

RATE CARD 2021

QUICKSCAN



FD MEDIAGROEP

HET FINANCIEELE DAGBLAD



Format	Width (in mm)	Height (in mm)	Rate Mon-Fri	Rate Sat
2/1 spread	520	368	€ 26,000	€ 29,900
1/1 full page	246	368	€ 16,000	€ 18,400
1/2 landscape	246	175	€ 10,500	€ 12,100
1/3 portrait	146	220	€ 7,000	€ 8,050
1/4 portrait	120	176	€ 5,750	€ 6,620
1/8 landscape	120	87	€ 3,000	€ 3,450
1/10 landscape	96	87	€ 2,400	€ 2,760
1/12 landscape	96	75	€ 2,000	€ 2,300
1/16 landscape	96	54	€ 1,500	€ 1,725
1/25 portrait	46	75	€ 900	€ 1,035

Reach per day Mon-Fri 13+	136.000	Source: NOM Print Monitor 2020-III
Reach per day Sat+	187.000	Source: NOM Print Monitor 2020-III

Position surcharges

Applicable for specific preferences.

Position	Surcharge
Front page	4,0
Back page (first section Mon-Sat)	2,0
Page 3, 5 & 7	3,0
Page 4 & 6	1,5
Position guarantee other editorial	1,5

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)	Hoogte (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.

Reach Sat 13+	187.000	Source: NOM Print Monitor 2020-III
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Position surcharges

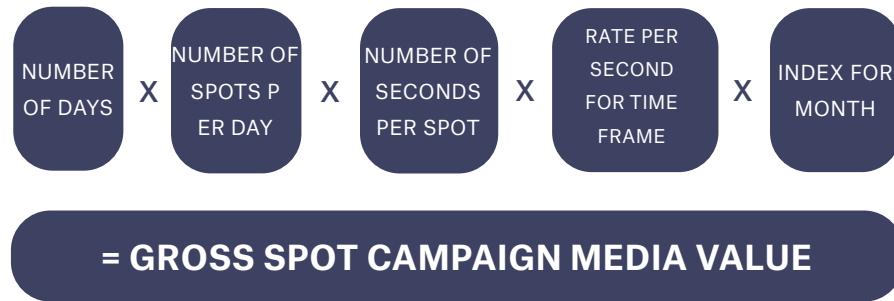
Position	Surcharge
Cover 2	1,15
Cover 3	1,15
Cover 4	1,25
Position guarantee other editorial	1,10

This rate card is a quickscan of the most popular products. The extended rate card can be requested via www.fdmg.nl/en/rates.



Reach per week 10+	480.000	Source: NLO, annual average. jan-jun 2020, 06.00 -30.00h
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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	€ 16,80
Mon-Fri 06.00-20.00	€ 11,81
Mon-Fri 06.00-24.00	€ 9,56
Mon-Fri 07.00-19.00	€ 12,64
Mon-Fri 16.00-20.00	€ 15,49
Mon-Sun 06.00-20.00	€ 8,98
Mon-Sun 06.00-24.00	€ 7,35
Mon-Sun 07.00-19.00	€ 9,60
Mon-Sun 06.00-10.00 / 16.00-20.00 (prime time)	€ 16,15

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	FEB	MAR	APR	MAY	JUN
0,80	0,90	0,90	1,05	1,15	1,15
JUL	AUG	SEP	OCT	NOV	DEC
0,65	0,60	1,20	1,25	1,25	1,10

Digital Audio Rates

Pre-roll livestream € 30,- CPM
 Pre/post-roll podcasts € 50,- CPM
 Pre/post-roll RON € 40,- CPM.

Spotproduction

BNR offers the option of recording an individual radio campaign in our studio. This can be done for an FM commercial (€ 1.500.00), a Digital Only commercial (€ 1.400.00) or for both (€ 1.750.00). The fee for recording a commercial includes studio hire, consulting services and a professional voice actor.



Premium Display + Rich Media	Format	Rate RON CPM	Rate fd.nl CPM	Fixed per day
Rectangle (cross device)	300x250	€ 30	€ 36	
Half page	300x600	€ 40	€ 48	
Billboard (video)	970x250	€ 50	€ 60	
Roadblock	Billboard + half page	€ 75	€ 90	
Mobile half page	320x240	€ 25	€ 30	
Mobile header	300x100 of 300x50	€ 25	€ 30	
Optimized display set (IAB)	Rectangle, half page & billboard	€ 40	€ 48	
In article video (en pre-roll)	Video per 1.000 starts	€ 40	€ 48	
Mobile interscroller	Rich Media	€ 55	€ 66	
Super header plus homepage (cross device)	100%x250 en 100%x140 (mobile)			€ 15,000
Super header plus beurs (cross device)	100%x250 en 100%x140 (mobile)			€ 6,250
Mobile portrait video	320x400	€ 50	€ 60	

Content options	Rate fd.nl	Rate bnr.nl	
Homepage advertorial (cross device)	€ 12,500	€ 3,500	per week
Advertorial fd.nl/Beurs	€ 5,000	-	per week
Newsletterf advertorial 1st position	€ 3,000	€ 750	per day
Newsletter advertorial 2nd position	€ 2,500	-	per day
Newsletter advertorial 3rd position	€ 1,600	-	per day
FD E-paper interstitial	€ 3,750	-	per day

Reach fd.nl: 1.991.000 unique visitors in october 2020.
Reach bnr.nl: 577.709 unique visitors in september 2020
 Source: Google Analytics

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Contact: salessupport@fdmediagroep.nl, (+31) 20 592 8585, www.fdmg.nl/en