



<b>Editorial Profile</b>	From business scoops to market trends and from the arts column to the latest government news - every day the paper offers a broad range of subjects in order to fulfil the reader's need for information, both for their business and private lives. The first section concentrates on general, Dutch, European, and international news. The second section is dedicated to Markets & Enterprises. On Saturdays the paper carries a supplement entitled "Personal".
<b>Language</b>	Dutch
<b>Frequency</b>	daily (Tuesday–Saturday)
<b>Printed copies</b>	60.669 (HOI 1 <sup>st</sup> quarter 2005)
<b>Average reach</b>	141.000 readers (persons of 13+ years) 133.000 decision makers, every day (HOI, NOM)
<b>Total reach 2004</b>	1.033.000 readers during the year
<b>Reader's profile</b>	The readers aged between 25-54 years are enterprising and dynamic. Most are home owners and 50% possess two or more cars. They are well represented in medium and small size enterprises as well as in higher and top-level business groups.
<b>Internet site</b>	<a href="http://www.fd.nl">www.fd.nl</a> can be fully accessed by subscribers of Het Financieele Dagblad, and is partially accessible to non-subscribers. Subscribers have access to the newspaper every moment of the day.