

The power of advertising in Het Financieele Dagblad:

- **The FD is an authority** in the field of business economics, financial and political reporting: the paper is read daily by over 130,000 decision makers (source: DMS 2004 survey).
- **Quality of reach:** Het Financieele Dagblad is read by high-income decision makers in the top segments of Holland's business community, medium and small-sized enterprises (SME), government and the public sector. Of all the Dutch newspapers, Het Financieele Dagblad has the highest concentration of readership among decision makers.
- **Quality of contact:** the paper is read attentively and readers have a strong affinity with it. Typically, readers take an above average length of time reading the paper. They remain in a focused editorial environment free of the distractions afforded by other media. This ensures that advertisements receive the very highest level of attention.
- **Quality of the editorial environment:** the paper offers countless possibilities of advertising opportunities within a specific environment that is geared to fields such as commercial services (IT, property, communication, and consultancy), law and taxation, the financial sector as well as industry.

Circulation

Total circulation in 2004	56,819
Paid subscriptions in 2004	51,578

Reach

Average reach (m/f 13+)	141,000 (1.1%)
Total reach (read during last year)	1,033,000 (7.8%)
Average reach among decision makers	133,000 (8.8%)

Sources: NOM, HOI, DMS04

Reader profile: a high-quality target group

- Advertising in Het Financieele Dagblad ensures that your message will reach a high-quality target group.
- FD readers are enterprising, dynamic, working individuals aged 25-54.
- FD readers are affluent with income levels commensurate with their AB1 profile. To illustrate: almost all FD readers are home-owners; 50% own two or more cars; over 50% have taken air trips (business and/or private) in the past year, and over 50% are active investors.
- FD readers are strongly represented in the top segments of Holland's business community, medium and small-sized enterprises (SME), government and the public sector;
- FD readers are highly educated, mobile, decision makers in both business and private life.



Advertising aimed at specific target groups

Het Financieele Dagblad offers several possibilities for advertising to reach a selective target group in a specific environment. These are outlined below.

Theme pages

The Theme pages – encompassing a fixed theme every day of the week – offer highly focused editorial environments. Advertising in these pages will ensure your message reaches a highly relevant, involved audience.

Theme subjects	
Monday	Property
Tuesday	Technology
Wednesday	Communications
Thursday	Human resources / Law & taxes
Friday	Management & strategy
Saturday	Personal

Supplements

The supplements, which once a month give a special focus to a topical subject, also provide a qualitative environment for specific sectors. The supplements are usually printed in a tabloid format, giving them a striking appearance.

Planned supplements for 2005	
Personal Finance	
Corporate Governance	
Amsterdam region	
Property	
IT	
Rotterdam region	



The magazine 'The world in...'

'The world in...' is a glossy opinion magazine, combining the international expertise of The Economist with the business and financial knowledge of Het Financieele Dagblad. The magazine delivers strategic information for decision makers, as well as articles on trends in management, the business community, and politics. In addition, readers will find separate sections dealing with expectations regarding the Dutch economy and articles on personal finance. 'The world in...' is sent in December every year to FD readers and has a circulation of around 100,000 copies. It is also available separately at newsagents.

Specifications The world in 2006	
Date of issue	December 2005
Circulation	100,000 copies
Colour	Full colour is possible on every page
Advertising rates	Contact your account manager

