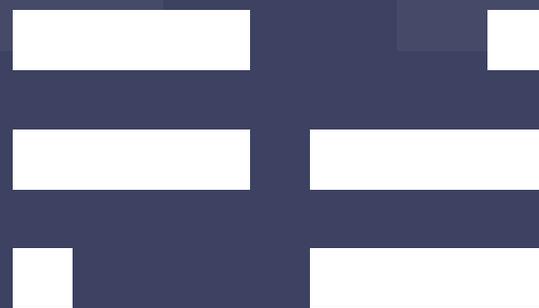


TECHNICAL SPECIFICATIONS 2022

# PRINT



FD MEDIAGROEP

**fd.**  
financieel dagblad

**Luchtvaart werkt aan belasting op kerstmaaltijd**  
PAGINA 7

**Corona Boris Johnson schiet minimaal 10 maanden terug**

**Ombudsman: 'Coronasteun brengt zzp'ers vaak in problemen'**  
Ondernemers moeten geregeld veel geld terugbetalen vanwege fouten bij aanvraag

Uitgeverij **fd.** heeft een nieuw tijdschrift uitgegeven, het **fd. weekend**. Het is een gratis bijlage van het financieel dagblad **fd.** en wordt uitgegeven op zaterdag en zondag. Het is een goed moment dat de Nationale Ombudsman onderzoek doet naar de coronasteun die is gegeven aan zzp'ers. Volgens de ombudsman worden veel fouten gemaakt bij de aanvraag van deze steun. Dit kan tot problemen leiden voor de ondernemers. De ombudsman heeft daarom een onderzoek gedaan naar de coronasteun die is gegeven aan zzp'ers. Het onderzoek is nog in volle gang, maar de ombudsman heeft al alarmerend gemeld dat veel ondernemers in problemen zijn gekomen. Dit kan tot problemen leiden voor de ondernemers. De ombudsman heeft daarom een onderzoek gedaan naar de coronasteun die is gegeven aan zzp'ers. Het onderzoek is nog in volle gang, maar de ombudsman heeft al alarmerend gemeld dat veel ondernemers in problemen zijn gekomen.



**FD Persoonlijk Magazine**  
Zaterdag 4 september 2021  
Jaargang 17  
Nr. 35

**fd. weekend**

Zaterdag 4 september 2021 • Nummer 35 • 64 pagina's

**De vulkaan Sylvana Simons**  
Op 17 maart geen kaneelreid. Helen is geen optie. Zeg de voorproeven van mijn eten overvloedig capsaïcine toe over roemen in midde. Wat bedjed je met die vraag?  
PAGINA 26

**Deloitte jaagt op buit Pels Rijcken-topman**  
Lees verder op pagina 4

**START-UPS**

**Nieuwe techelite investeert in de**

**Design architectuur**

Illustratie: PHOTOFEST/PHOTOFEST.COM

**special - 59 pagina's**  
Nieuw met Bas Timmer, maker van de bekende pakjes voor daklozen, nu modeondernemer met een lange adem hebben' en stijlvol: Gucci is 100 jaar en de slons in jezelf en strip van Chris



Zaterdag 6 november 2021 • Nummer 262 • 72 pagina's

**BEDRIJFSCOLLECTIE**

**Kunstpauze (v)**  
Hester Alberdingk Thijm is de grote kracht achter de vermaarde collectie hedendaagse kunst van AkzoNobel. Ze weet precies hoe ze topmannen voor de kunst moet winnen.  
PAGINA 11

**De top in Glasgow**  
Lees verder op pagina 10

**TECH EN MEDIA**

**Investeerders steken recordbedrag in Nederlandse klimaatstart-ups**  
Bedrijven in 'climate tech' haalden dit jaar samen €600 mln aan durfkapitaal op

**Nederland lekt 350 tonne CO2 uit de lucht**  
Nederland lekt 350 tonne CO2 uit de lucht. Dit is een recordbedrag. Het is vooral door de industrie en de vliegtuigen. Dit is een recordbedrag. Het is vooral door de industrie en de vliegtuigen.

**INTIMIDATIE**  
**Taiwans schat**  
'Opstandige provincie' is groot in iets wat China dolgraag zelf wil maken: halfgeleiders.  
PAGINA 19

**LIEU EN KLIMAAT**

**IPCC-rapport maakt harde keuze over klimaat onvermijdelijk**  
IPCC-studie spreekt urgentie voor daadwerkelijke uitvoering stevig klimaat

**Als emissies blijven stijgen kan de temperatuur, in het slechtste geval, tot 5,7°C extra oplopen**

**Profiel Iris Kloofloch wil Europese kampioen in entertainment bij elkaar kopen**  
PAGINA 14

**Zorg**  
Stap in richtlijn uitgenodigd DNA-test kanker  
PAGINA 10

**Corona**  
Houdend macht overgenomen gaf aan

**OCEAN RACE**  
Zeeland lach

# PRINT & PRINTED ISSUES



## Print

Het Financieele Dagblad is the leading source of news and inspiration that provides the financial and economic context for developments around the world. Its unique market position means it addresses a selective target group of entrepreneurial people; both in business and privately.



**fd.**  
het financieele dagblad

## Printed issues

FD Mediagroep produces a large variety of printed issues that are published in the course of the year. These are specials with their own editorial formula focusing on a theme or domain and targeting a specific audience.



For more information about the printed issues and the complete annual calendar, please go to [www.fmediagroep.nl](http://www.fmediagroep.nl).

# ADVERTISING SPECIFICATIONS

# PRINT ISSUES



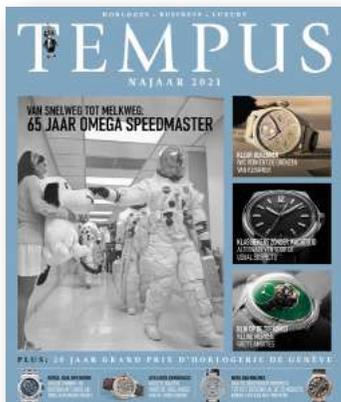
## FD Persoonlijk

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



## De Wereld in 2023 magazine

Page share	Breedte (in mm)	Hoogte (in mm)
1/1*	230	275
2/1*	460	275

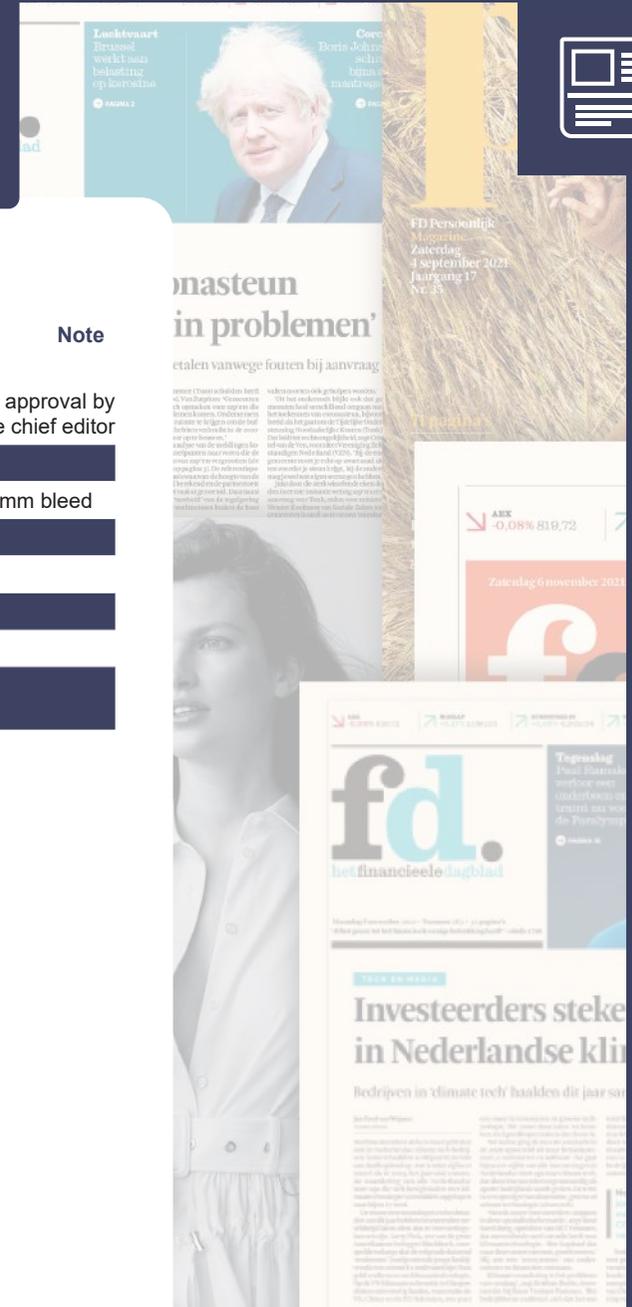


## Tempus Magazine

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

\* Add 4 mm bleed on all sides and insert crop marks at the specified height and width.

# ADVERTISING SPECIFICATIONS HET FINANCIEELE DAGBLAD



## Special format

Format	Width (in mm)	Height (in mm)
2/1 spread	520	368
2/1 no bleed (on 2 sides)*	550	368
1/1 full page	246	368
1/1 no bleed (on 1 side)*	273	368
1/2 landscape	246	175
1/3 portrait	146	220
2/5 vertical strip	96	347
1/4 vertical strip	96	220
1/4 liggende strook	246	87
1/4 portrait	120	176
2/11 portrait	120	131
1/6 horizontal strip	246	58
1/6 landscape	146	98
1/6 portrait	96	149
1/7 landscape	146	87
1/7 portrait	96	129
1/8 landscape	120	87
1/8 landscape	146	75
1/10 landscape	96	87
1/12 landscape	96	75
1/15 landscape	96	60
1/16 landscape	96	54
1/16 portrait	46	112
1/21 portrait	46	87
1/25 landscape	96	36
1/25 portrait	46	75
1/51 landscape	46	24

Format	Width (in mm)	Height (in mm)	Note
Half page centered on a spread	246	175	subject to approval by the chief editor
Full page centered on a spread	96	75	
Outsert (landscape, half newspaper)	550	183	ex 5 mm bleed
Front and back page strip	550	64	
Front page strip	275	64	
Back page strip	275	64	
Front page corner advertisement	46	79	
Back page corner advertisement (Mon-Fri)	46	79	

\*Contact for more specifications [order@fd.nl](mailto:order@fd.nl).

# DELIVERY SPECIFICATIONS

## Het Financieele Dagblad

FD Mediagroep accepts advertisements in the form of certified PDFs for Dutch newspapers (CMYK, 200 dpi). Advertisements in RGB and highlight colour cannot be used. We can handle the layout for simple ads (line work, with 1 or 2 images) for you (€ 150,- excl. of taxes). On reservation, the order department will send you an email confirmation with upload instructions and submission deadlines. Ads must be submitted by 10:00 on the workday before publication at the latest. Ads for the second section of FD Weekend (FD Futures) must be submitted by 10:00 on the Wednesday before publication at the latest.

## FD Persoonlijk, De Wereld in and Tempus Magazine

For the print editions, the material must comply with the form of certified PDF for Dutch magazines (CMYK, 300 dpi). Advertisements in RGB and highlight colour cannot be used. On reservation, the order department will send you an email confirmation with upload instructions and submission deadlines.

## Obituaries, marriage and birth announcements

You can also publish family announcements on an advertising page in Het Financieele Dagblad, namely an obituary, marriage or birth announcement. Your advertisement will be drawn up as requested in black and white. Your family announcement will have the requested layout. Please send your text to [order@fd.nl](mailto:order@fd.nl).

## Cancellations and other terms conditions for advertising

Please visit [www.fdmg.nl](http://www.fdmg.nl) for a comprehensive overview of FD Mediagroep's terms and conditions for advertising.



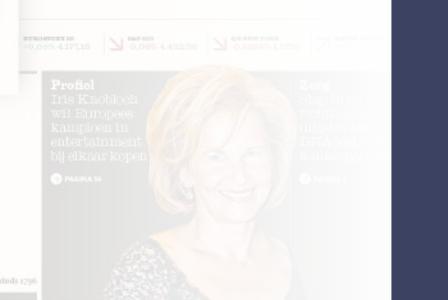
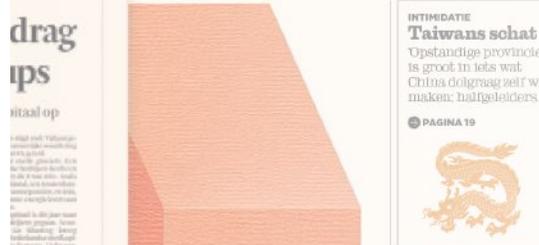
Deloitte jaagt op buit Pels Rijken-topman



EUROSTOXX 50 +0,08% 4.303,04 | S&P 500 +0,37% 4.097,53 | C/NY NEW YORK +0,1212% 1.1506 | RENTE NL 10JHR 0,002 -0,084%



le top in Glasgow



# ADVERTORIAL CONDITIONS



## FD 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 rules below have been established to ensure that the distinction between editorial articles/pages 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. However, since the basic idea (there must be no ambiguity about the sender of the message) is leading and not the rules, the editorial team reserves the right to reject and refrain from posting advertorials if they resemble editorial articles too much, even if they comply with all of the rules.



### FD Persoonlijk

1. All of the conditions above apply equally to FD Persoonlijk, however:
  - a. The advertiser must themselves insert 'Advertentie' in at least font size 10 above the advertorial (on both pages for a spread).
  - b. The advertorial must contain the text: '[Bedrijf] is verantwoordelijk voor de inhoud van deze uiting' ('[Company] is responsible for the content of this message').



## 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 as the FD uses it in colour fields.
  - E. Colour use similar to the basic FD colours. The principal FD colours are:
    - a. FD green (50/0/10/30)
    - b. FD orange (0/55/100/20)
    - c. FD light orange (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)
  - F. The above applies to all publications, i.e. also 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/'naam adverteerder'](https://fd.nl/advertorials/'naam%20adverteerder') (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. By preference, advertorials are positioned on the back page so as to be as far removed from FD editorial pages as possible.
8. Every advertorial must be submitted to the editor-in-chief two days before publication at the latest.



Contact:

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

+31 20 592 8585

[www.fdmg.nl/en](http://www.fdmg.nl/en)

