

IEX Profs

Media kit 2024

By professionals,
for professionals



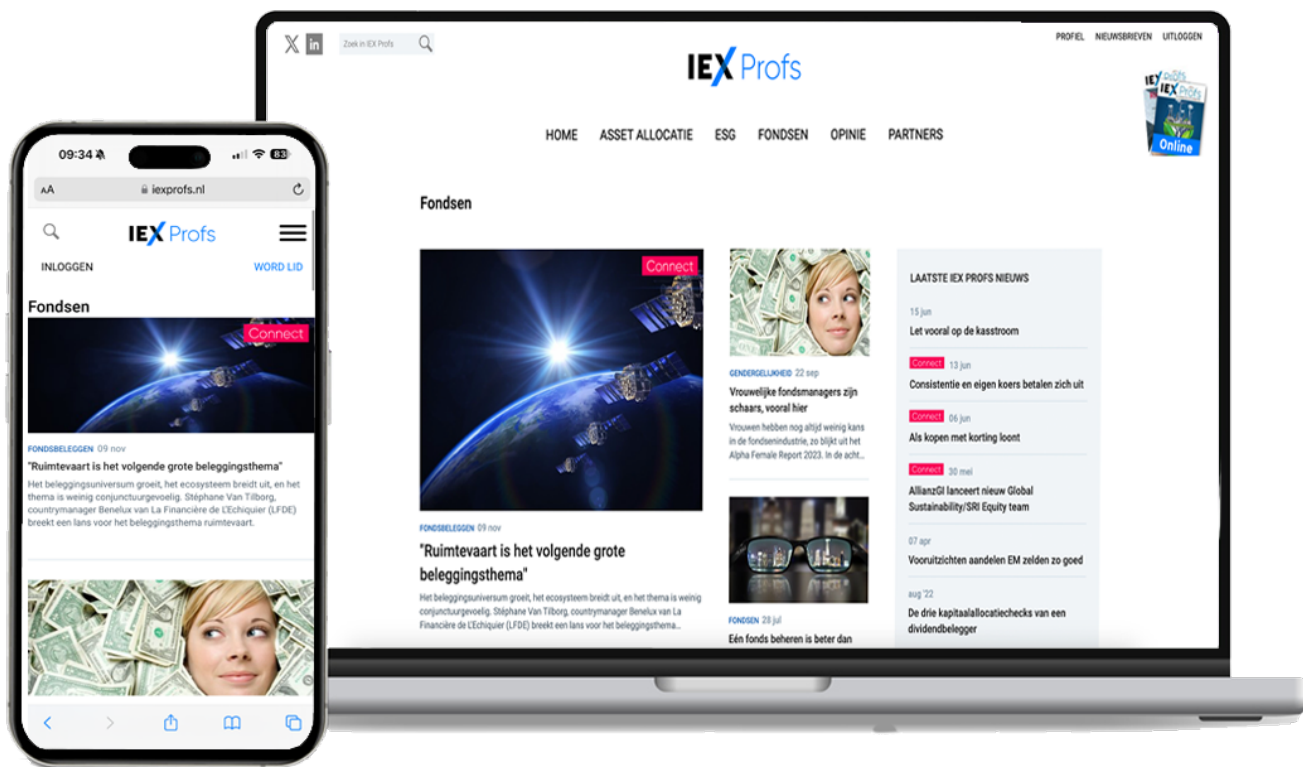
IEX Profs is the information source for professional investors

IEX Profs is the leading independent media platform for professional investors in the Netherlands. Part of IEX Media, a Euronext-listed company dedicated to providing information and services for investors, IEX Profs provides Dutch decision makers in the investment industry with professional information, news, research and insights on a daily basis.



IEX Profs

IEXProfs.nl focuses on a wide range of topics - mutual funds, structured products, asset allocation, ESG, and Index products ETFs. In addition to the website, the IEX Profs Magazine is published online four times a year with the latest developments, the best-performing funds, and a look ahead to the upcoming quarter. It also develops events designed for professional investors in the Netherlands.



For booking and more information about these services, please contact:



Lennart Grootenboer
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Rafael de Bruin
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Audience


Our target group includes portfolio managers, pension fund managers, wealth managers, family offices, independent investment advisors, private bankers and asset managers. Most publications are in Dutch, some (e.g. research reports) are in English. Online, IEXProfs.nl, receives over 87.000 visitors per month. Our independent editorial team consists of highly skilled

financial journalists, with many years of experience in (online) financial media and the Dutch investment community. Every day, our aim is to provide investment professionals in both the institutional and retail space with relevant information and insights to help them make smart investment decisions.

Professionals

 **69.500**
avg. unique visitors

 **130.000**
avg. sessions

 **160.000**
avg. pageviews

Per month. Source Google Analytics – October 2022

A fast growing portal for professionals

Average monthly visits and readership on the website IEXProfs.nl in 2022

134.000

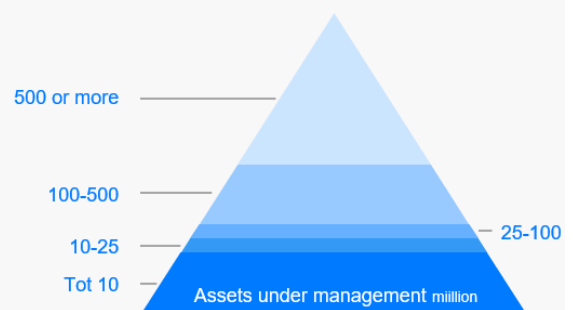
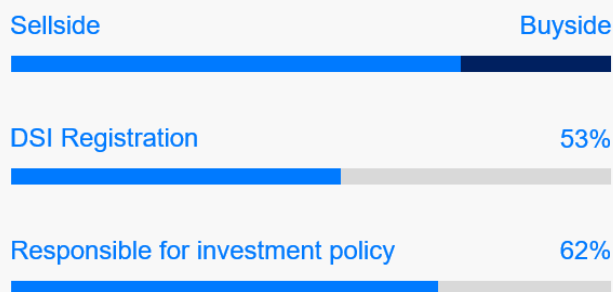
Sessions month

87.000

Unique vistis/month

177.000

Pageviews month



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Ambitions for 2024

To be the #1 Knowledge partner for asset managers & private banks, with a strong focus on the issues that professional investors face on a daily basis and the insights that can help them.



Our key themes for 2024:

- Creating actual impact through investments: how to make ESG work
- The case for alternatives
- Risk management in times of inflation, rising rates, slowing economies and a big climate problem
- The new fixed income reality
- Where does active investing add value over passive?
- Understanding the risks and rewards of investing in China

To create a prominent stage for [experts](#) to share views and insights.

Introducing new, [outspoken columnists](#) and linking up with [independent researchers](#).



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Editorial Team

IEX Profs employs a team of specialists who provide our readers with relevant content. With their expertise, they provide professional investors with the latest news, new insights and expert columns. In addition, IEX Profs collaborates with research firms and a large group of columnists



Pieter Kort

Chief Content Officer



Rob Stallinga

Editorial Office



Fleur van Dalsem

Editorial Office

Research

Lipper Refinitiv

Columnists

Edin Mujagic, Gerben Lagerwaard, Ewout van Schaick, Reineke Davidsz, Siegried Kok, Wim van Zwol, Renco van Schie, Ralph Wessels, Philippe Roset, Alexis Bienvenu, Vincent Juvyns en Detlef Glow

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Main topics for 2024

Our experts have chosen several key themes for 2024. Throughout the year, these themes will be the focus of our content production. Below is an overview of the themes in 2024.



Topics:

- Sustainable investing is getting mainstream. We focus on finding the best practices in ESG and the ways to actually create genuine impact.
- Inflation will be a main driver of stock market sentiment. A rapid decline can make financial markets fly again, or will they? Our economic experts have their eyes firmly on the latest development.
- 2023 was a disaster year for bond investors. Risk-averse investors were hit hard. Will 2024 be the mirror image of 2023? Asset managers entered the year with a strong preference for bonds over equities. We track the result of that consensus throughout the year.
- Will Tech be in favor again? The digital revolution won't be stopped by economic misery, but tech valuations are still quite high.
- The search for energy security explains why fossil energy companies are flourishing again, but also that investments in sustainable energy alternatives are rising considerably. That offers a whole range of investment opportunities.
- Investors are increasingly appreciating the convenience and low cost of ETFs. Is there anything that active investors can do to turn the tide? We visit the places and funds where value is actively added, and we keep track of the 'Index Battle', where our active and passive benchmarks have been battling it out for many years



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Editorial planning

For 2024, our editorial team maintains a tight schedule.

Below is an overview of the most important items for 2024

- Lipper Fund Awards E-magazine (May)
- Impact Event (June/July)
- ESG E-magazine (October)
- Outlook E-magazine (December)



Event



Online Magazine



Webinar

Lipper Fund Awards



IEX Profs and Refinitiv Lipper present the best mutual funds for Dutch investors.

TINA has left the building

The return of yield in the fixed income space creates new opportunities and challenges.

Creating Genuine Impact



An exclusive event where thought leaders in impact investing share their best practices. Including extensive online coverage.

Smart alternatives



Alternatives. What else? The smartest minds in the industry reveal the best ways to get a solid return.

Still living with high inflation

Winning investment strategies to tackle high inflation. Recurring articles and interviews with portfolio strategists.

Tech rules

Yes, it still does. AI, robotics, quantitative strategies: technology will continue to change the business of investment management.

ESG 2.0



From exclusion to engagement. Asset managers open their ESG-toolboxes and explain how they build sustainable portfolios.

Passive x active

Index investing is taking over. How can active investors still make a difference?

Trends and themes

Which promising investment trends will create fantastic returns? We ask industry experts.

Outlook 2025



The best strategists in the industry reveal their vision, allocation and strategy for 2025.

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Making Genuine Impact

Investing sustainably is no longer a choice but a necessity. Including sustainable criteria has been proven to reduce risks in investment portfolios - a mechanism that is not hard to understand from a logical point of view, considering the many obvious risks associated with the opposite strategy



Exclusive event

But the process doesn't stop there. More and more clients want to know and understand what is actually going on beneath the shiny ESGpackaging of their investment products. What impact do these investments actually have? Leading experts and asset managers in this area come together to discuss how sustainable goals can be achieved demonstrably through investments - and how financial and sustainable ambitions can reinforce one another successfully.

We will develop a program to facilitate this exchange of insight:

- **Location:** at partners location
- **Program:** Sustainable - Making genuine impact!
- **Target group:** Professionals - (Semi-)Institutional, Asset Managers, Individual investors.
- **IEX Profs:** develops partner content for this program and will distribute through IEX Channels
- **Campaign:** online campaign to promote the program

Please contact our sales team to help you coordinate and roll out this program in the short term and build a long-term vision around these themes.

How may we help you build your brand?

Our professionals understand better than anyone why building your brand is essential. To help you build your brand, we have developed a lot of options for you. We would be happy to meet with you to determine the best strategy.

Thought Leadership

A platform where industry experts and influencers discuss emerging trends and how they impact portfolio management.

Connect – custom-fit content

- Co-create thought provoking online magazines
- Share your expertise on our platform
- Promote specific products or services
- Get into contact with our network of investment professionals



IMPACT BELEGGEN 30 jan

JSS Green Planet Fund: Kansrijk beleggen in een groene toekomst

Beleggen in de toekomst is volgens S. Safra Sarasin beleggen in de groene transitie. Lees meer over het JSS Sustainable Equity Green Planet Fund, dat in de laatste drie jaar niet alleen hard is gegroeid maar ook sterk heeft gepresteerd.



DUURZAAM BELEGGEN 17 jan

ESG is dood, lang leve ESG 2.0!

Matt Christensen, hoofd duurzaam en impact beleggen bij Allianz Global Investors, schetst de vijf belangrijkste...



IMPACT BELEGGEN 01 nov

Biodiversiteitsverlies, het megarisico dat slechts enkelen...

Het verlies van biodiversiteit is volgens De Nederlandsche Bank (DNB) een groot risico voor de financiële stabiliteit...

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CONNECT Overview

Investing sustainably is no longer a choice but a necessity. Including sustainable criteria has been proven to reduce risks in investment portfolios - a mechanism that is not hard to understand from a logical point of view, considering the many obvious risks associated with the opposite strategy



Custom-fit content

Connect provides you with a variety of formats to seamlessly integrate your content on our platform, labelled clearly for high visibility and transparency.

We know your business

We have been in the heart of the investing business since 1999, combining first-hand market knowledge and broad experience as a multimedia publisher.

Get to know ours

Co-creation is key when it comes to presenting by our brand in the best possible way. Whether in video, text or graphics, we help you transform complex information into appealing content. Based on your goals and designed for your target audience.

CONNECT tools:

1. Online Magazine
2. Column
3. Expert View
4. Fund Report Column
5. Do It Yourself article
6. Partner Page
7. Webinar & Events



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CONNECT – Online Magazine

A great way to inform and inspire your target audience is a digital magazine. Our editorial team creates, especially for you, a special edition of our online magazine. Perfect for claiming authority and easy to share within our- and your own network.

Your own digital magazine

Visually attractive thematic digital magazines, published at a minimum of three times per year.

Dedicated publications, easy to share within your own community. Traffic and readership is continuously analyzed. Possibility to include direct calls to action.

Distribution to our readership through the website, through house ads, social media and Newsletters

Confirmed editions:

1. Lipper Fund Awards The Netherlands
2. ESG/Sustainability
3. Investment themes of the future

Your investment | € 4.000,-



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CONNECT – Column

Do you want to share your expertise to business investors? Then a column is a suitable channel. For a very competitive rate, you can publish columns on our website and in our newsletters. Be a thought leader and start sharing your knowledge today.



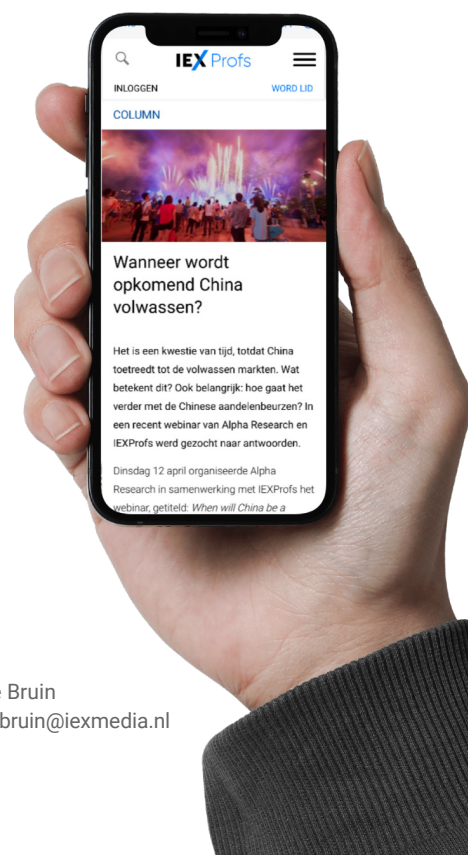
Column

- Be a thought leader and share your views in an op-ed targeted at a large audience of investment professionals.
- Best of both worlds: you have editorial freedom, and on the other hand a professional review done by the IEX Profs staff of editors and professional design.
- Works best in a series of columns.

Two variations

1. Online (400 words, accompanied by a 3 working days campaign flow)
2. Online magazine (400 words, multimedia can be included)

Your investment | € 6.000,-



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CONNECT – Fund Portrait

With a fund portrait we offer you the opportunity to promote a specific investment product. This allows you to create extra media attention for a new product or other milestones. You can choose whether to place it on our website or in our online magazine.

Fund Portrait

- Offers you the possibility to promote a specific investment product.
- The perfect fit for product launches/anniversaries/other milestones.
- Focused on medium/long term outlook and unique selling points.

Two variations

1. Online (600 words, accompanied by our 3 working days campaign flow)
2. Online magazine (several available formats, including graphics and multimedia)

Your investment | € 8.000,-



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CONNECT – Expert View

Are you an expert within a particular topic or discipline and would like to share it with professional investors? Then our expert interview is a great way to achieve this. Extremely suitable for strengthening your PR or advertising.



Expert View

- Offers you the possibility to showcase your expertise within a specific theme or discipline.
- The perfect fit for strengthening your PR/ display/ advertisement campaign.
- Rely on the assistance of our IEX Profs editorial team in determining the right subject and angle, to guarantee that you are relevant and on topic.

Two variations

1. Online (600 words, accompanied by our 3 working days campaign flow)
2. Online magazine (600 words, 1-pager)

Your investment | € 8.000,-



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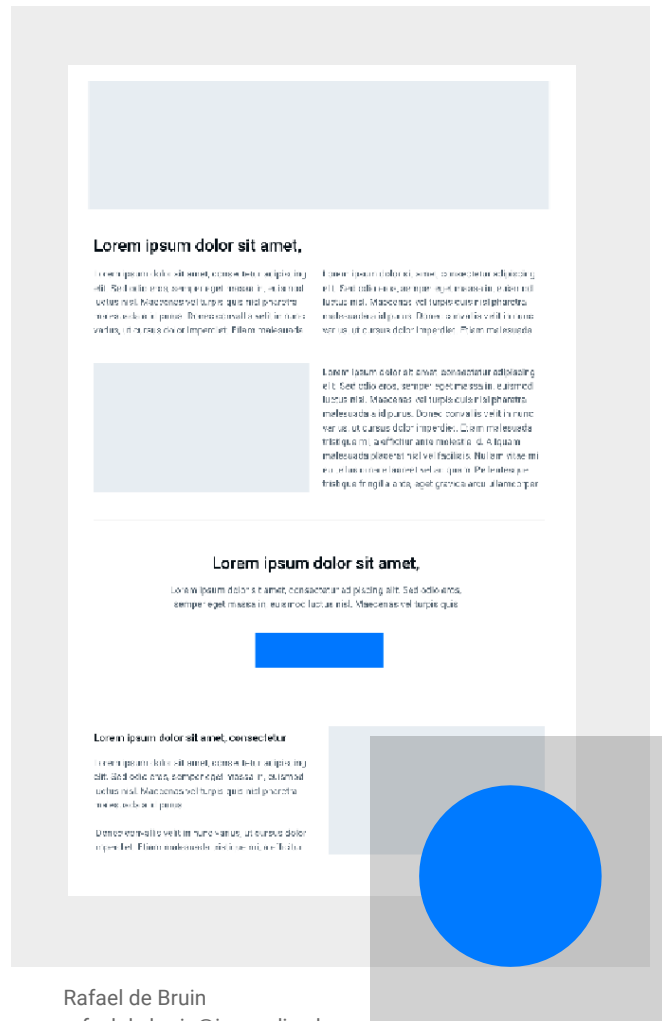
CONNECT– DIY Article

Do you want extra attention for an ongoing campaign or a hot topic and already have all the content ready? Then posting a Do-It-Yourself article is a suitable solution. We enable you to quickly share your own article among our readers.

Do It Yourself Article

- Distribute your home-made content across the largest community for professional investors.
- You provide the content, relevant and interesting for a broad range of professional investors, we take care of the publishing, including a professional review by our team of editors and full integration in the IEX Profs content flow.
- DIY-articles can contain text, video and graphics.
- Publication is subject to a review by the editor-in-chief

Your investment | € 4.000,-
Includes two correction rounds



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CONNECT – Partner Page

In addition to short-term promotions, we offer you the opportunity to place content on our platform throughout the year. Especially for you we create a partner page on which you can post your own content twice a month.



Partner Page

- A dedicated page to share your stories and insights, fully integrated in IEX Profs website.
- Easy to share.
- Thought leadership through different authors.

Two variations

1. Always on (12 months, possibilities to customize layout and structure, and 2 DIY publications per month free of charge)
2. Campaign (from 3 months, fixed template)

Your investment | € 12.000,-



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CONNECT – Webinar & Events

In addition to the aforementioned options, we also have the option of jointly organizing a webinar or event. This allows you to engage directly with your target audience and share knowledge. Within this package we have several options, from large to small.



Webinars & Events

- Get in contact with your target group in dedicated webinars.
- Event concepts specifically designed for direct interaction with a larger group.

Two variations

1. 1 Webinar (45 minutes, Online Seminar tooling and support, display campaign)
2. Event (event design and management, display campaign)

Webinars Packages

Studio Webinar	Basic	Plus	Professional
Webinar	Virtual	Small studio	Large studio
Support and preparation	€ 5.000,-	€ 8.000,-	€ 10.000,-
Media package	€ 3.500,-	€ 7.500,-	€ 10.000,-
Speaker of IEX, per session per person	€ 1.500,-	€ 1.500,-	€ 1.500,-



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Single Components

In addition to the featured ad opportunities, you can also choose to advertise through specific channels. Below is an overview of all the possibilities on IEX Profs.



Display

Billboard	€ 120	CPM
Native	€ 100	CPM
Rectangle	€ 50	CPM

Direct Mailing

By address	€ 0.50
Technical costs	€ 250
Design and layout	€ 500



Content

E-Magazine	€ 4.000	Partnerpage on IEXProfs	€ 12.000
Fund portrait	€ 8.000	DIY (including 2 correction rounds)	€ 4.000
Expert View	€ 8.000	Correction per round	€ 250
Column	€ 6.000		

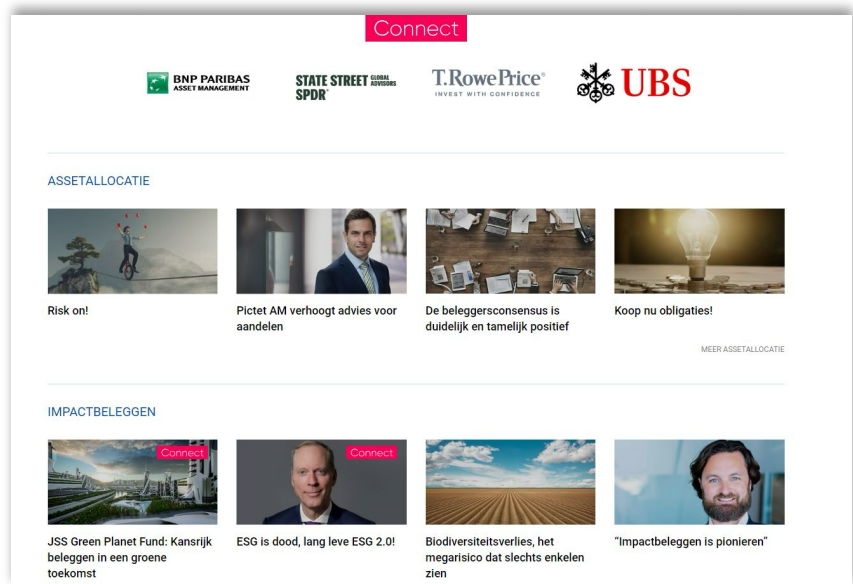
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Homepage ads

In addition to the single component opportunities, you can also choose to advertise through our homepage ads. Below is an overview of all the possibilities on IEX Profs. The Homepage ad is extremely suitable for increasing of your brand awareness among a large audience and generating leads. Because the Homepage ad is placed between our own editorial articles you are riding on our authority. As a result, your ad generates a higher click rate.



Specifications

Transparent and static images/logo's only

Option 1: Photo: 400 x 260 Pixels - JPG/PNG

Option 2: Photo: 400 x 150 Pixels - JPG/PNG Title: 80 words (including space)

Text: 40 words (including title)

Your Homepage ad in four steps!

1. Choose the desired period and platform
2. You provide the text, image and URL.
3. We publish the Homepage ad
4. You receive a report from us afterwards.

Advertentieposities:

IEXprofs.nl	
Top or middle	
2 Days	€ 4.500,-
7 Days	€ 10.500,-
IEXprofs.nl	
Below or middle	
2 Days	€ 4.500,-
7 Dagen	€ 10.500,-

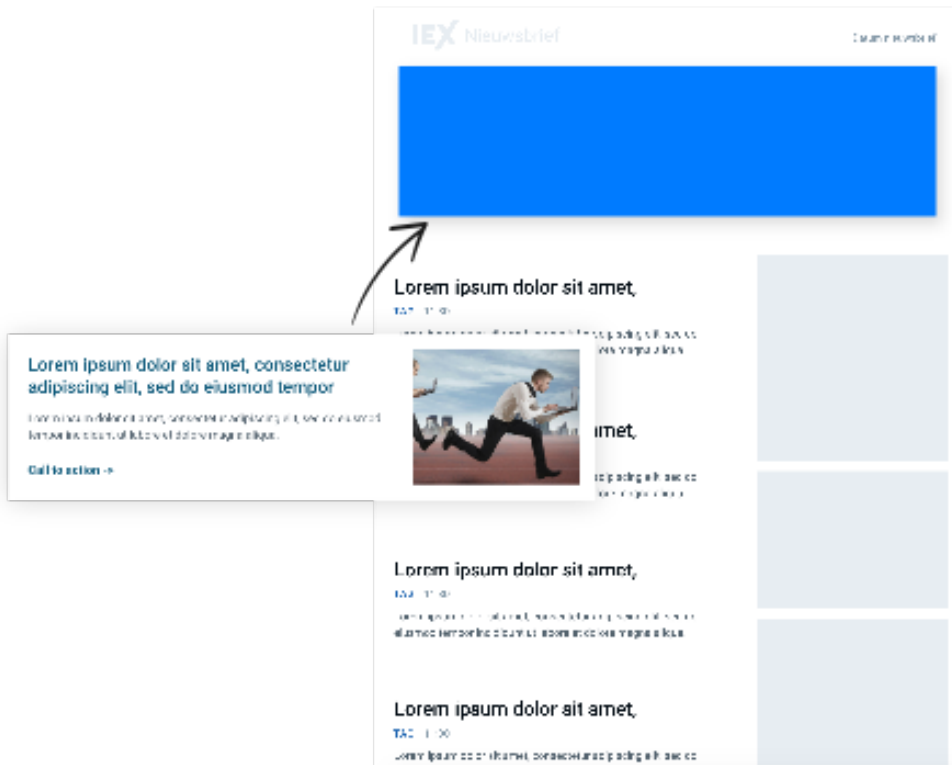
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Newsletter ads

Newsletter ads are an appropriate channel to generate traffic to your desired page. Advertise in our well-read newsletters and reach over 250,000 unique recipients. Success depends on powerful text and an attractive image.



Specifications

Transparent and static images/logo's only

Foto: 150 x 120 Pixels - JPG/PNG

Text: 40 words (including title)

Call to action: 32 characters (including spaces)

€ 3.500,-

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IEX Profs

Feel free to contact us



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Operational questions?



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