

Fashion Special  
in FD Persoonlijk on  
March 6, 2010

# Fashion Special



**O**n March 6, FD Persoonlijk proudly presents the Fashion Special. We bring you exclusive reporting from the catwalks around the globe, look ahead towards the upcoming summer-season and:

#### **The relationship between sport and fashion**

Athletes are frequently asked to act in sportswear commercials. These days a number of fashion brands and shops are dressing sport teams while consumers enjoy wearing sport clothing more and more in their time off work. How does the business work? Who asks who to collaborate? What is there to say about this money-making industry? What can we expect on the sports-catwalk this summer?

#### **The rise of the sneaker**

The sneaker has seen a massive rise in terms of sales and leisure wear. If we look at the shop shelves a great percentage of what you see is filled with sneakers. To whom or what does the sneaker owe its popularity?

#### **'My' fashion statement**

There are only a few items to which the working man in a suit can distinguish himself from others especially since fewer men are wearing a tie these days. What's left? Interviews with the enterprising man and his fashion statement. For example a man with a passion for watches or a successful man with a passion for shoes.

#### **Couture in Holland**

How important is tailor made fashion for Holland? Who are the top-designers? The history of Dutch haute-couture and the connection between designers and their customers.

#### **Live from the Catwalk**

The latest summer trends for men and women with stunning photography from the international catwalk.

Also all fixed items and theme pages that you expect from FD Persoonlijk are labeled this week as fashion.

High quality paper  
Reader friendly format  
High keeping-value  
Personal domain FD reader  
Circulation 75,000 copies  
Reach of 187,000 enterprising people

## Reader profile\*

Profile	Percentage	Selectivity index
<b>Income</b>		
Wealth class - high (W1)	61.7	259.9
Wealth class - high/middle (W1, 2, 3)	91.6	144.6
Gross household income > € 59,000 p/a	42.8	366.8
Household nett income > € 50,000 p/a	16.0	579.6

### Career

Executive position	32.6	202.5
University degree (PhD, MA/MS)	30.6	412.8
Higher professional qualification (BA/BS)	25.5	167.2

FD readers are well represented in the SME sector, the upper and top echelons of industry, semi-government and the non-profit sector.

### Residential

Home owner	84.1	127.1
Price class of owned home > € 350,000	33.0	250.4

### Travel

Past year flown personal	50.5	167.0
Owns 2 or more cars	42.5	137.8

### Investment

Investing in stocks	38.0	391.5
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### Age

FD readers are enterprising individuals aged 25-65.

For an in-depth reader profile, kindly send a request to [marketingintelligence@fd.nl](mailto:marketingintelligence@fd.nl) (subject heading: FD reader profile).

\*Source: NOM Doelgroep Monitor 2008 II, 2009 I

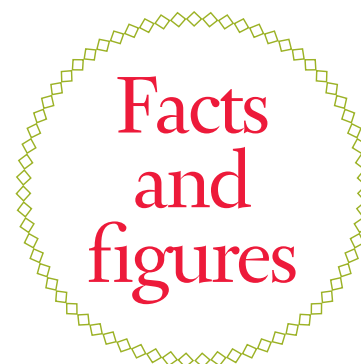
## Advertisement sizes

Size	Type area (wxh)
1/4 page	97 x 118 mm
1/2 page horizontal	201 x 118 mm
1/2 page vertical	97 x 241 mm
1/1 page	201 x 241 mm
1/1 bleed page	230 x 275 mm*
2/1 page	433 x 241 mm
2/1 bleed page	460 x 275 mm*

\*add 4 mm and cutting marks placed at 230/460 x 275 mm (wxh).

## Rates

1/4 page	€ 3,140
1/2 page	€ 5,940
1/1 page	€ 11,320
2/1 page	€ 18,870



## Specifications for reservations and material

Paper	Cover 135 grams satin. Inside pages 80 grams satin, stapled
Colour	Full colour
Full bleed	1/1 en 2/1 pages, also half height
Spreads	Possible
Printing method	Rotation offset
Reservations	Friday February 26.
Material deadline	Monday March 1 (before 10 a.m.)
Publication date	Friday for subscribers Saturday at the news vendors
Material	Should be sent by e-mail to <a href="mailto:order@fd.nl">order@fd.nl</a> as high resolution (300 dpi) PDF, specifying the name of the advertiser in FD Persoonlijk

## Custom work

Would you like to know more about advertisement possibilities in FD Persoonlijk? Please contact Dylan Schuitemaker, telephone +31(0)20 592 86 49, or e-mail [schuitemaker@fdmediagroep.nl](mailto:schuitemaker@fdmediagroep.nl).

## Contact

For details of specifications, closing dates and technical information, please call our orders department on +31 (0)20 592 85 65 or e-mail us at [order@fd.nl](mailto:order@fd.nl).