

oil&gas

3 May:
FD Extra energy special

Oil & Gas

The hype surrounding sustainable and new energy seems to diminish and reality is returning.

A year from now we will not all be driving electric cars and wind turbines will not ensure 100% delivery to free us from depending on oil.

The transition to renewable sources of energy will continue, but for the time being we must rely on traditional commodities. This special EXTRA edition is all about the innovations in fossil fuel.

The big turnaround

The future of the oil giants and potential entrants. What will be the focus for the coming years? Are they choosing sustainability or will oil and gas remain the main focus?

Interview

Noé van Hulst, Secretary General of the International Energy Forum (IEF) talks about oil as a political weapon and the believe that it has still a safe and profitable outlook.

Essay

How important is sustainability in terms of energy supply? How fast will the alternative 'green' energy sources develop? How long will it take to make a full transition? In the meantime can governments compel oil companies to work in a more sustainable matter?

Reportage

How do oil companies search and find new oilfields? The latest insights and techniques and a look at Dutch companies that specialize in oil exploration.

Consumer

The electric car has yet to go into full-scale mass production. Until it does, can the current generation of vehicles be made cleaner and more economical? What new technologies or modifications does the industry believe will achieve a breakthrough?

Analysis

The oil price has seen yet another significant increase. How interesting is oil as an investment, and what other facets of the oil industry should investors consider in the years ahead?



Formula

In its 'specials', FD Extra examines a topical social theme in a broad perspective. Each edition has a set formula comprising:

- Analysis
- Interview
- Column
- Essay
- Infographics
- Reportage
- Prognosis

- Circulation 65.770
- Readership 212.000 (largely in the business world).



Reader profile*

Profile	Percentage	Selectivity index
Income		
Wealth class - high (W1)	65.2	259.6
Wealth class - high/middle (W1, 2, 3)	91.7	142.6
Gross income > dan € 59,000 per annum	41.3	321.1
Career		
Executive position	34.0	215.2
University degree (PhD, MA/MS)	24.4	150.8
Higher professional qualification (BA/BS)	26.5	176.3

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

Investment

Active investor (Source: MeMo2, March 2008)	77.0
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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 (subject heading: FD reader profile).

*Source: NOM Print Monitor 2009 I, 2009 II

Circulation

Total circulation Q4 2009	65,770
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Source: HOI Q4, 2009

Reach

Average reach (m/f 13+)	212,000
Total reach (read in past year)	1,094,000

*Source: NOM Print Monitor 2009 I, 2009 II

Advertisement sizes

Size	Type area (wxh)
1/2 page horizontal	262 x 166 mm
1/1 page	262 x 340 mm
2/1 page	550 x 340 mm

Specifications

for reservations and material

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Publication date	May 3rd

Material

Should be sent by e-mail to order@fd.nl as high resolution PDF, specifying the name of the advertiser in FD Persoonlijk

Custom work

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Rates

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2/1 page	€ 18,870

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Cover 2,3	5%
Cover 4	10%