

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

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
 Jan-Willem Goed 020 - 435 2186
 06 - 5310 7699

jan.willem.goed@iexmediagroep.nl

Frans Gunnink 020 - 435 2187
 06 - 2954 1542
frans.gunnink@iexmediagroep.nl

Niek den Tex 020 - 435 2185
 06 - 5550 2121
niek.den.tex@iexmediagroep.nl

Traffic 020 - 435 2189
 Suzanne Stokhof
traffic.iex@freemediagroup.nl

Address

IEX Media
 HJE Wenckebachweg 200, 5th Floor
 1096 AS Amsterdam
 Postbus 93616
 1090 EC Amsterdam

IEX Open Day: The Members are in Charge

On an IEX Open Day the members of the IEX community are in charge. The articles published on IEX are not written by are regular writers - but all visitors of IEX are invited to write their own analysis.

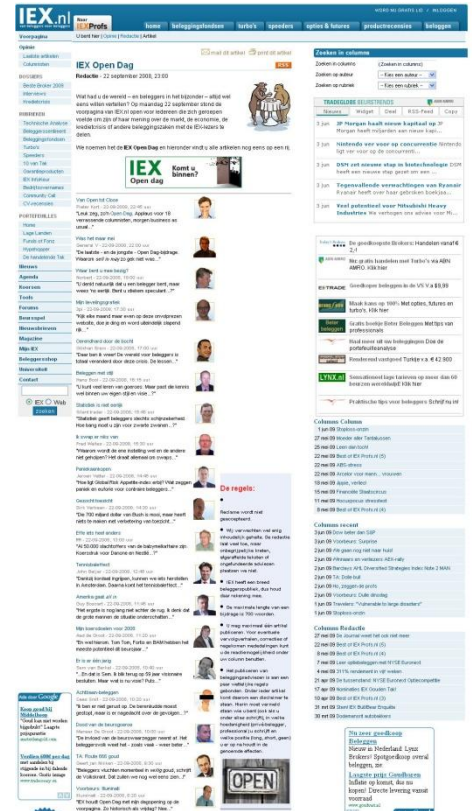
- 878.900 pageviews

The first IEX Open Day was held on September 22nd. It was a huge success

- Submitted Articles: 33
- Published Articles: 20
- Articles Read: 57.148
- Pageviews: 878.900
- Pageviews Frontpage: 263.050

- *The Criteria*

- Everyone can submit an article
- The editorial team of IEX decides which articles will be published.
- The Criteria: it should be a well written, well documented analysis which should attract a wide range of readers.



An example of the articles published on an IEX Open Day can be found here:

http://www.iex.nl/columns/columns_artikel.asp?colid=37324

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