

FD.nl and BN.nl websites

The FD Mediagroep

The FD Mediagroep provides a unique blend of news media enabling you to reach a discerning target audience in the Netherlands on a continuous basis, visually, aurally, and interactively.

Through a multimedia mix of the printed word, radio and online news, our discerning audience can keep abreast of news events and background stories throughout the day. Het Financieele Dagblad, BNR Nieuwsradio, and the internet sites, FD.nl and BN.nl, form the pillars of the FD Mediagroep.

The news and background to the news on FD.nl and BN.nl

The FD Mediagroep online is made up of two websites: FD.nl and BN.nl.

FD.nl, the site of Het Financieele Dagblad, is to a large extent accessible only to subscribers. BN.nl, the site of BNR Nieuwsradio, is freely accessible to everyone. Both sites are a valuable source of real-time information, presented in a user-friendly and well-organised way. The websites complement each other as far as content is concerned. BN.nl offers real-time home and foreign news events in the following areas: economy, sports, politics, weather, and traffic. FD.nl focuses more on business news and offers additional services such as an extensive archive, company information, and an e-mail newsletter alerting subscribers to special events.

Profile and number of visitors

Profile of FD.nl and BN.nl visitors

The profiles of visitors to FD.nl and BN.nl are comparable. Both websites form a gateway to the enterprising Dutch public in the age category of 30-50 years. Typically, they are highly educated, affluent decision makers both privately and at work.

FD.nl draws on the subscribers of Het Financieele Dagblad and people interested in comprehensive business news and in-depth background information. BN.nl attracts visitors who wish to keep abreast of the general news.

Number of visitors and readability¹

FD.nl

Average number of single visitors per month, 2004:	180,000
Average number of page views per month, 2004:	4,000,000

BN.nl

Average number of single visitors per month, 2004:	120,000
Average number of page views per month, 2004:	1,200,000

¹ Source: DART, 2004.

Content of FD.nl and BN.nl

Content of FD.nl

The website of Het Financieele Dagblad provides a great deal of in-depth business information. Most of the information is accessible exclusively to subscribers. Non-subscribers can view only a limited amount of information. After free registration, they will have access to a certain amount of extra information and become better acquainted with the site and the paper.

The viewable content of FD.nl is dependent on the type of visitor.

Content available to the anonymous visitor (free):

- homepage with headlines and introduction to articles from the paper as well as current articles by the web editors;
- current stock-market news (in co-operation with Betten Beursmedia Nieuws);
- socio-economic news;
- the headlines of general home and foreign news;
- share prices;
- agenda;
- company of the day;
- a changing selection of articles from the paper.

Extra content for registered visitors (free):

- front-page articles from the paper;
- a selection of website articles;
- access to the main pages of the columns on the site;
- possibility of receiving alerts for headlines of current market news;
- files;
- ability to search the archive and purchase articles;

- free daily e-mail newsletter with a summary of news from the paper, a market overview and preview of fd.nl on the day.

Extra content for subscribing visitors:

- full content of the paper;
- highly extensive real-time market news (in co-operation with Betten Beursmedia Nieuws);
- one year archive of all articles and supplements of the newspaper and of the site;
- extensive business information on internationally/nationally quoted companies;
- additional interactive information, e.g. Emerging markets (financial core data, stock market price indexes, exchange rates, and the macro-economic data of the emerging markets in Asia, Latin America, and East and Central Europe), the Europe monitor (macro-economic and financial core data of all EU member states and candidate countries, plus the economic power blocs) and Bankruptcies;
- monitor on reporting authority act;
- e-mail newsletter three times a day;
- FD Alerts: e-mail service to keep subscribers informed of the latest news on subjects and companies of their own choice;
- portfolios and adjustable quotation ticker.



Content of BN.nl

BN.nl provides the latest home and foreign news from BNR Nieuwsradio 24 hours a day in the areas of economy, sports, politics, weather, and traffic. Business news is featured in co-operation with Het Financieele Dagblad. The information on traffic 'flashes' reported by BNR Nieuwsradio listeners can be followed real-time on the site. BN.nl also offers up-to-the-minute audio sections of, e.g., all columnists. You can tune in online to BNR Nieuwsradio, as well.

After free registration, the visitor has access to:

- an e-mail newsletter three times a day with the latest news;
- a portfolio with a self-selected number of quoted funds in order to view current fund or portfolio values;
- a discussion forum containing debates on stocks, the economy, and the news. This is highly popular, especially when exchanging tips and advice on stock markets.

The screenshot shows the BNR Nieuwsradio website interface. At the top, there's a navigation menu with tabs for HOME, RADIO, NIEUWS, KOERSEN, ANALYSE, SERVICE, DISCUSSIE, and OVER ONS. Below the navigation, there are several news sections. The 'NIEUWS' section is prominent, featuring a sub-section 'IN HET NIEUWS' with a list of news items. Other sections include 'BUITENLAND' (Foreign News), 'SPORT', and 'FINANCIËEL' (Financial). A search bar is located at the top left, and a 'Met gratis registratie' (Free registration) button is at the bottom left. A 'Klik hier voor meer informatie.' (Click here for more information.) link is at the bottom center.



The power of advertising on FD.nl and BN.nl

The websites of the FD Mediagroep guarantee a *high-quality visitor's profile*: enterprising individuals aged 30 to 50, with high incomes. Your message will reach a *selective target audience* ideally matched to both business and consumer products.

Your message will appear within an exceptionally *high-quality environment*: on FD.nl because the sheer authority of the 'Het Financieele Dagblad' brand guarantees an independent, top quality journalistic product; on BN.nl because your advertisement will appear on a dynamic website offering real-time news, 24 hours a day, that is being constantly updated.

Combined advertising on FD.nl and BN.nl creates a *multiplier effect*: taking into account their differing content and web services, both websites complement each other in terms of the target audience.


You can choose between various *exclusive advertisement possibilities* in the newsletters or both websites. The same goes for the 'Alerts' on FD.nl, which keep subscribers informed daily by e-mail on subjects of their choice. Because of their relevance to subscribers, the newsletters and e-mail alerts hold a high-attention value.

Finally, we offer 'specials' such as the partner site of the 'ultramerical'. A partner site means you will sponsor a special part of the site. Ultramericals provide anonymous visitors to FD.nl access to the subscribers' content, for which they must first pass through your commercial or advertisement page. This ensures you high-attention value and *maximal attention* for your product or service.



Homepage





The FD Media group provides a unique combination of news media enabling it to continuously reach a discerning target audience in the Netherlands on a visual, aural, as well as interactive basis. Through a multimedia mix of printed paper, radio and online news, interested consumers can keep up with news events and background stories at any given time of day, throughout the day, seven days a week.

The FD Media group holds a dominant position within the target group of enterprising persons who are active, working, mobile, and inquisitive. Typically, they are highly educated, affluent decision makers, both in their private and working lives.

Het Financieele Dagblad, BNR Nieuwsradio, and the internet sites, FD.nl and BN.nl, form the pillars of the FD Media group. The paper is obviously the main printed medium, supplemented with books by editors of Het Financieele Dagblad and the magazine 'The world in...'.
Additionally, the FD Media group regularly organises network events around topical themes.

Refreshing cross-media propositions and custom-made solutions

The FD Media group offers refreshing propositions to prospective customers. These can cater for cross-media campaigns as well as specific possibilities in the paper, on the radio, or on the Internet. We are happy to think along with you and transform your wishes and needs to a custom-made solution – regardless of whether you want to run a business-to-business campaign or a business-to-(high)-consumer promotion. Within the FD Media group, you will be assured of minimal waste, and maximal efficiency and an effective input of your media budget. For more information, please consult www.fmediagroup.nl.

