to submit the material once.
- Submit material via: adoperations@fd.nl.
- **Don't forget to include the clickout URL.** To make this measurable, use a click tracker or UTM code.
- Submit materials no later than **3 working days** before the start of the campaign.
- See the material that must be supplied for a homepage, trade fair page or newsletter advertorial:

Call-to-Action selection list for Native Premium Ad:

Aanmelden, Aanvragen, Abonneer, Abonneer nu, App openen, Begin, Begin nu, Bekijk, Bekijken, Bekijk hier, Bekijk meer, Bereken, Berekenen, Bereken nu, Bestel, Bestel hier, Bestellen, Boek, Boek hier, Claim, Claim hier, Configureer, Contacteer, Contact nu, Doe mee, Doneer, Doneer hier, Doneren, Download, Get started, Inschrijven, Kijk hier, Kijk nu, Koop, Koop hier, Kopen, Learn more, Luister hier, Luister nu, Maak afspraak, Maak kans, Meer info, Meld aan, Nu boeken, Nu kopen, Nu spelen, Ontdek, Ontdek hier, Ontdek meer, Ontdek nu, Plan, Plan nu, Probeer, Proberen, Profiteer, Registreer, Start, Start nu, Shop, Shop nu, Shoppen, Sign up, Solliciteer, Speel hier, Speel mee, Stel samen, Streamen, Stream hier, Stream nu, Test gratis, Test nu, Vergelijk, Vergelijken, Vergelijk nu, Vraag aan, Word lid, Winkelen, Winkel hier, Winkel nu

EDITORIAL GUIDELINES

ADVERTORIALS

The supplied material is inspected in advance by the FD or BNR editorial staff. Content that is not in line with the FD or BNR website will be rejected. Therefore, please pay attention to the following guidelines:

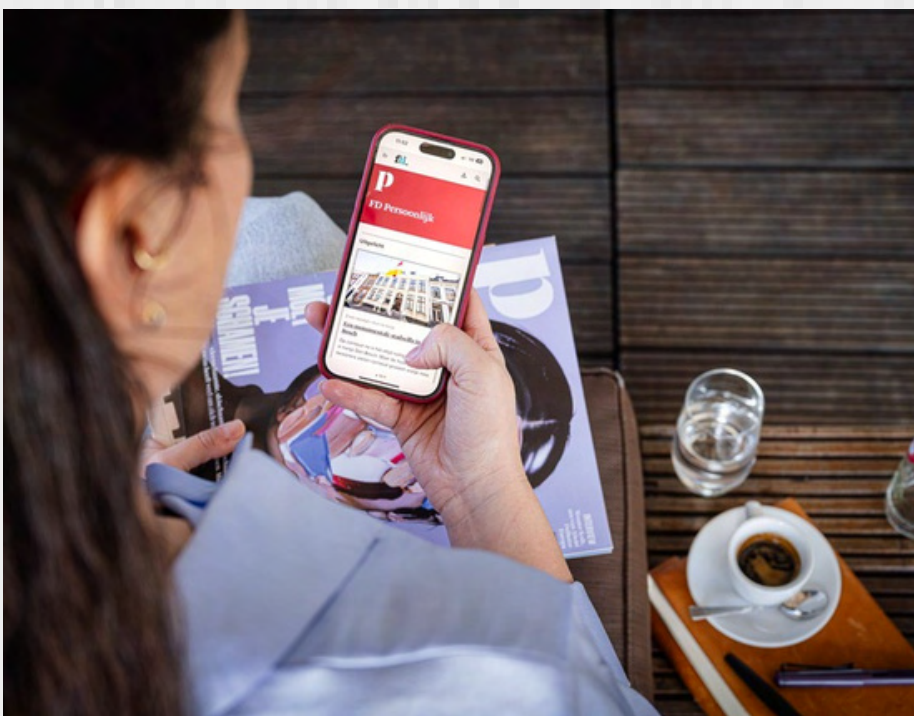
- No use of or reference to names of existing sections of the FD or BNR;
- No use of characteristic visual expressions of the FD, such as a red background or illustrations that are also used for editorial expressions, or BNR;
- No use of terms such as 'read more', 'by [name of author/editor]' or 'subscribe here';
- Texts may not be offensive, contain untruths, incite undesirable behavior, mislead or make statements about people or companies who could legitimately object to this.

Material	Specifications
Title	• Max. 42 characters incl. spaces and punctuation • Mobile Commercial post: max. 45 characters • Native Premium Ad Image: max. 40 characters • Native Premium Ad Carousel: no title
Body text	• Max. 148 characters incl. spaces and punctuation • Mobile Commercial post: max. 80 characters • Native Premium Ad Image: max. 60 characters • Native Premium Ad Carousel: max. 40 characters
Company	The (brand) name of the advertiser
Link	Landing page, including click tracker or UTM parameters.
Image	• 2x the same appealing image • No text and no logo • Maximum 100 kB • Format: JPEG or PNG
Logo and Call to Action Intro text*	• Logo: 1:1 aspect ratio and 150x150 pixels • Call to Action, choose from list** • Intro text (Carousel only, max. 125 characters)

**For Native Premium Ad Image and Carousel only*

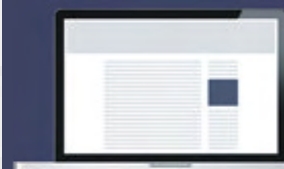
***See the Call to Action selection list on the left side of this page*

ONLINE DIMENSIONS



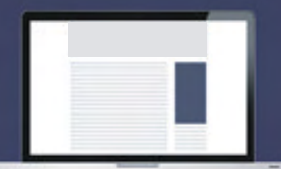
PRODUCT VISUALISATIONS AND DIMENSIONS PER FORMAT

PREMIUM DISPLAY



Rectangle
(cross device)

300 x 250 pixels



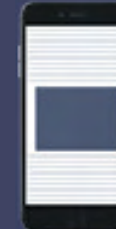
Half page

300 x 600 pixels



Billboard

970 x 250 pixels



Mobile
half page

320 x 240 pixels



Mobile header

300 x 100 pixels



Leaderboard
(tablet)

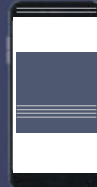
728 x 90 pixels

RICH MEDIA



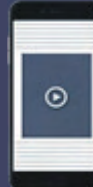
Outstream
Video

16:9, max. 30 sec.



Mobile
interscroller

Submission
template: [click here](#).



Mobile portrait
video

Submission
template: [click here](#).



Superheader plus
(cross device)

Submission
template: [click here](#).



Mobile
commercial post

286 x 145 &
306 x 135 pixels



Homepage
advertorial
(cross device)

600 x 400 &
400 x 400 pixels



Native banner
fd.nl/beurs

600 x 400 &
400 x 400 pixels



Newsletter
native banner

600 x 400 &
400 x 400 pixels

NATIVE MEDIA



Native Premium
Ad Image



Native Premium
Ad Carousel

2:1 – 1440 x 720 pixels
L | 3:2 – 1440 x 960 pixels
XL | 1:1 – 1440 x 1440 pixels

1:1 – 1080 x 1080
Min. 3 en max. 5 visuals

PRINT



DELIVERY SPECIFICATIONS PRINT

HET FINANCIEELE DAGBLAD

Format	Width (mm)	Height (mm)
2/1 page	520	368
1/1 page	246	368
1/2 page landscape	246	175
1/4 landscape stock	246	87
1/4 page standing	120	176
1/7 page landscape	143	87
1/10 page landscape	93	87
1/16 page landscape	93	54
Corner ad front page	46	79
Front and back page strip	550	64
Strip front page	275	64

NEW

A print advertisement in the newspaper or FD Persoonlijk can be enriched with a URL (possibly including UTM for tracking). This makes the advertisement clickable in the digital newspaper (FD app and web fd.nl/krant).

FD PERSOONLIJK / TEMPUS / DE WERELD IN 2026

Format	Width (mm)	Height (mm)
2/1 page (incl. special)*	460	275
1/1 page (incl. special)*	230	275

** Add 4 mm bleed all around and place crop marks at the indicated height and width*

HET FINANCIEELE DAGBLAD

FD Mediagroep accepts advertisements in the form of certified PDF for Dutch newspapers (CMYK, 200 dpi). Advertisements constructed in RGB and spot color are not usable. The advertisement file to be supplied may not exceed 12 Mb. We can create simple advertisements (with 1 or 2 images) for you (€150 excl. VAT). After booking, you will receive a confirmation by email from the order department with upload instructions and delivery times. Advertisements must be submitted no later than 10 a.m. on the working day before publication.

FD PERSOONLIJK - TEMPUS - DE WERELD IN 2026

For print publications, the material must conform to the form of certified PDF for Dutch magazines (CMYK, 300 dpi). The advertisement file to be supplied may not be larger than 12 Mb. After booking, you will receive a confirmation by email from the order department with upload instructions and delivery times

PRODUCT VISUALISATIONS

PRINT



HET FINANCIEELE DAGBLAD

1/2

1/1

1/4

1/4

1/3

1/7

1/16

1/10

Corner ad front page

Front and back page strip

Center ad

ADVERTORIALS

KEY CONDITIONS **ADVERTORIALS** (1/2)

The following guidelines have been developed to ensure that our readers can clearly distinguish between editorial content and commercial messages. This way it is clear who the sender of a particular message is. If an advertorial meets these conditions, it can be placed on our platforms. But keep in mind that our editorial staff always has the final say on the placement of an advertorial.

CONDITIONS

1. In addition to the advertorial, the FD editorial staff itself places the word 'ADVERTENTIE' in a block. The advertiser is not permitted to use terms such as 'advertisement' or 'advertorial'.
2. To avoid confusion, the text should not be formatted in an FD newspaper letter (Arnhem, Gotham, Consort) or something similar. A sans-serif type is therefore the most suitable type for an advertorial in the daily newspaper. In an appendix or magazine, where editorial texts are sometimes partly laid out in sans-serif letters, the font must be clearly (at a glance) different.
3. The layout of the advertorial clearly differs from the layout of an FD article.

BE INADMISSIBLE

1. An identical column structure as that of the FD.
2. The use of an author line ('from our editor'/'from our correspondent').
3. The use of a location (AMSTERDAM -- ; THE HAGUE --).
4. Specific style features designed in the layout of the FD such as labels, insets, quotes, delineation, round photos with portraits, grid/line structure as the FD uses in color areas.

ADVERTORIALS

KEY CONDITIONS **ADVERTORIALS** (2/2)

Advertorials are commercial expressions that are intended to be seen as editorial text, or to 'get' as close as possible to the formula of the medium in question. The editors reserve the right at all times to reject an advertorial and not to publish it.

The rules below have been drawn up to ensure that the distinction between editorial articles and commercial expressions is explicitly clear to the reader and that there is no confusion about the sender of the expression. If the advertorial meets the conditions below, it can be placed on our platforms.

BE INADMISSIBLE (CONTINUED)

1. Use of color that comes close to the basic FD colors. The most important FD colors are:
 - a. FD green (50/0/10/30)
 - b. FD orange (0/55/100/20)
 - c. FD orange light (0/45/100/0)
 - d. FD blue (100/50/30/0)
 - e. FD purple (40/40/0/20)
 - f. FD brown (18/25/25/0)
2. The above applies to all publications, including appendices with a different layout than the newspaper.
3. An advertorial for, for example, a Pension Annex must explicitly deviate from the design of that specific annex.
4. The advertorial text may not be presented in interview form.
5. The sender (advertiser) must be made clear by including the logo of the company or institution. This logo has a height of at least 3 centimeters.
6. It is not permitted to include a link to an editorial FD article in the advertorial. If the advertiser wants to link to a digital advertorial on FD.nl (or another FD platform), this is done by means of: the link: FD.nl/advertorials/'advertiser name'.
7. No advertorials are placed as IM on editorial pages. Advertorials are therefore placed on advertising pages.
8. Each advertorial is submitted to the editor-in-chief no later than 2 days before publication.
9. All previous conditions also apply to FD Persoonlijk, however:
 - a. The advertiser must place "ADVERTENTIE" (not ADVERTORIAL and not italics) centered above the advertorial in a Gotham Bold letter (corps 9 capital). With a spread on the left page).
 - b. Each advertorial must first be submitted to the editor-in-chief no later than 12 days before publication.
 - c. The advertorial must state: "Company" is responsible for the content of this statement.