



fd.nl
bnr.nl
z24.nl
investor.nl
fondsnieuws.nl

Rate card Q1/09

FD Mediagroep Online

Homepage for enterprise in the Netherlands.

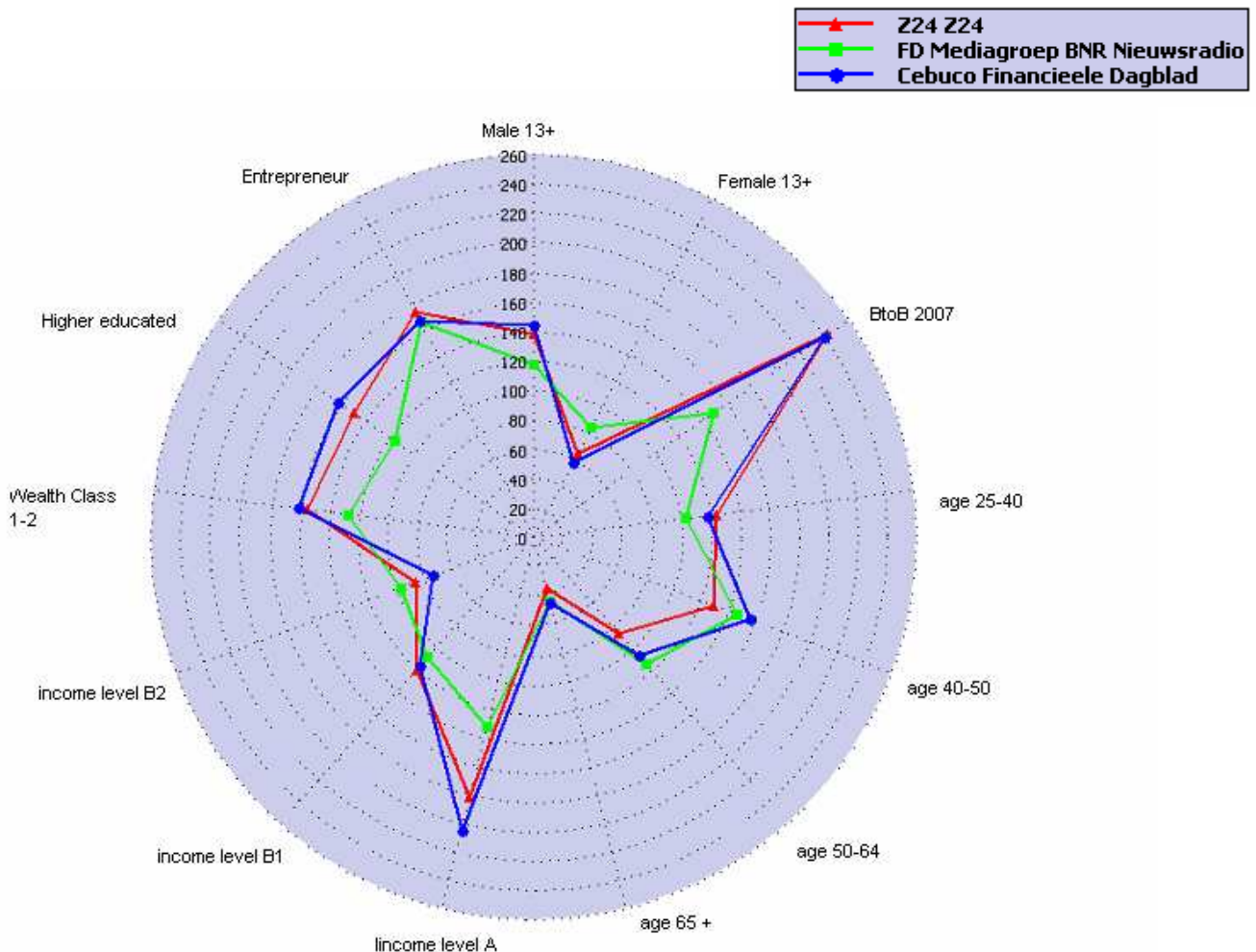
Mission

To be the pro-active online sales organisation and knowledge centre, with the focus on developments and demand in the market. The goal is to maximize profit and create awareness for our business partners.

Cumulative reach November 2008 *(Source: Omniture, Onestat)*

Unique visitors per month	: 1.353.870
Pageviews per month	: 21.008.334
Newsletters (FD.nl, BNR.nl, Inveztor.nl)	: 70.000

*Reach Index FD.nl, BNR.nl and Z24.nl January '08 - July '08
Source: STIR*





Z24.nl

Z24 is the fastest growing business-site in the Netherlands. Original content, clear analyses and informed comment. Entertaining and intelligent. With the primary focus on people.

Target Audience

Ambitious, highly educated, decision makers with spending power, age 25 to 40, in the workplace.

- Entrepreneurs
- Managers
- Young Professionals
- Investors

Visitors Profile

- Age of visitors : 25 - 39 years 57%
: 40 - 49 years 20%
- Highest Education : 75% Higher Education or University
- Entrepreneurs : 26%
- Decision makers : 58%
- SMB (<250 employees) : 60%
- Large Companies (>250 employees) : 38%

Number of visitors and pageviews Nov. 2008

Unique visitors per month : 288.185
Page views per moth : 3.248.021



Inveztor.nl

Inveztor is an independent investors' platform targeted on the ambitious investor. Inveztor delivers original observations, opinions and investment ideas, makes critical comments, provides ground breaking analysis never forgetting the sheer fun of investing.

Target Audience

Experienced and active Dutch investors, aged 35 to 64. Higher educated and affluent.

Visitors Profile

- Age of visitors : 35 - 49 years 37,6%
: 50 - 64 years 35%
- Highest Education : 77,1% Higher Education or University
- Investors : 98 % of visitors make investments of which 41% own investment portfolios in excess of 100.000 and 44% possesses over 10 years of investment experience.

Number of visitors and pageviews Nov. 2008

Unique visitors per month : 53.614
Page views per moth : 463.980

Target Audience

Fondsnieuws is targetted on all professionals whose jobs involve working with investment funds, structured products and index investing. The information and news flow are relevant for investment advisors, intermediaires, fund managers, marketeers and sales professionals. The website is also available to private investors.

Number of visitors and pageviews

In September 2008 Fondsnieuws.nl was launched as the new cross media platform for investment products. The aim is to reach 25.000 unique visitors and 150.000 pageviews within 3 months.

Number of visitors and pageviews Nov. 2008

Unique visitors per month	: 26.271
Page views per moth	: 116.916

Online advertising possibilities websites CPM - rates in € per 1,000 impressions.

Sizes	SPECIFICATIONS	SITES				
	Size/pixels	FD.nl	BNR.nl	Z24.nl	Inveztor.nl	Fondsnieuws.nl
BANNERS						
Button	(120*90)	€ 20,00	€ 20,00			
Half Banner	(234*60)	€ 35,00	€ 30,00	€ 30,00		
Full Banner	(468*60)	€ 48,00	€ 38,00	€ 38,00		
Skyscraper	(120*600)	€ 48,00	€ 38,00	€ 38,00		
Leaderboard	(728*90)			€ 47,00	€ 50,00	€ 125,00
Small Rectangle	(180*150)			€ 55,00		
Large Rectangle	(336*280)	€ 65,00	€ 55,00	€ 55,00	€ 65,00	€ 135,00
Expandables *						
Hook	(728*90/120*600)			€ 77,00		
DHTML**		€ 105,00	€ 85,00	€ 85,00		
Roadblock		€ 131,00	€ 107,00	€ 107,00		
Advertorial		€ 65,00	€ 55,00	€ 55,00		€1.500,00***
Logolink		€ 6,00		€ 5,00		€ 350,00 p.w.
CornerAd						

* On application

** Size in consultation

*** Publication on the homepage under the opening Article (2 x, 1 week) and in the newsletter (2x, spread over 4 weeks)

VIDEO ADVERTISING						
Pre-roll	05 seconds	€ 45,00	€ 45,00			
	10 seconds	€ 55,00	€ 55,00			
	15 seconds	€ 65,00	€ 65,00			
Post-roll	05 seconds	€ 55,00	€ 55,00			
	15 seconds	€ 65,00	€ 65,00			
Infomercial		€ 60,00	€ 60,00			
Video Overlay		€ 110,00	€ 110,00			
Full Banner	(468*60)	€ 50,00	€ 50,00			

SPONSORING						
Sectie sponsoring	(468*60/468*40)			€ 20,00		

Newsletters CPM						
Roadblock		€ 40,00	€ 30,00	€ 30,00		
Advertorial		€ 65,00	€ 55,00	€ 55,00		
Full Banner	(468*68)					€ 0,75****
Half Banner	(234*34)					€ 0,45****

**** By subscriber

Surcharges

Frequency cap <3 surcharge of 15% on the CPM rate

Cancellation fee

Up to 5 days before placement 4%. Within 5 working days before placement the cancellation costs are a 100%.

Conditions

All mentioned rates are in euro's and exclusive of FAT. On all our services the General Conditions of FD Mediagroep Online B.v. will apply. These can be found on www.fmediagroeponline.com.

FD Mediagroep**Dylan Schuitemaker**

Key Account manager International Sales

E schuitemaker@fd.nl

T + 31 20 592 8649

M + 31 6 5331 6801

Belgium

Publicitas Media S.A.

Lozenberg 9

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 Dusseldorf

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

Spain

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

Sweden

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

Switzerland

Triservice 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