

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

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
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

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 Virtual Investment Leagues: Learning by doing

IEX Media is the leading provider of virtual trading leagues, one of the most effective tools to increase knowledge of financial markets, economics and risk. Knowledge is a combination of theory and experience – and stock market simulation game is a very effective combination of these two.

By Investment Instrument

In the virtual trading leagues of IEX the following instruments can be traded: stocks, options, futures, etf's, warrants, mutual funds, turbo's, speeders and sprinters. A league can focus on a particular instrument – like the [NYSE Euronext Optiecompetitie](#) – or offer a combination of instruments.

By Target Audience

IEX offers different leagues for different audiences. For instance, all high school students in the Netherlands can participate in [Scholenstrijd](#). Law students at the Erasmus University have their own league. Other audience are: Retail Investors, Professional Investors.

By Theme

A virtual trading league can also be centred around a theme – like Social and Responsible Investment

IEX Virtual Trading Leagues are available in Dutch, English en French. IEX Media offers a proven concept and compelling solution for any broker, bank, supplier of financial services or websites focussing on investing. White label or as joint effort.

