

# IEX media groep

Site	Unique visitors	Pageviews
IEX.nl	350.000	14.300.000
DeBeurs	115.000	3.700.000
Eurobench	93.000	1.600.000
Other	42.000	400.000
<b>Total</b>	<b>600.000</b>	<b>20.000.000</b>

Site	Unique visitors	Pageviews
IEX Profs.nl	30.000	108.000

Print	Circulation	Frequency
IEX Magazine	40.000	8x per year
Beleggingsexpres	15.000	50x per year
NRC Handelsblad	224.000	312x per year
IEX Profs	10.000	4x per year

Newsletters	Circulation	Frequency
IEX Newsletters	83.000	Daily
Today's Newspapers	62.200	Daily
Mutual Funds	37.500	2 per month
Real Estate	23.500	2 per month
Eurobench	21.000	Daily
IEX Profs	20.000	Daily
Turbo's	15.000	Monthly

Adresses	#	
Retail investors	85.000	Postal
Retail investors	65.000	E-mail
Professional investors	10.000	Postal
Professional investors	3.600	E-mail

### Profile IEX visitor

Age: 25 to 55 year  
 Wealth Class: A/B1  
 Sex: 90% male  
 Education: HBO / WO

### Contact

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### Address

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## IEX Content Integration: 5x more effective

If you have news, analyses or other regularly updated articles and you would like to draw more readers to these articles and your website – you should consider booking a Content Integration campaign with IEX.

– 5x more effective

IEX Media and ABN Amro held a test to see what was more effective: Displaying articles in regular rectangles or presenting them as content. With Content Integration, ABN Amro Beurstrends drew five times more readers.

– 5 Million Impressions

With Content Integration, you receive a fixed position on a page. An advantage of a fixed position is that it generates more impressions that a regular advertising campaign. For instance: an position on the front page of IEX.nl generates over 5 million pageviews per month.

– Retail & Professional Investors

IEX Media offers Content Integration packages which target the Retail Investor or the Professional Investor.



## Content Integration

Rates 2009, per month euro's, VAT and Technical Cost are not included. Minimum: 6 months

Position	Size	IEX.nl	DeBeurs	Eurobench	Other	Finance Channel	IEX Profs
Frontpage	336x280	€ 5.295	€ 3.325	€ 750	€ 750	€ 9.995	€ 4.595
Detail page	336x280	€ 7.295	€ 4.550	€ 950	€ 350	€ 11.990	
Frontpage	336x140	€ 2.595	€ 1.815	€ 400	€ 400	€ 5.750	€ 2.995
Detail page	336x140	€ 3.550	€ 2.485	€ 515	€ 515	€ 7.750	
Frontpage	336x70	€ 1.375	€ 965	€ 215	€ 215	€ 2.950	€ 1.995
Detail page	336x70	€ 1.825	€ 1.275	€ 265	€ 265	€ 3.950	

