



FD MEDIAGROEP



RATECARD

2026

www.fdmg.nl

salesupport@fdmediagroep.nl

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01 NEWSPAPER

At Het Financieele Dagblad, you engage directly with the leaders of the Dutch business community.

Our audience comprises CEOs, CFOs, supervisory directors, and other key decision-makers who engage in the most critical decisions within Dutch business on a daily basis. They read Het FD at the breakfast table, on the train, or in the office, not for fleeting headlines, but for valuable insights.

The FD is not a transient moment; rather, it is a space where decision-makers genuinely invest time, including for your brand. It exists within an atmosphere of trust, authority, and substance.

The Influence of Print:

- Exclusive access to C-level executives
- Intense focus and reading duration
- A reputable and esteemed setting for your brand.
- Demonstrated efficacy for B2B and luxury brands

The FD is published six days a week (Monday to Saturday). Your advertisement will be featured in both the print and digital editions, complete with click-through options. Seeking a more in-depth narrative? Through branded content, you can convey your brand story in the tone and style of our journalism: credible, relevant, and central to Dutch business. On Saturdays, the FD releases FD Persoonlijk: our premium lifestyle magazine, which offers its own advertising opportunities.

ALL RATES EXCLUDE VAT.

NEWSPAPER MONDAY TO FRIDAY



Format*	Width in mm	Height in mm	Advertisement page	Front page	Page 3	Page 5 / rear cover	Alternative editorial page
2/1 page	520	368	€26.494	x	x	x	€39.741
1/1 page	246	368	€16.304	x	x	€32.608	€24.456
1/2 lying	246	175	€10.700	x	x	x	€16.050
1/4 horizontal strip	246	87	€5.859	x	x	x	€8.789
1/4 standing	120	176	€5.859	x	x	x	€8.789
1/7 lying	143	87	€3.465	x	x	x	€5.198
1/10 reclining	93	87	€2.446	€9.784	€7.338	x	€3.669
1/16 horizontal	93	54	€1.529	€6.116	€4.587	x	€2.294
Ear homepage	46	79	x	€3.500	x	Other	
Strip at the front and back pages	550	64	€25.475	x	x	Family reports	€5 per mm
Front page banner	275	64	x	€15.285	x	Monetary communications	€8 per millimeter

* Additional sizes can be provided upon request. All print advertisements will also be featured in the digital newspaper with a click-through option.

VISUALIZATIONS MONDAY TO FRIDAY



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NEWSPAPER SATURDAY



Size*	Width in mm	Height in mm	Advertisement page	Page 5 / rear cover	Alternative editorial page
2/1 page	520	368	€33.118	x	x
1/1 page	246	368	€20.380	€40.760	x
1/2 lying	246	175	€13.374	x	€20.061
1/4 horizontal strip	246	87	€7.324	x	€10.986
1/4 standing	120	176	€7.324	x	€10.986
1/7 lying	143	87	€4.331	x	€6.497
1/10 reclining	93	87	€3.057	x	€4.586
1/16 horizontal	93	54	€1.911	x	€2.867

* Additional sizes can be provided upon request. All print advertisements will also be featured in the digital newspaper with a click-through option.

Other	
Family reports	€5 per mm
Monetary communications	€8 per millimeter

VISUALIZATIONS FOR SATURDAY





02

MAGAZINES

FD Persoonlijk: the weekend highlight for premium brands.

Every Saturday, FD Persoonlijk graces the doormat of Het Financieele Dagblad, marking the moment when the FD reader disengages from the workweek to embrace reflection, inspiration, and relaxation.

FD Persoonlijk targets an exclusive audience: affluent, highly educated professionals who value quality, aesthetics, and the finer aspects of life. This magazine is ideally positioned for premium brands and luxury services, available in both print and digital formats.

The strength of FD Persoonlijk:

- Exclusive access among professionals with significant purchasing power
- Readers with a heightened interest in premium products within the realms of fashion, travel, art, and culture.
- With a range of themed issues encompassing travel, fashion, design, and interior design, you can promote your brand more effectively within a pertinent editorial context.

We provide advertising opportunities in our publications, **Tempus Magazine** (lifestyle and luxury) and **De Wereld In** (a forward-looking perspective on 2027, emphasizing finance, economics, and business): two premium thematic magazines that align seamlessly with an ambitious and affluent audience.

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FD PERSOONLIJK



PRINT FORMATS

Format	Width	Height	Rate	1e spread	2e spread	Cover 4	Preferences position
1/1	230 mm	275 mm	€7.250	x	€8.700	€8.700	€8.338
2/1	460 mm	275 mm	€12.500	€15.000	€ 14.375	x	x
1/1 Special*	230 mm	275 mm	€8.338	x	€10.006	€10.006	€9.589
2/1 Special*	460 mm	275 mm	€14.375	€17.250	€16.531	x	x

[Click here for the publication dates of the FD Persoonlijk specials.](#)

ALTERNATIVE OPTIONS

In addition to the standard print and online offerings, FD Persoonlijk provides opportunities for branded content and a sticky card: an advertising card that is loosely inserted on a page of the magazine to enhance visibility. For these tailored options, please reach out to your FD Mediagroep representative or Sales Support at sales.support@fdmediagroep.nl.

DIGITAL ADVERTISING

FD.nl/Persoonlijk

€12.000
per
2 weeks



ALL RATES ARE EXCLUSIVE OF VAT

TEMPUS & DE WERELD IN



TEMPUS MAGAZINE

The luxury magazine about watches, jewelry and business that appears twice a year as a supplement to the FD.

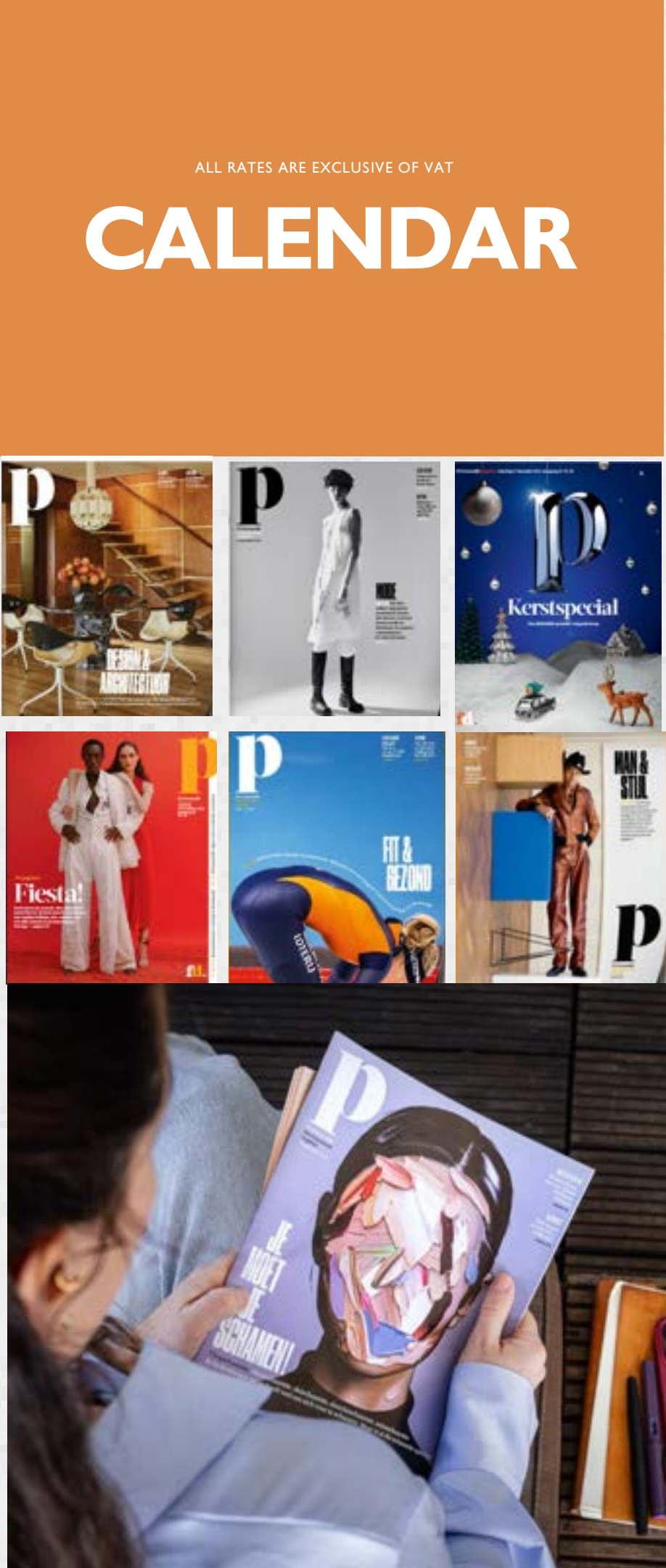
Format	Width	Height	Rate
1/1	230 mm	275 mm	€5.875
2/1	460 mm	275 mm	€9.800

DE WERELD IN 2027

In 'De wereld in 2027' the FD editorial team looks ahead to financial, economic and social issues.

Format	Width	Height	Rate
1/1	230 mm	275 mm	€11.750
2/1	460 mm	275 mm	€19.600





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CALENDAR

FD PERSOONLIJK SPECIALS

THEME	PUBLICATION DATE
TALENTS	February 7, 2026
MODE I	February 21, 2026
TRAVEL	March 14, 2026
MAN & STYLE I	April 4, 2026
DOSSIER WATCH & JEWELS	April 18, 2026
INTERIOR & DESIGN I	May 9, 2026
MODE II	September 5, 2026
MAN & STYLE II	September 26, 2026
INTERIOR & DESIGN II	October 17, 2026
HOLIDAY SEASON	November 21, 2026
CHRISTMAS SPECIAL	December 12, 2026

TEMPUS MAGAZINE

PUBLICATION DATE
May 19, 2026
November 17, 2026

DE WERELD IN 2027

PUBLICATION DATE
December 20, 2026





03 AUDIO

BNR Nieuwsradio is the channel for enterprising Dutch people.

Imagine: an entrepreneur on his way to a client. A CMO starting the day with current events. A young professional with a cup of coffee and a podcast. These are the moments when BNR is listened to, consciously and with focus. Precisely when your message can make all the difference.

BNR delivers news with substance and impactful interviews, delivered in a tone that resonates with our target audience: sharp, direct, and professional. Here, we listen attentively. As a brand, we take you seriously because you're heard in an environment of trust, authority, and relevance.

The power of audio:

- Reach professionals during their workday
- Audio creates personal, lasting impact
- Perfect for both brand recognition and concrete calls to action

BNR is available 24/7 on radio, livestream, and podcasts. Advertise during peak hours around specific programs or in popular podcasts. This way, you choose how and when your brand is best showcased.

Prefer to advertise on BNR.nl? [Click here.](#)

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AUDIO



RADIO PACKAGES

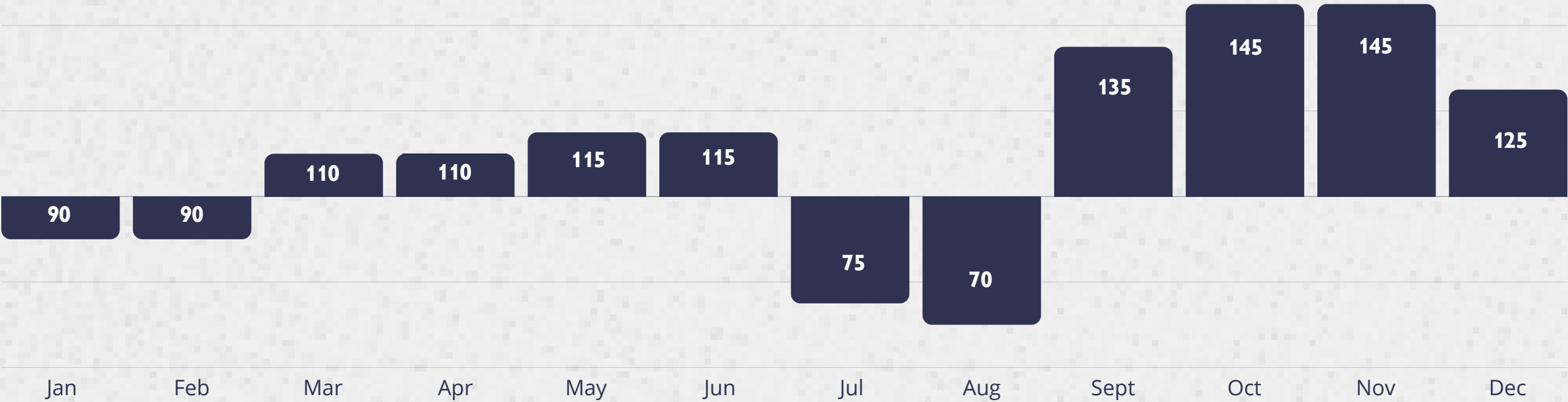
Package	Period	Rate per second
All day (Mon-Sun)	6:00 AM - 12:00 AM	€8,38
Weekdays (Mon-Fri)	6:00 AM - 8:00 PM	€12,89
Premium rush hour (ma-vr)	07:00 - 09:00 & 5:00 PM - 7:00 PM	€16,76

TARGETING RADIO

Specific radio purchasing	
Targeting	€19,34

Seasonality radio

The index is determined based on the rate per second.



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AUDIO



DIGITAL AUDIO *PACKAGES*

Channel	Brand	CPM
Run of Livestream	BNR Livestream & BNR Business Beats	€20
Run of Podcast	BNR & FD	€42

TARGETING *LIVESTREAM*

Targeting	Index
Pre-roll position	150
Mid-roll position (max 30 sec)	95

TARGETING *PODCASTING*

Targeting	Index
Pre-roll position	130
Mid-roll position	175
Pre- & mid-roll packaged	150
(native) mid-roll 1st position	300
<u>Contextual or title selection</u> (min. 5 titles)	150
Title selection, contextual + position	200
Time, region	110

PROGRAMMATIC *AUDIO*

Programmatic audio can be set up through the Private Marketplace and Programmatic Guaranteed. Send your request to adoperations@fd.nl, including the expected duration, desired formats, and seat ID, and we'll get back to you as soon as possible. you up.



04 ONLINE

Strong brands, strong online reach.

FD.nl and BNR.nl are the digital extensions of two trusted journalistic brands: Het Financieele Dagblad and BNR Nieuwsradio. Thousands of professionals come here daily for news, insights, and in-depth coverage. These are precisely the moments when a brand can be relevant online.

From display to video and native media, there are various ways to show your message at the right moment in the customer journey.

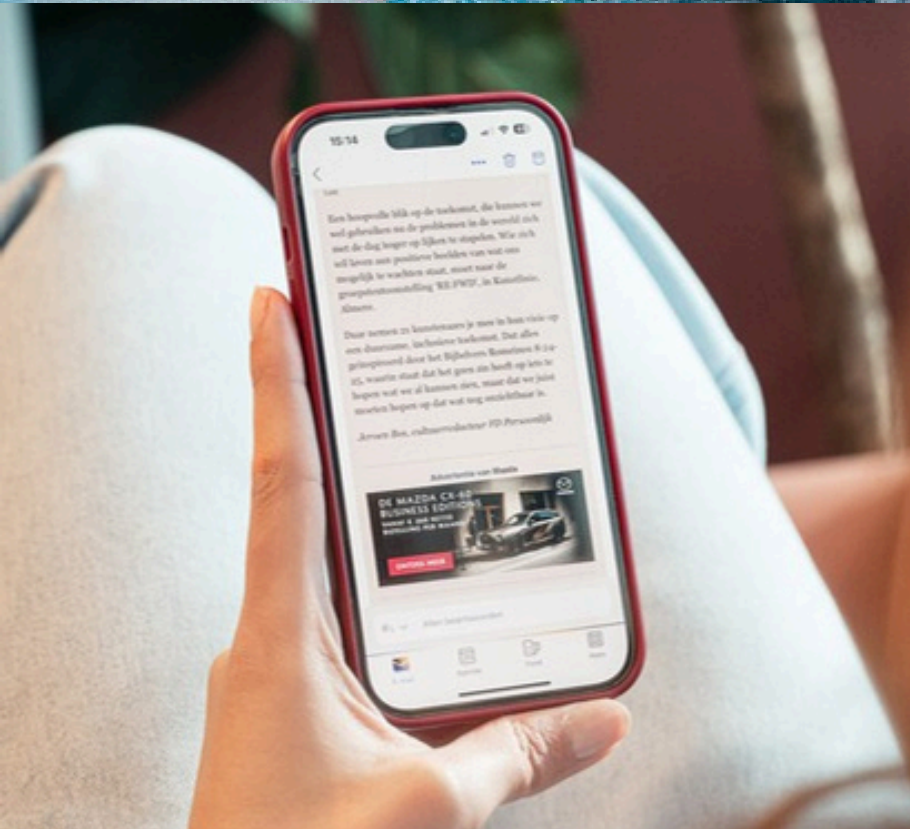
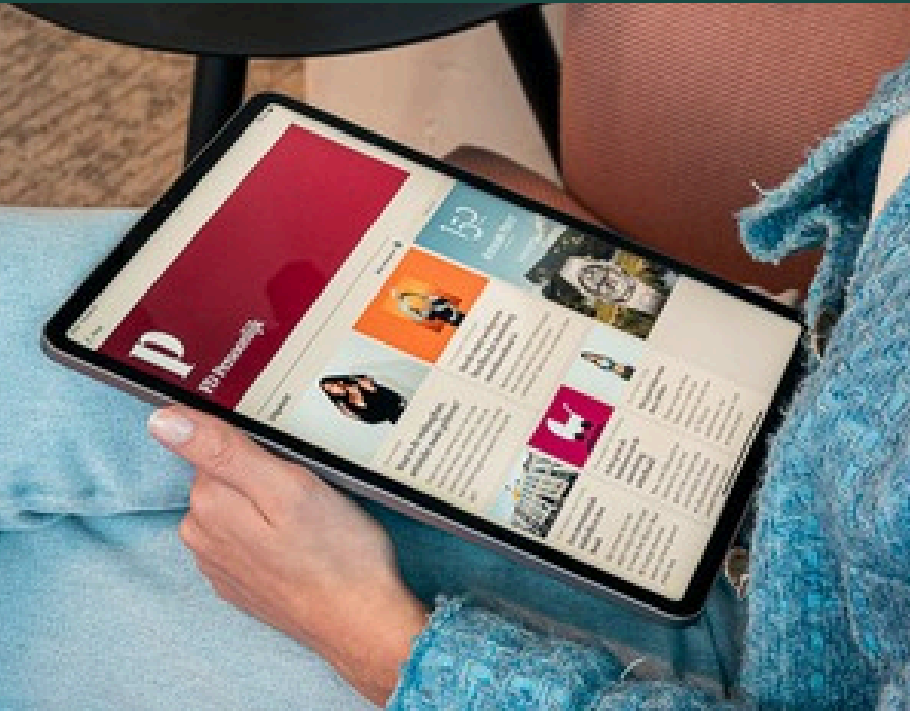
The power of these online advertising options:

- Reach professionals during active news consumption
- Ability to target audiences, time slots, or both sites simultaneously
- 100% brand safe: your brand stands next to reliable, high-quality journalism

Prefer to advertise in our traditional media? Check out our print and audio options.

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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	€30	€40	€36

* Run Of Network: Ads will be served across all our channels.

DISPLAY PACKAGES

This package offers the best performance per format and the best visibility per device.

How does it work?

Select the desired number of impressions, provide the five formats (medium rectangle, mobile rectangle, mobile header, half-page banner, billboard) and we will ensure continuous optimization.

BNR.nl	FD.nl	RON*
€30	€42	€35

TARGETING OPTIONS

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

* Position (C-level), industry, specific intent

PROGRAMMATIC DISPLAY

Programmatic display is available through Preferred Deals and Programmatic Guaranteed. Send your request to adoperations@fd.nl, including the expected duration, desired formats, and seat ID.

ALL RATES ARE CPM
(THE PRICE FOR 1,000 IMPRESSIONS)

ALL RATES ARE EXCLUSIVE OF VAT

DISPLAY

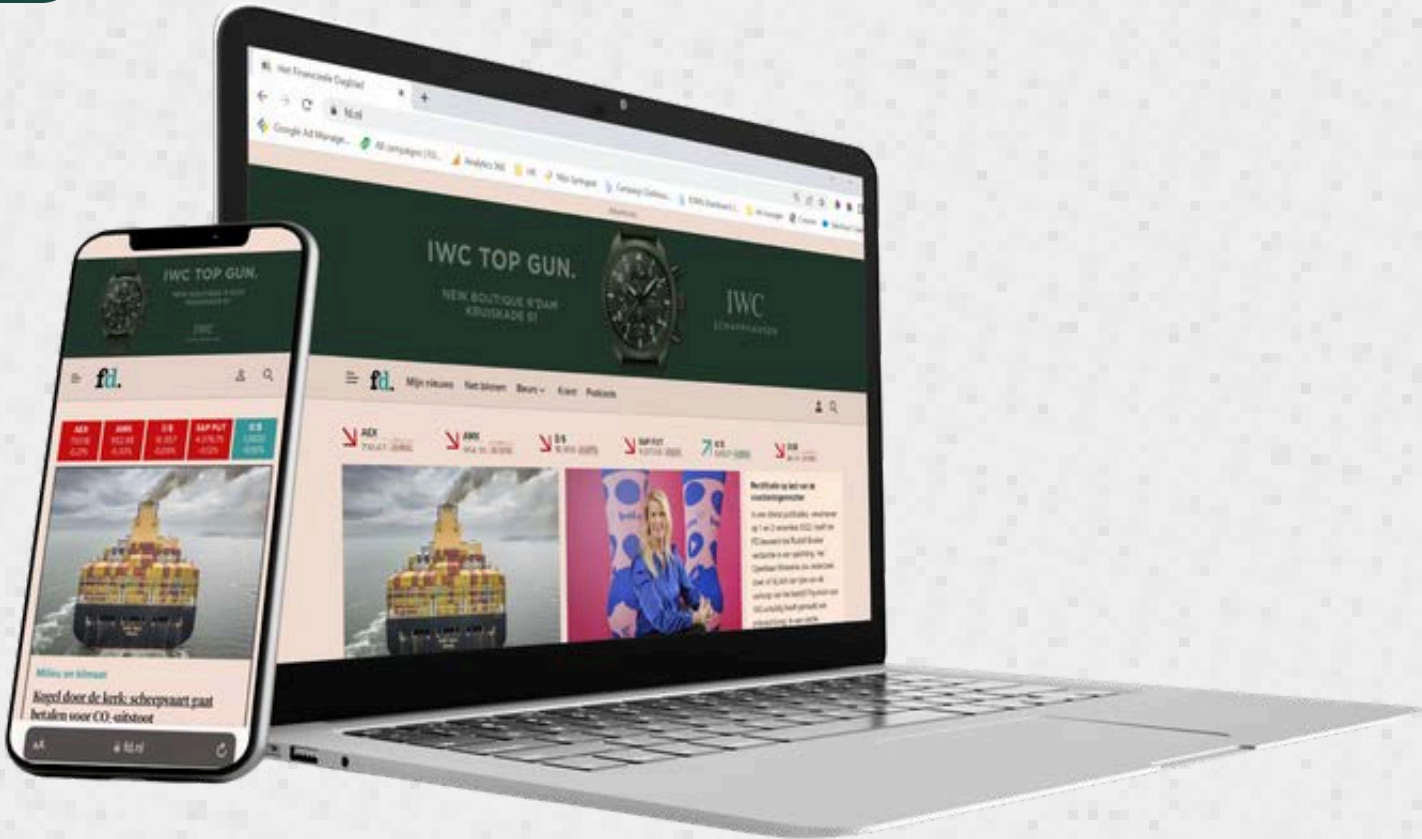


RICH MEDIA

Rich media are digital advertisements with interactive elements such as video, animation or scrollable content that generate more engagement than standard banners.

Format	BNR.nl	FD.nl	RON*
Mobile Interscroller	€42	€66	€55
Mobile portrait	€40	€60	€50
Super header plus homepage (cross device)	€2,500 - bnr.nl per day	€15,000 - fd.nl per day	
Super header plus exchange (cross device)		€7,500 - fd.nl per day	
FD Personal Premium*		€12,000 - fd.nl every 2 weeks	

*Online production costs for FD Persoonlijk: €1,200



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(THE PRICE FOR 1,000 IMPRESSIONS)

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VIDEO



FDMG VIDEO PACKAGES

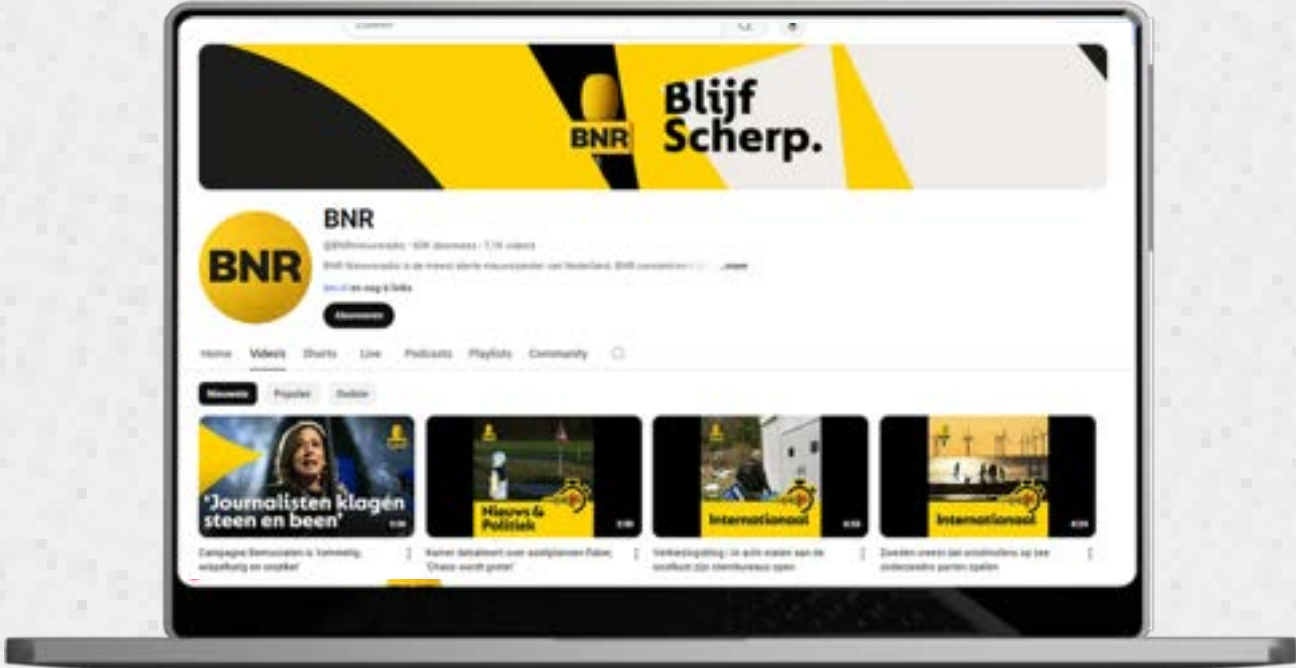
Format	Rate (RON + YouTube)
<u>Outstream + BNR YouTube (skippable)</u>	On request
<u>Outstream + BNR YouTube (non-skippable)</u>	On request

IN-ARTICLE OUTSTREAM

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

BNR YOUTUBE

Format	Gross rate (ROS)
<u>Bumper (6 sec)</u>	On request
<u>Pre-roll (skippable)</u>	On request
<u>Pre-roll (non-skippable)</u>	On request



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(THE PRICE FOR 1,000 IMPRESSIONS)

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FD AUDIENCES



SUSTAINABILITY

Readers with an above-average interest in energy, sustainability and themes such as green energy, ESG, wind farms and sustainable development.

Combination of first party data, relevant interest and keywords data

BUSINESS & ENTREPRENEURS

C-level professionals, managers, entrepreneurs, SMEs, and freelancers who read above-average amounts about business, entrepreneurship, and topics such as leadership, lease cars, and profitability.

Combination of first party data, relevant interest and keywords data



TECH & INNOVATION

Readers who intensively follow articles about technology and innovation, including topics such as digital transformation, ICT and online privacy.

Combination of first party data, relevant interest and keywords data

GOVERNMENT & EUROPE

Readers who work in government and pay above-average attention to the EU, politics and themes such as The Hague, Brussels and political parties.

Combination of first party data, relevant interest and keywords data



INVESTORS

Readers who have an above-average interest in investing and related topics such as asset management, bonds, the currency market, and banking.

Combination of first party data, relevant interest and keywords data

C-LEVEL HEAVY USERS

Committed C-level subscribers who use the FD intensively for business decisions. For advertisers who want to reach the top of the corporate world.

*First party data
C-level*



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FD AUDIENCES



LEADERSHIP & CAREER

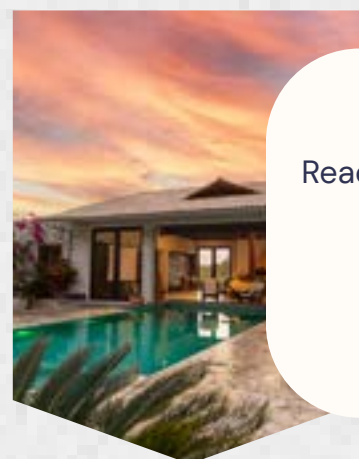
Readers working at director or C-level level who have an above-average interest in leadership, career development and topics such as management, board and works council.

Combination of first party data, relevant interest and keywords data

SME

Readers active in SMEs who consume content on SME-related topics above average.

Combination of first party data, relevant interest and keywords data



LUXURY & LIFESTYLE

Readers with a strong interest in luxury, lifestyle, personal care, culture and eye-catching products.

Combination of first party data, relevant interest and keywords data



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NATIVE MEDIA



NATIVE MEDIA

Format	BNR.nl	FD.nl
Homepage advertorial (cross device, per week)	€2.000	€14.000
Trade show advertorial (cross device, weekly)	x	€9.500
BNR In-article advertorial	€45 CPM	x
Native Premium Ad	€30 CPM	x
Newsletter advertorial 1st position (per day)	€750	€3.750
Newsletter advertorial 2nd position (per day)	€500	€3.500
Newsletter advertorial 3rd position (per day)	x	€3.250
BNR advertorial package*	€9.500	x
Newsletter advertorial FD Persoonlijk	x	x

*150,000 in-article impressions, 1x BNR newsletter & 1 week BNR Homepage advertorial



^ Homepage advertorial

v Newsletter advertorial



CONTENT & SPONSORING

Let your expertise speak where it counts.

In addition to advertising space, we offer branded content and sponsorship opportunities, allowing you to position your brand at the heart of Dutch businesses, both through Het Financieele Dagblad and BNR Nieuwsradio.

Branded content

Let your expertise shine through with a brand story in the style of our journalism. Credible, substantive, and relevant to an engaged audience. Published on FD.nl, BNR.nl, in print or audio: clearly marked as 'branded', yet fully integrated. Perfect for deepening your knowledge and building thought leadership and authority.

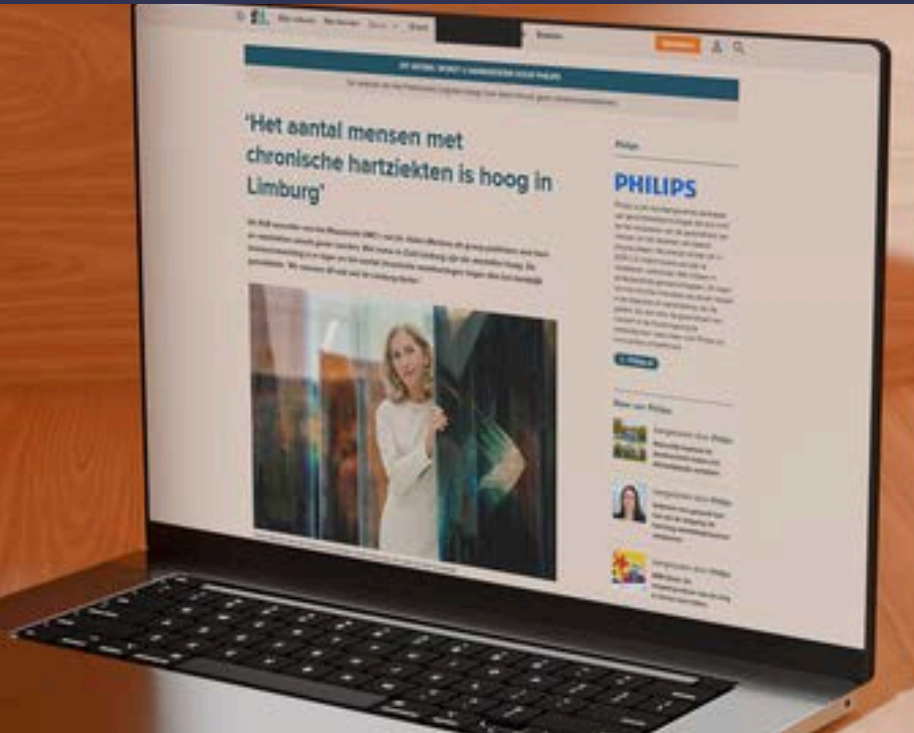
Sponsoring

Connect your brand to existing programs, segments, podcasts, or events. Consider sponsoring a BNR podcast, FD Dagkoers, or FD Gazellen. Your brand name will be subtly but repeatedly associated with relevant themes, ensuring consistent visibility and recognition.



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BRANDED CONTENT



FD POSSIBILITIES

Product	Description	Production	Media	Rate
Print advertorial	Article-shaped advertisement in FD style	Produced by FD Media Group	Page in Het FD	incl. €13,700
			Page in FD Persoonlijk	incl. €9,250
FD Brandstory to Go	Advertiser-submitted branded content article	Provided by advertiser, published via FD.nl	525,000 impressions 4x FD newsletter	inc. €25,000
FD Brandstory	Custom branded content article written by journalists from FD Media Group	Fully produced by FD Media Group including print, online and social media materials	2,500 guaranteed article reads Optimization of fd.nl by FDMG 2 x 1/2 page advertorial in Het FD (Mon-Fri) Expandable with audio Average active time on page: 1.5 minutes	inc. €45,000
FD Topics	Content series of print advertorials (Mon-Fri) on a desired theme	Produced and coordinated by FD Mediagroep	4x per month 1/1 page advertorial in Het FD 5x per week 1/1 page advertorial in Het FD 1/1 page advertorial in Het FD 10 times a year	inc. €55,000

BNR POSSIBILITIES

Product	Description	Production	Media	Rate
BNR Brandstory to Go	Advertiser-submitted branded content article	Provided by advertiser, published via BNR.nl	450,000 impressions 1x BNR newsletter 1x one week Homepage Advertorial bnr.nl	incl. €13,450
BNR Brandstory	Custom branded content article written by journalists from FD Media Group	Fully produced by FD Mediagroep including audio, online and social material	3,000 guaranteed article reads Optimization of BNR.nl by FDMG Expandable with audio Average active time on page: 1 minute	incl. €22,500

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SPONSORING



SPONSORING **BNR & FD**

Products	Podcast*	Radio & Livestream	Editorial knowledge session	Multimedia campaigns	Minimum number of episodes	Content	Investment from
BNR Program	✓	✓	✓	✓	26	Special interest program available on radio and livestream. Includes DVJ Insights impact assessment.	€140.000
BNR Item / Section	✓	✓	✓	✓	12	Weekly item/section in BNR Business.	€38.500
BNR Podcast Original	✓		✓	✓	10	Link your name to a BNR Podcast series.	€54.000
NBR Podcast Custom	✓		✓	✓	10	Journalistically independent podcast series initiated by an advertiser.	€77.000
BNR on location	✓	✓		✓	1	Podcast recording or radio broadcast at a location provided by the advertiser, including a media campaign.	€17.500
BNR's Big Five	✓	✓	✓	✓	5	Daily interview programme with leading figures ('Big Five') from an industry or within a theme.	€30.000
FD Daily Rate	✓			✓	20	Daily podcast from Het FD: pre- and post-roll, visibility in Het FD, the FD app, and on FD.nl. Monthly subscription and includes impact measurement.	€50.000

**Podcasts are distributed in the BNR and/or FD app, on BNR.nl and/or FD.nl and all external podcast channels such as Spotify and Google Podcasts.*

CREATION & RESEARCH

A good campaign starts with strong creation and ends with clear results.

At FD Mediagroep we help you with both.

Creation

We know exactly what works within our channels. Whether it's a print ad, a banner set for FD.nl or BNR.nl, or a radio spot recorded in our own BNR studio, we handle the entire process – quickly, professionally, and hassle-free. You benefit from our experience with business audiences and the quality of our network of editors, designers, copywriters, and audio producers.

Research

Want to know the results of your campaign? We provide hard insights by measuring brand preference, reach, impact, and conversion. Through our partners like DVJ Insights, Validators, and Brand Metrics, you'll gain a clear understanding of results—per channel or cross-media.



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SPOT & ADVERTISEMENT CREATION



SPOT PRODUCTION

BNR offers advertisers extensive experience and expertise in producing radio commercials. We have professional studios, voice actors, and copywriters at our disposal. This allows us to produce high-quality commercials.

Standard expenses	Rate
Audio production (including studio, accompaniment, professional voice, 1-year usage rights to BNR)	€1.750
Additional expenses	Rate
Additional voice	€500
Repeat fee (1 year extra broadcasting on BNR)	€500
(repeat fee) Tag-on	€250
National buy out (valid for 1 year)	€500
Extra spot version	€500
National buy out tag-on (valid for 1 year)	€250
Copywriting	€500

CREATION OF ADVERTISEMENTS

Our designers know better than anyone what works and what doesn't within our digital and print environments. Based on best practices, we create creative expressions that align with your brand and perform optimally on our platforms. Pricing available upon request.

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RESEARCH



EFFECT MEASUREMENT **AUDIO**

Research	Rate
Brand Metrics – (Digital) Audio tracker	€2.500
MeMo ² – Brand tracking	€7.500

EFFECT MEASUREMENT **SPONSORING**

Research	Rate
DVJ Insights – Sponsor Monitor	€5.000

EFFECT MEASUREMENT **DISPLAY**

Research	Rate
Brand Metrics – Online Display Brand Lift	€2.500

EFFECT MEASUREMENT **CROSS-MEDIA**

Research	Rate
MeMo ² – Crossmedia Effect Tracking (from 2 channels)	€12.750
Validators – Category Entry Points Onderzoek	€15.000

OUR PARTNERS





FD MEDIAGROEP

[RATECARD](#)

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