

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>

Print	Circulation	Frequency
IEX Magazine	40.000	8x per year
Beleggingsexpres	15.000	50x per year
NRC Handelsblad	255.000	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

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

## Contact

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## Address

IEX Media

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## IEX Newsletters: Effective Advertising to generate Response

IEX publishes seven e-mail newsletters. The themes vary from general interest newsletters, for example IEX Newsletter (published each working day, circulation 83.000) – to special interest newsletters like Mutual Funds (published twice a month, circulation 37.500).

Example: [http://www.iex.nl/newsletters/iex\\_nieuwsbrief.asp](http://www.iex.nl/newsletters/iex_nieuwsbrief.asp)

### High response rates

– *High response ratio*

Advertising in newsletters is one of the most effective positions to generate response.

– *Segmenting audience*

Advertising in newsletters offers the possibility to select a targeted audience, like real estate investors through the Real Estate Newsletter.

– *No agency necessary*

A text ad consists of 40 words and your logo. Hiring an agency or designer is not necessary.

The screenshot shows the IEX.nl website with a 'NIEUWSBRIEF' (Newsletter) section. It features several news items, including an advertisement for Arcadis N.V., a section titled 'Leven zonder lenen' (Living without debt), and a 'Markt van de dag' (Market of the day) section with a line chart showing market performance. The interface is clean and professional, typical of a financial news outlet.

### Rates

Title	Circulation	Frequency	1st Text Ad	2nd Text Ad
IEX Newsletter	83.000	Each working day	€ 2.495	€ 1.675
Today's Newspapers	62.000	Each working day	€ 1.750	€ 1.175
Mutual Funds	37.500	Every other week	€ 900	€ 600
Real Estate	23.500	Every other week	€ 900	€ 600
Eurobench	21.000	Each working day	€ 900	€ 600
IEX Profs	20.000	Each working day	€ 1.750	€ 1.250
Turbo's	11.000	Monthly	€ 500	€ 335