

IEX Profs



www.iexprofs.nl

Native

The native is a fixed position, the native is loaded from the IEX system. The clicks of the native can be measured.

Delivery specifications

- Image: 400 width x 160 height pixels
- Text: Title Max. 40 characters
- Intro text Max. 60 characters
- URL link

IEX Profs

The screenshot displays the IEX Profs website layout. At the top, there are several news articles. One article is titled "Vergeet Europese aandelen niet" (Don't forget European stocks) with a sub-headline "Terwijl de consensus nog altijd neutraal oordeelt over Europese aandelen zijn ze bij JP Morgan AM juist enthousiast." Another article is "WAT ZEGGEN ASSETMANAGERS?" (What do asset managers say?) with a sub-headline "Robeco niet langer positief over krediet, duurzaamheid volgens BlackRock niet meer prijze". A third article is "Het zwarte gat Archegos" (The Archegos black hole) with a sub-headline "De gedwongen liquidatie van Archegos in een opgaande markt heeft niet alleen insteekverliezen opgeleverd, maar o...". To the right, there are more articles: "Britse aandelen klaar voor forse inhaalslag" (UK stocks ready for a strong comeback), "Must read: Beurs geprijsd voor perfecte" (Must read: Stock market priced for perfection), and "Volwassen Europese ETF-markt blijft harder groeien" (Mature European ETF market continues to grow faster).

Below the main content, there are several categorized sections:

- DUURZAAM BELEGGEN** (Sustainable Investing): Includes articles like "Joe Biden wil twee biljoen dollar duurzaam investeren" (Joe Biden wants to invest two trillion dollars sustainably), "CFA Institute wil geen speciale ESG-toezichthouder" (CFA Institute wants no special ESG supervisor), and "ESMA maakt de nieuwe Europese ESG-regels niet eenvoudiger" (ESMA makes the new European ESG rules not simpler).
- FONDSEN** (Funds): Includes articles like "Bitcoin meest crowded trade" (Bitcoin most crowded trade), "Negen nieuwe fondsen in de IEXFonds 40-index" (Nine new funds in the IEXFonds 40 index), and "Drie coronatrends wijzen fondshuizen de weg" (Three COVID trends point funds the way).
- VAN ONZE PARTNER** (From our partner): This section is highlighted with a red border and contains three identical advertisements for Polestar cars, each with the text "ADVERTENTIE: Schrijf je nu in voor een 100% elektrische proefrit in de nieuwe Polestar" (ADVERTISEMENT: Sign up now for a 100% electric test drive in the new Polestar).
- CONNECT**: Includes an article "Climate investing: if not now, when? If not you, who?" and "BNP Paribas AM: 2021, na de lockdowns".
- PROFESSIONALS**: Includes an article "Paul Schofield, Jeremy Kent en Pieter van Diepen naar NN IP" and "Kempen versterkt duurzaam aandelenteam".
- REGELGEVING** (Regulation): Includes an article "AFM extra alert op gevolgen crisis" (AFM extra alert on consequences of crisis) and "Hoge turbohefboom in de ban?" (High turbo boost in the ban?).

IEXProfs Online Magazine

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

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

Confirmed editions:

- 1.2021 Lipper Fund Awards (Spring 2021)
- 2.ESG/Sustainability (Summer 2021)
- 3.Investment themes of the future (Winter 2021)

There are two packages, base and premium

Base =

- supply 1 article to be included (max. 700 words), Dutch or English
- supply logo
- supply Name + short bio of the author (if relevant)
- up to 2 photos / images included
- maximum 2 external links in the front of the text
- Content: investment-related article, no direct product push
- IEX Redactie checks content and language correctness

Premium =

- Specs are determined in consultation with IEXProfs editorial team
- editorial process is fully provided by IEXProfs, with 2 review rounds for the customer
- submit: expert or fund manager for interview or (in case of column) a column text
- supply photo (hi-res, both portrait and landscape) of the experts / fund managers / columnist
- supply logo
- Any other material (pics / graphics / video), to be determined in consultation
- Link to your website

IEXProfs – CONNECT

Fund Portrait

An online publication in which a specific fund or investment product is profiled.

Format: The Fund Portrait consists of an interview with the fund manager or a representative of your organisation by our editorial team, enriched with (fund) facts and graphics.

Length: approx. 600 words

What we need from you:

- Access to the interviewee (in person or over the phone)
- Photo material of the interviewee
- Up-to-date fund facts: Name, AUM, track record, performance history, charts, portfolio breakdown, fees
- Review of the finished article (one review round)
- When applicable: disclaimer

Expert View

An online publication in which an expert provides readers with insights on a specific subject.

Format: The Expert View is an online article, written or compiled by our editorial team, on the basis of the views provided by an expert that you put forward. This can be based on an interview or on an existing (research) publication.

Length: approx.. 600 words

What we need from you

- Access to the interviewee (in person or over the phone) or to the source material
- Photo material
- Elements to be included (charts, pictures, embedded video)
- Review of the finished article (one review round)
- When applicable: disclaimer

Do It Yourself Article

A ready-to-publish article provided by you, reviewed, optimized and published by the IEX Media content team

Format: You are free to choose any format you like, provided that the content is interesting and relevant for investors in the targeted audience. In DIY-articles we do not allow straight product push, baseless claims or any content that we deem unfit to be published on our platform. The editor-in-chief has the final say.

Length: May vary between 250-1000 words

Subject matter: Relevant content for the targeted group of investors

What we need from you:

- Finished, well-written articles (Word) for review and publication by our editors
- Elements to be included (charts, pictures, embedded video, links)
- Bio & photo of the author (same throughout the duration of the campaign)
- When applicable: disclaimer
- A contact person

IEXProfs - Partnerpage

A dedicated page to share your stories and insights, fully integrated in IEXProfs website

- Logo 240px x 70px
- Intro text (max 125 characters)
- Pictures, logos or other elements you want to place

