

# 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. 90 characters
- URL link

## IEX Profs

The screenshot displays the IEX Profs website layout. At the top, there are several news articles with titles and introductory text. Below this, the page is organized into several columns and sections:

- DUURZAAM BELEGGEN**: Contains articles such as "Joe Biden wil twee biljoen dollar duurzaam investeren" and "CFA Institute wil geen speciale ESG-toezichthouder".
- FONDSEN**: Features articles like "Bitcoin meest crowded trade" and "Negen nieuwe fondsen in de IEXFonds 40-index".
- VAN ONZE PARTNER**: A section containing three identical advertisements for the Polestar electric car, each with the text "Schrijf je nu in voor een 100% elektrische proefrit in de nieuwe Polestar".
- CONNECT**: Includes an article titled "Climate investing: if not now, when? If not you, who?".
- PROFESSIONALS**: Features an article about "Paul Schofield, Jeremy Kent en Pieter van Diepen naar NN IP".
- REGELGEVING**: Contains an article titled "AFM extra alert op gevolgen crisis" and another about "Hoge turbohefboom in de ban?".

## IEX Profs 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:

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 IEX Profs editorial team
- editorial process is fully provided by IEX Profs, 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

# IEX Profs – 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

# IEX Profs - Partnerpage

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

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

