



**RADIO**

---

BNR NIEUWSRADIO

RATES FIRST QUARTER 2010

---

## Broadcaster profile

BNR Nieuwsradio is aimed at enterprising men and women aged between 25 and 60, who lead busy lives, business-wise as well as privately. BNR keeps them effortless up-to-date with the latest news.

The latest news is broadcasted according to tight horizontal programming, with the following cornerstones:

**Economy:** Company news, product development, stock exchange news, consumer news, personal finance

**Mobility:** Traffic information, public transport news, infrastructure, cars

**Technology:** Innovation, telecommunications, internet, gadgets

**Personal development:** Career and personal, education, business

**Lifestyle:** Travel, food/drink, leisure, health, cars

Combined with thought-provoking presenters and columnists, this makes BNR Nieuwsradio unmissable for everybody who is interested in finding out the latest news and background information.

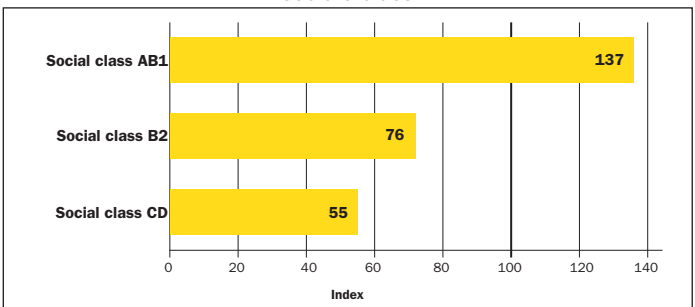
## BNR listener profile

- BNR listeners are early adopters.
- BNR Nieuwsradio is the best listened radio station amongst lease-car drivers\*.
- They are enterprising men and women aged between 25 and 60.
- They are extremely interested in what is going on: eye-catching people, companies, innovations, intriguing events.
- They follow the main lines of social themes.
- They follow business and stock exchange news worldwide.
- They are interested in macro-economic developments and growth markets in the Netherlands as well as elsewhere.
- They follow political developments and interpret what is relevant for them.

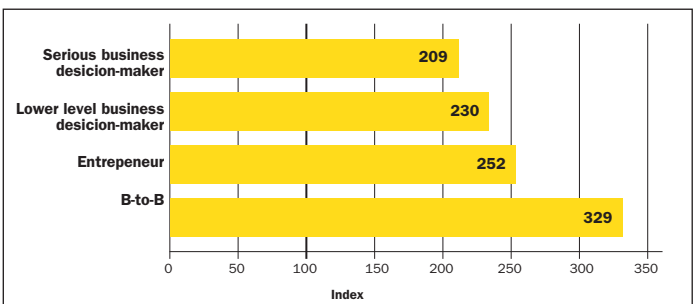
\*Source: Memo2 Opel Netherlands November 2008

## Selective reach

### social class



### business class



Source: Selectivity index reach BNR Nieuwsradio, figures Intomart GfK, April-September 2009, Mon-Fri 07:00-19:00 hrs. Profiles based on selectivity index. The selectivity index is the ratio between the listening figures amongst a particular target group and the listening figures of target group 10 years and older.

---

## Advertising

- There are four standard commercial breaks in every hour.
- Make use of the unique advertising opportunities within the FD Mediagroep.
- Very selectively reach entrepreneurs and the B-to-B target group, with minimum waste.
- Your commercial can be produced and be on-air within 48 hours!
- BNR Nieuwsradio offers the opportunity to place infomercials and audio boards, or sponsor programmes, in addition to spots.
- You can advertise within a suitable environment, due to wide programming.

## Reception

BNR Nieuwsradio can be heard always and everywhere via FM, cable, Digtenne DVB-T and online via [www.bnr.nl](http://www.bnr.nl), 24 hours a day, seven days a week. The latest news, backgrounds, up-to-date stockexchange rates and missed broadcasts can be found at [www.bnr.nl](http://www.bnr.nl).



**BNR. BESPAART JE DE ONZIN**  
**100.1 FM**

---

# Advertising possibilities

BNR Nieuwsradio offers you flexible commercial possibilities and tailor-made packages. Below you can find some options.

## Business package

The Business Package will ensure that during rush-hour periods your campaign receives intensive attention from business decision makers: directors, owners and managers.

<b>Business package Q1 2010</b>	<b>Mon-Fri</b>	<b>Mon-Fri</b>	<b>Mon-Fri</b>
<b>Mon-Fri</b>	<b>2 weeks</b>	<b>3 weeks</b>	<b>4 weeks</b>
06:00 - 10:00	14	21	28
12:00 - 14:00	13	20	27
16:00 - 20:00	22	33	45
<b>Total number of spots</b>	<b>49</b>	<b>74</b>	<b>100</b>
Bonus	5%	10%	15%
Price incl. bonus	€ 22,500	€ 32,250	€ 40,750

Based on 20 sec. spot. The price quoted is net and excl. VAT. It is not valid in combination with other discounts.

## On the road package

The On the road package is aimed at entrepreneurs (self-employed persons) who listen to BNR throughout the day and are often on the road.

<b>On the road package Q1 2010</b>	<b>Mon-Fri</b>	<b>Mon-Fri</b>	<b>Mon-Fri</b>
<b>Mon-Fri</b>	<b>2 weeks</b>	<b>3 weeks</b>	<b>4 weeks</b>
06:00 - 10:00	7	11	15
10:00 - 16:00	34	51	69
16:00 - 20:00	8	12	16
<b>Total number of spots</b>	<b>49</b>	<b>74</b>	<b>100</b>
Bonus	10%	15%	20%
Price incl. bonus	€ 15,750	€ 22,500	€ 28,500

Based on 20 sec. spot. The price quoted is net and excl. VAT. It is not valid in combination with other discounts.

## BNR 'Max Reach' package

The BNR 'Max Reach' Package offers a high frequency of spots over a long time frame for maximum reach. In a spot lasting roughly twenty seconds, your name, pay-off and URL are guaranteed to come to the attention of the commercially attractive BNR Nieuwsradio listeners.

<b>Max reach package Q1 2010</b>			
<b>Mon-Sun</b>	<b>2 weeks</b>	<b>3 weeks</b>	<b>4 weeks</b>
07:00 - 00:00	84	126	168
Bonus	15%	20%	25%
Price incl. bonus	€ 19,400	€ 27,250	€ 34,000

Based on 20 sec. spot. The price quoted is net and excl. VAT. It is not valid in combination with other discounts.

## Radio: Watching and listening

Support your campaign with RDS (Radio Data System): It consists of a text message of 6 text lines of each 8 characters and can be read on each (car)radio with RDS reception.

<b>Modular RDS-package - 24 hours per day 12 impressions per hour</b>			
<b>Mon-Fri</b>	<b>2 weeks</b>	<b>3 weeks</b>	<b>4 weeks</b>
Price incl. discount	€ 1,425	€ 2,025	€ 2,550
<b>Discount</b>	<b>5%</b>	<b>10%</b>	<b>15%</b>

Average rate per second		
Timing	Mon-Fri	Mon-Sun
07:00 - 19:00	€ 23.08	€ 17.46
07:00 - 00:00	€ 17.66	€ 13.52

Rate per second		
Timing	Mon-Fri	Sat-Sun
06:00 - 07:00	€ 12.40	€ 1.40
07:00 - 08:00	€ 40.20	€ 1.40
08:00 - 09:00	€ 42.10	€ 2.15
09:00 - 10:00	€ 22.35	€ 4.00
10:00 - 11:00	€ 12.80	€ 4.00
11:00 - 12:00	€ 12.80	€ 4.00
12:00 - 13:00	€ 13.25	€ 4.00
13:00 - 14:00	€ 13.25	€ 4.15
14:00 - 15:00	€ 12.65	€ 4.15
15:00 - 16:00	€ 12.60	€ 4.00
16:00 - 17:00	€ 21.80	€ 3.60
17:00 - 18:00	€ 37.40	€ 2.70
18:00 - 19:00	€ 35.75	€ 2.70
19:00 - 20:00	€ 12.45	€ 2.70
20:00 - 21:00	€ 2.75	€ 2.70
21:00 - 22:00	€ 2.75	€ 2.70
22:00 - 23:00	€ 2.75	€ 2.70
23:00 - 00:00	€ 2.65	€ 2.15
00:00 - 06:00	€ 1.35	€ 1.25

### Non-spot and sponsoring

BNR Nieuwsradio offers you a wide and flexible possibility for advertising, giving you the opportunity to choose between regular radio commercials for sponsoring or Non-spot offerings. Non-Spot grants you a possibility to generate exposure on-air as well as online or on location. BNR Nieuwsradio offers the possibility to tune in your campaign as good as possible to your given target audience (programme- or event sponsoring or tailor made campaigns). Through this you generate on an effective level leads and we always find you the best solution to reach your campaign demands. Contact

For more information on Non-Spot you can contact Dylan Schuitemaker via: +31 (0)20 - 592 86 49 or schuitemaker@fdmediagroep.nl

### Commercial production

The BNR Nieuwsradio studio produces professional radio commercials. Please visit [www.fdmediagroep.com](http://www.fdmediagroep.com) for further information.

### On the Move

This BNR radioshow won the Marconi Award for “Best programme 2008”.

**Mon-Fri** 6:00 - 9:30 & 16:00 - 19:00



# Delivery specifications and contact

## Delivery specifications

### Delivery

E-mail: Files smaller than 5 MB (each) may be sent individually to [traffic@bnr.nl](mailto:traffic@bnr.nl)

By post: c/o BNR Nieuwsradio, Sales Support, Prins Bernhardplein 173, 1097 BL, AMSTERDAM

Electronically: Audio files may be uploaded via: <ftp://ftp.extern.fd.nl>.  
**Username:** radiospots, **password:** Bnrcust.

EAR: Commercials may also be delivered via EAR (Electronic Delivery Radio commercials). These commercials must be delivered in linear format (WAV or AIFF 16 bits) via [www.ear.nu](http://www.ear.nu).

Commercials accompanied by a completed BUMA form must be in our possession no later than 2 working days before the first broadcast.

### Metadata

In the case of commercials, the following must be clearly legible and easy to locate:

- Title commercial
- Commercial in net length in seconds
- Name of the product advertised
- Name of advertiser
- Name of producer
- E-mail address for feedback purposes

### Required delivery formats (in order of preference):

- Data CD with: file(s) in WAV or AIFF format: 16 bit, sample rate: 48 kHz, 44.1 kHz
- Audio CD (44 kHz 16 bit PCM format)

### Quality requirements sound recording

Two seconds white (silence, no audio) before and after the advertisement component. No period of silence longer than 3 seconds IN the spot/commercial.

- Square waves must not feature in digital recordings (no clipping).
- Please do not compress excessively, our final processing is satisfactory, chain wise stacking of the same type of processing will produce deformation.

### Voice in produced spot

The commercial must be presented by a professional voice. Other voices in consultation with Robert-Jan Knook, station manager BNR, e-mail address: [knook@bnr.nl](mailto:knook@bnr.nl).

## Additional information

### Surcharges

A surcharge of 20% will be applied to joint advertising, audio boards, tag-ons, reminders or for applications for preferential positions.

### Cancellation charges

Up to 5 working days before broadcast 4%. Within a period of 5 working days before broadcast, cancellation charges will be 100%.

### Terms and Conditions

All amounts listed are in euros and exclusive of BTW. The General Terms and conditions of BNR Nieuwsradio, which can be found at [www.fdmediagroep.nl](http://www.fdmediagroep.nl), apply to all our services.

## FD Mediagroep

Address: Prins Bernhardplein 173, 1097 BL Amsterdam

Postal address: PO Box 216, 1000 AE Amsterdam

T: +31 20 592 85 55, F: +31 20 592 88 00

E: [info@fdmediagroep.nl](mailto:info@fdmediagroep.nl), [www.fdmediagroep.nl](http://www.fdmediagroep.nl)

---

## Contact

### Further information

For further information on rates and bookings, please e-mail sales@bnr.nl, traffic@bnr.nl or contact: Sales, telephone no. +31 20 592 84 53. Order&Traffic, telephone no: +31 20 592 85 20.

### Sales Director

Hylke van der Meer  
hmeer@fdmediagroep.nl

## Contact information countries

### International Sales

Dylan Schuitemaker  
schuitemaker@fd.nl  
T: +31 20 592 86 49  
M: +31 6 53 31 68 01

### Belgium

Publicitas Media S.A.  
Lozenberg 23  
BE - 1932 Zaventem  
T: +32 (2) 639 8420  
F: +32 (2) 639 8430

### France

Publicitas S.A.  
26, Avenue Victor Hugo  
F - 75116 Paris  
T: +33 (0) 1 45 00 6608  
F: +33 (0) 1 45 00 9481

### Germany

IQ Media Marketing GmbH  
Kasernenstrasse 67  
40213 Dusseldörf  
T: +49 211 887 2382  
F: +49 211 887 2919

### Italy

Publicitas Italia  
Via Besana, 9-2° floor  
20122 Milano (Italy)  
T: +39 02 55.19.43.85  
F: +39 02 55.19.64.49  
M: +39 335/ 54.52.373

### Japan

Media Communications Inc.  
Tokio Real Takaracho Bldg.  
4-2-1- Hatchobori, Chuo-Ku  
T: +81 3 3523 2600  
F: +81 3 3523 2606

### Malaysia

Next Media Sdn Bhd  
58A, Jalan TR 2/2  
Tropicana Golf + Country Resort  
47410 Petaling Jaya, Selangor  
T: +603 7806 4176  
F: +603 7882 0123

### Spain

B2B Communication  
San Gregorio 7 (2°izqu)  
28004 Madrid  
T: +34 91 319 8177

### Sweden

Lagardère Global Advertising  
Scandinavia  
St. Eriksplan 2  
S - 113 93 Stockholm  
T: +46 8 457 8908  
F: +46 46 8 457 8083

### Switzerland

Adnative S.A.  
7, chemin de Maisonneuve  
CH - 1219 Châtelaine - Genève  
T: +41 22 796 46 26  
T: +41 22 797 02 70

### United Kingdom

Christopher C. Stevens  
Associates  
62 Rosebery Avenue,  
London EC1R 4RR  
T: +44 (0) 20 7833 5533  
F: +44 (0) 20 7689 3404

### United States

Publicitas North America  
330 Seventh Avenue, Fifth  
Floor  
New York, NY 10001  
T: +1 212 599 5057  
F: +1 212 599 8298

---

**FD Mediagroep**

HET FINANCIEELE DAGBLAD • BNR NIEUWRADIO



PRINT



RADIO



ONLINE



EVENTS

---