

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
Total	600.000	20.000.000

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
Todays 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

Addresses	#	
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
Gender: 90% male
Education: HBO / WO

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IEX Magazine: The leading magazine for Retail Investors

IEX Magazine is the biggest independent magazine for retail investors in the Netherlands. The formula can be described as *by investors for investors*, in the spirit of the IEX.nl website. It was launched in 2004 and is published eight times a year with a circulation of 40.000.

- In depth articles

The articles in IEX Magazine are written by professional investors. This ensures a high quality of content.

- Styling & tone-of-voice

Through the styling and tone-of-voice, IEX Magazine appeals to this generation of investors.

- Themes and investment products

IEX Magazine offers in depth analysis of the latest trends and developments. Each edition has the IEX Top 40 in which 40 shares are analysed. In the IEX Fonds 40, all the latest news from Mutual Funds is captured.

Rates

IEX Magazine	215 x 285 mm
1 / 1 Full Colour	€ 5.495,-
1 / 2 Full Colour	€ 3.710,-
1 / 3 Full Colour	€ 3.025,-
1 / 4 Full Colour	€ 2.475,-

Surcharges: Advertorial 20%, Position 20%

All material needs to be delivered as certified PDF (C-PDF).

IEX Magazine	Inserts
2 pages	€ 6.615,-
4 pages	€ 9.965,-
6 pages	€ 11.660,-

Reply card	Publicity cost / 1.000	Technical cost / 1.000
Loose	€ 56,-	€ 15,-
Glued	€ 56,-	€ 25,-
Stapled	€ 56,-	€ 25,-

