

# RATE CARD 2019

quicksan





## Het Financieele Dagblad

Format	Width (in mm)	Height (in mm)	Rate
2/1 spread	520	368	€ 26,000
1/1 full page	246	368	€ 16,000
1/2 landscape	246	175	€ 10,500
1/3 portrait	146	220	€ 7,000
1/4 portrait	120	176	€ 5,750
1/8 landscape	120	87	€ 3,000
1/10 landscape	96	87	€ 2,400
1/12	96	75	€ 2,000
1/16 landscape	96	54	€ 1,500
1/25 portrait	46	75	€ 900
Corner ad front page*	46	79	€ 1,500
Corner ad back page*	46	79	€ 1,250

\* There is no position surcharge for the format 'corner ad'.

<b>Reach per day Mon-Fri 13+</b>	140.000	Source: NOM NPM-III 2018
<b>Reach per day Sat 13+</b>	159.000	Source: NOM NPM-III 2018
<b>Circulation</b>	47.360	Source: NOM 2017 Q1 t/m Q4

## Position surcharges

Applicable for specific preferences.

Position	Surcharge
Front page	400%
Back page (first section Mon-Sat)	200%
Page 3, 5 & 7	300%
Page 4 & 6	150%
Position guarantee other editorial	150%

## Family and financial announcements

You can also publish financial or family announcements on an advertising page in Het Financieele Dagblad, for instance an obituary, marriage or birth announcement.

Kind of announcement	Rate
Family announcements	€ 4,50 per mm
Financial announcements	€ 7,95 per mm

## FD Persoonlijk

Page share	Width (in mm)	Height (in mm)	Rate
1/1 full page*	230	275	€ 7,250
2/1 spread*	460	275	€ 12,500

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

<b>Reach per Saturday 13+</b>	124.000	Source: NOM NPM-III 2018
<b>Circulation</b>	71.090	Source: NOM 2017 Q1 t/m Q4

## Position surcharges

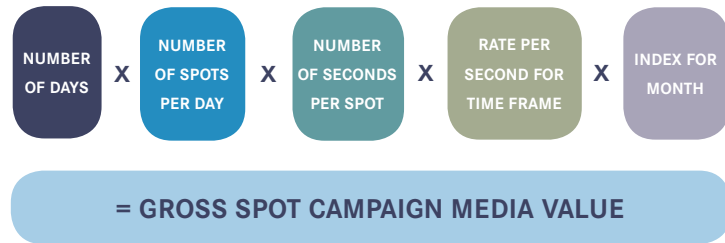
Position	Surcharge
Cover 2	150%
Cover 3	150%
Cover 4	250%
Position guarantee other editorial	110%



## BNR Nieuwsradio

Reach per week 10+	538.000	Source: NLO, B2B sep'18-okt '18 ma-zo 06:00-30:00u
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You can calculate the rate of your spot campaign according to the calculation below:



## Popular time frames

Time frames	Rate per second
Mon-Fri 06:00-10:00	€ 16,00
Mon-Fri 06:00-20:00	€ 11,25
Mon-Fri 06:00-24:00	€ 9,10
Mon-Fri 07:00-19:00	€ 12,04
Mon-Fri 16:00-20:00	€ 14,75
Mon-Sun 06:00-20:00	€ 8,55
Mon-Sun 06:00-24:00	€ 7,00
Mon-Sun 07:00-19:00	€ 9,14
Mon-Fri 06:00-10:00 / 16:00-20:00 (prime time)	€ 15,38

## Monthly index

BNR works with a monthly index based on seasonal patterns. Multiply the rate for your campaign by the index for the broadcasting month.

JAN 0.65	FEB 0.75	MAR 1.0	APR 1.1
MAY 1.25	JUN 1.2	JUL 0.6	AUG 0.6
SEP 1.2	OCT 1.25	NOV 1.25	DEC 1.15

## Spot production

In addition to broadcasting your radio campaign, BNR offers the option of recording your own commercial in our studio. The combination of our radio expertise and the availability of professional studios, voice actors and consulting services allows us to produce high-quality commercials very quickly. The rate for spot production is € 1,500 including studio rent and a professional voice actor.



## FD.nl and BNR.nl

FD.nl and BNR.nl (RON)	Format	Rate (RON) CPM
Rectangle cross device	300x250	€ 40
Halfpage	300x600	€ 55
Leaderboard	1024x122/728x90	€ 45
Billboard	970x250	€ 55
Roadblock		€ 75
In article video	video per 1.000 starts	€ 45
Mobile interscroller	rich media	€ 55

Content options	Site	Rate
Partner page	FD.nl/BNR.nl/fdpersoonlijk.nl	on request
Homepage takeover	FD.nl	€ 15,000
Homepage takeover	BNR.nl	€ 7,500
Homepage advertorial	FD.nl	€ 9,500
Homepage advertorial	BNR.nl	€ 3,500
Newsletter advertorial	FD.nl	€ 2,250
Newsletter advertorial	BNR.nl	€ 750
FD e-paper interstitial	FD e-paper app	€ 3,500

There is a surcharge of 20% on all CPM rates when choosing only FD.nl. Other options are on request.

**Reach FD.nl:** 1.340.653 unique visitors per month.

**Reach BNR.nl:** 427.000 unique visitors per month.

Source: Adobe Site Catalyst, average Jan '18 - Jul '18

*This rate card is a quickscan of the most popular products. The extended rate card can be requested via [www.fdmg.nl/en/rates](http://www.fdmg.nl/en/rates).*



**Contact:** [salessupport@fdmediagroep.nl](mailto:salessupport@fdmediagroep.nl), (+31) 20 592 8585, [www.fdmmediagroep.nl/en](http://www.fdmmediagroep.nl/en)