

Het Financieele Dagblad

The first news source for the business world

Het Financieele Dagblad is the major source of news for everyone in the Netherlands who needs the best economic and business information. Every day, with inimitable style, the paper gives meaning to world events from a business economics perspective. Thanks to an extensive and well-informed editorial staff, including an international network of correspondents, Het Financieele Dagblad holds an unrivalled position of authority in the Netherlands for business reporting. The paper boasts a longstanding reputation for independence and integrity.

The world seen from a business perspective

Readers greatly value the paper's clarity of view, sharp analyses, and unexpected perspectives, which are invariably set against an international backdrop. It appeals both for the quality of reporting on stock market, financial, or economic news and also because of its specific approach to news and background stories in the broadest sense of the word. Het Financieele Dagblad always maintains a clear distinction between facts, analysis, and comment. At all times emphasis lies on a business economics perspective.



An abundant editorial stream

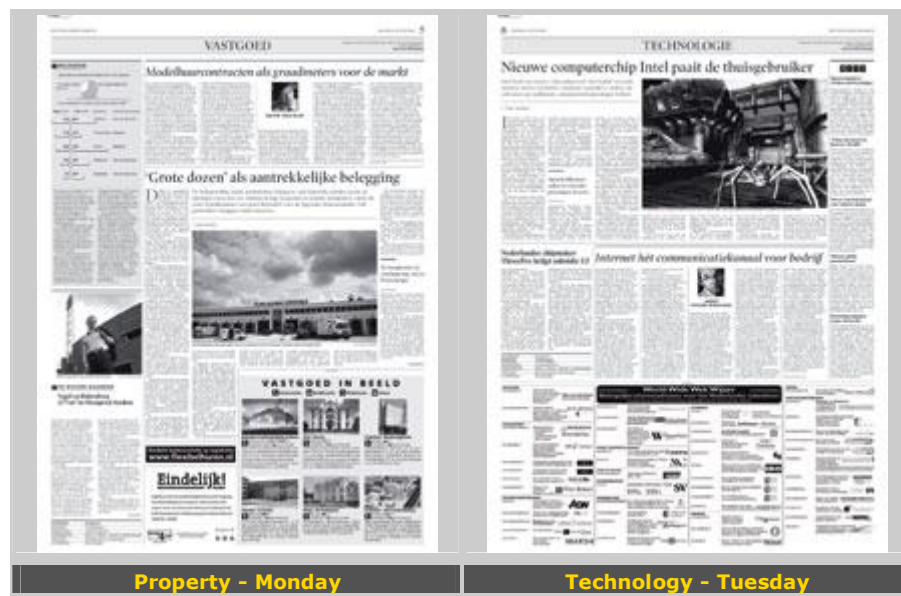
From business scoops to market trends and from the arts column to the latest government news - every day the paper offers a broad range of subjects in order to fulfil the reader's need for information, both for their business and private lives. The first section concentrates on general, Dutch, European, and international news. The second section is dedicated to Markets & Enterprises. On Saturdays the paper carries a supplement entitled "Personal".

Het Financieele Dagblad and FD Media group

Het Financieele Dagblad, together with the opinion magazine 'The world in...' and books and other publications by the paper, forms the print arm of the FD Media group. This is further complemented by BNR Nieuwsradio and the Internet sites FD.nl and BN.nl. The FD Media group thus comprises various media types: print, radio, and Internet. In addition, the FD Media group regularly organises networking events around key topics of the day. This multimedia approach, which is new and unique in the Netherlands, enables enterprising people to follow the news at any given time of day according to their needs, visually, aurally, or interactively. As part of the FD Media group, Het Financieele Dagblad continues to be an accessible and essential medium for the Dutch business community.

The theme pages

In addition to the regular topics, each daily issue focuses on a particular theme: Mondays: Property, Tuesdays: Technology, Wednesdays: Communication, Thursdays: Human Resources, Fridays: Management & Strategy. The Saturday supplement, "Personal", discusses a variety of arts and culture topics. Each of the themed sections are particularly valued by readers. They offer an ideal commercial environment for advertisers to specific market segments.



COMMUNICATIE

Als verzekeraar ben je toch een grijze muis



Geld verdienen voor de zaak?

London	9	Swire	19	19
Dubai	29	Wizzair	29	29
Barcelona	29	Wizzair	39	49

bestuurders, managers, HR- en financiële specialisten a.i.v.

basiqueir.com of 0900-0737

DASHO AIR

Communication - Wednesday

MENS & WERK

Alleen simpele 'levensloop' heeft slaagkans




Wereld omgekeerde boomvalley leep waf

Human Resources - Thursday

MANAGEMENT & STRATEGIE

Mensen kunnen voelen of hun baas oprecht is



Stagnatie in handel Barcelona-partners

Naam	Winst	Verlies	Winst	Verlies
1	100	0	0	0
2	80	20	20	20
3	60	40	40	40
4	40	60	60	60
5	20	80	80	80
6	0	100	100	100

Management & Strategy - Friday

FD Persoonlijk

Opgebrand



Niet klagen, werken!

Vier, vijf auto's inhaken!

Personal - Saturday



The supplements

About once a month, Het Financieele Dagblad publishes a special supplement devoted to a particular topical theme. An outline of planned supplements is provided in the brochure 'Rates 2005'. The supplements are published in broadsheet or tabloid format. They are expressly brought to the reader's attention and are frequently retained long after their publication.



Corporate Governance Supplement



Property Supplement



Digital Supplement



City of Amsterdam Supplement

Magazines

Every December Het Financieele Dagblad, jointly with The Economist, publishes the opinion magazine 'The world in...'. In this glossy, experts in the fields of politics, science, economics, finance, as well as arts and culture anticipate events in the coming year. Around 100,000 copies of 'The world in...' is distributed to FD readers and is also available separately at newsagents.



Networking events

Het Financieele Dagblad regularly organises events dealing with topical issues. These meetings are well-attended because of their appealing themes and high-profile, prominent speakers. Moreover, they present visitors with the opportunity of making new acquaintances. One successful event was the debate series on 'New Leadership', featuring among others European vs. American leadership and corporate governance.



Debate Corporate Governance - 2004



Het Financieele Dagblad - 'Financial Breakfast'

Advertising

The power of advertising in the FD

- 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
Total subscriptions in 2004	51,578

Reach

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

Sources: NOM, HOI, DMS'04

Readers' profile: a high-quality target audience

Advertising in Het Financieele Dagblad means your advertisement will be seen by a high-quality target audience.

- FD readers are enterprising, dynamic, working individuals aged 25-54 years.
- FD readers are affluent with income levels commensurate with their AB1 profile. To illustrate: nearly all FD readers are home owners; 50% possess two or more cars; over 50% have taken an air trip during the past year (business and/or private) and over 50% are active investors.
- FD readers are well represented in the medium and small size enterprises (SME), the higher and top level business groups, government and the public sector
- FD readers are highly educated, mobile, decision makers in both their business and private roles.



De FD Mediagroep

Het Financieele Dagblad • BNR Nieuwsradio

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.

