

Het Financieele Dagblad

FD Persoonlijk

Reach a high-quality target group on a personal level from Friday 4 March

A new weekly magazine with Het Financieele Dagblad

Money - Culture - Lifestyle

The power of advertising in FD Persoonlijk

From March, Het Financieele Dagblad will publish its weekend magazine, 'FD Persoonlijk' (FD Personal), in full colour in tabloid format. This extension of the weekday paper represents a logical and exciting development. Subscribers will receive the new magazine on Friday together with the paper; it will also be available at newsagents on Saturday inserted in the paper. The magazine will consist of inspiring interviews, essays, reports and background stories, giving ample attention to material as well as abstract pleasures; with the thoroughness and reliability that readers of Het Financieele Dagblad are accustomed to.

FD Personal is built on three fundamentals:

1. **Money:** personal finance, investment, tax matters, the art market, etc.
2. **Culture:** books, theatre, art, etc.
3. **Lifestyle:** travel, cars, fashion, personal technology, property, etc.

Why advertise in FD Personal?

- **Content:** an inspiring weekend supplement for enterprising people.
- **Tone:** relaxed but not superficial; intelligent but not high-brow.
- **Presentation:** the make-up of a magazine with the sharpness of a newspaper.
 - Tabloid format.
 - Full colour throughout.
 - Printed on heavier and whiter stock.
 - Saddle stitched binding.
 - Trimmed pages allowing bleed advertisements.
- **Target group:** singular affluent readers in a singular environment.
- **To summarise:** a skilful blend of solid content with attractive presentation; a sizeable reach of a highly discriminating audience.

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, DMS 2004



Reader profile: a high-quality target group

Money	Percentage	Selectivity index
Income		
Socio-economic class – high (W1)	39	186
Socio-economic class – high/average (W1, W2, W3)	89,7	149
Income class - high	60	157
Gross income higher than € 57.000,- per year	42,4	188
Education		
Executive function	25,6	225
Education level – higher vocational, university	42,0	203
Investment		
Investing in stocks	31,2	280
Accomodation		
Own home of value higher than € 350.000,-	22,4	270
Culture	Percentage	Selectivity index
Theatre attendance (at least once per month)	25,3	327
Lifestyle	Percentage	Selectivity index
Active/enterprising people		
Aged between 25 and 65 years	81,9	122
Car ownership		
Two or more cars	34,3	133
Purchase value of present car > € 32.000,-	32,9	174
Travel		
Taken a holiday past year	85,7	114
Trips in the country	44,1	109
Trips abroad	32,6	156
City trip abroad ?????	19,6	182
Retail		
Visit to department store	30,4	163
Visit to furnishing store	24,2	118
Luxury goods and interests		
Champagne	32,5	186
Whisky	28,6	199
Wine	72,9	127
Use of aftershave/eau de toilette	62,8	181
Interest in golf	19,2	375

Sources: NOM, HOI, DMS 2004

Facts & figures for 2005	
Circulation	60,000
Publication	weekly on Friday for subscribers, on Saturday at newsagents (with Saturday paper)
Launch	Friday 4 March 2005
Size	32 to 40 pages (approx 75% editorial, 25% advertisements)
Promotion	<ul style="list-style-type: none">- Introduction campaign- Every Friday a promotional page in Het Financieele Dagblad- On Friday afternoons and at weekends, spots on BNR Nieuwsradio- A front page spot in every Saturday edition

