

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	255.000	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

Contact

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IEX.nl: Number 1 investment site in the Netherlands

IEX.nl is the leading *investment website*. It was started in 1999 by two students and now attracts over 350.000 unique visitors a month.

- *Market leader*

Internet is the most important source for information, says 64% of the retail investors. The most important sites are:

- IEX.nl 15%
- De Financiële Telegraaf 9%
- Het Financieele Dagblad 5%
- Belegger.nl 3%

Source: Retail Investor 2008, Millward Brown

- *90% of our visitors return*

The visitors of IEX.nl are very loyal, 90% of our visitors returns. On average a visitor stays over 12 minutes on the site

- *Unique content*

IEX has over fifteen investment professionals writing exclusively for our websites. From technical analysis to investing in mutual funds - all themes are covered by professionals

Rates

IEX Finance	CPM
Rectangle	€ 50,-
Leaderboard	€ 40,-
DHTML	€ 64,-

IEX Finance	Area	Per week
Text link	Frontpage	€ 995,-
Text Link	Underlying	€ 1.295,-
Sponsorbutton	Frontpage	€ 445,-

Besides regular advertising possibilities, IEX offers also sponsorship propositions for themes like social responsible investment, mutual funds or emerging markets. Another key strength of IEX is possibility of tailor made solutions.

Please contact us if you would like to find out what the possibilities are.

