

IEX Profs

Mediakit 2025

By professionals, for professionals



IEXProfs is the information source for professional investors

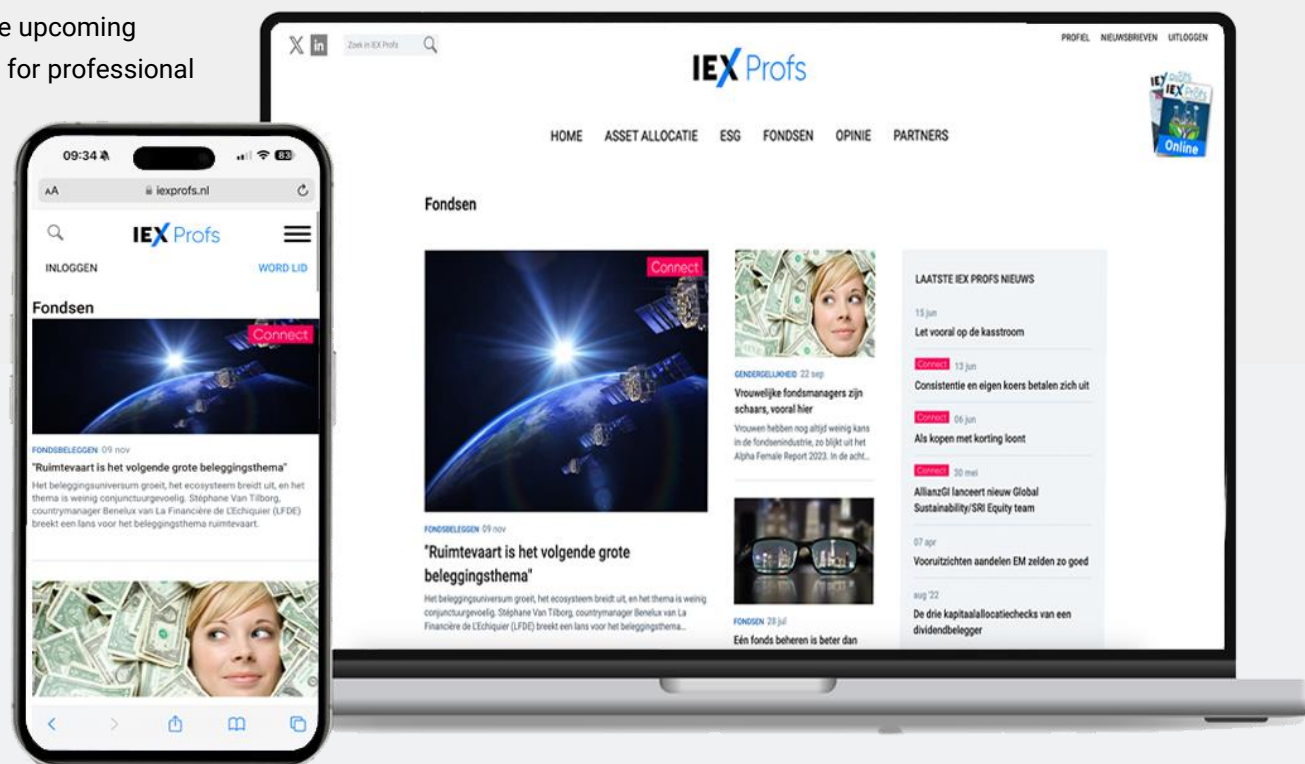
IEXProfs is the leading independent media platform for professional investors in the Netherlands. Part of IEX Media, a Euronext-listed company dedicated to providing information and services for investors, IEXProfs provides Dutch decision makers in the investment industry with professional information,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

[IEXProfs.nl](https://www.iexprofs.nl) focuses on a wide range of topics - mutual funds, structured products, asset allocation, pension investing, ESG, and Index products ETFs. In addition to the website, the IEXProfs 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:

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IEXProfs Audiences

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.



65.000
avg. unique visitors



110.000
avg. sessions



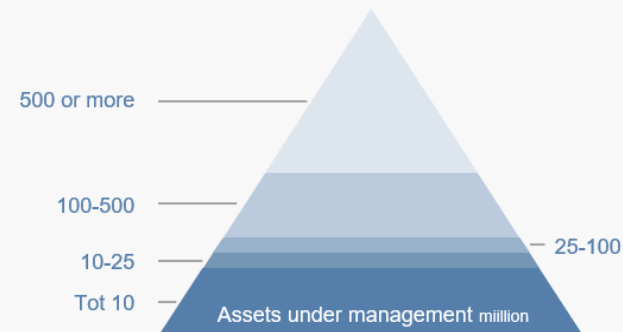
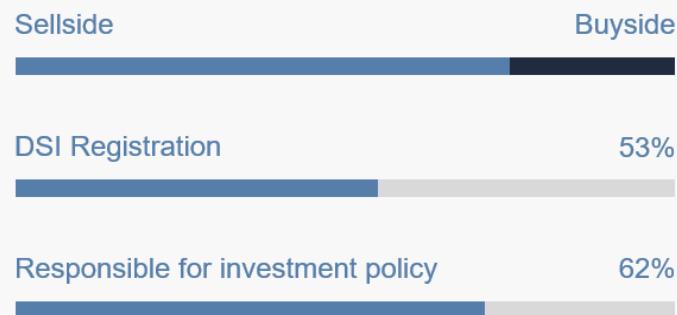
135.000
avg. pageviews

Per month. Source Google Analytics – October 2024

A fast growing portal for professionals

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

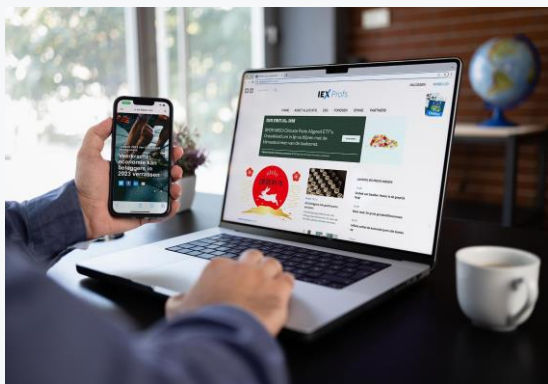
134.000 Sessions month
87.000 Unique vistis/month
177.000 Pageviews month



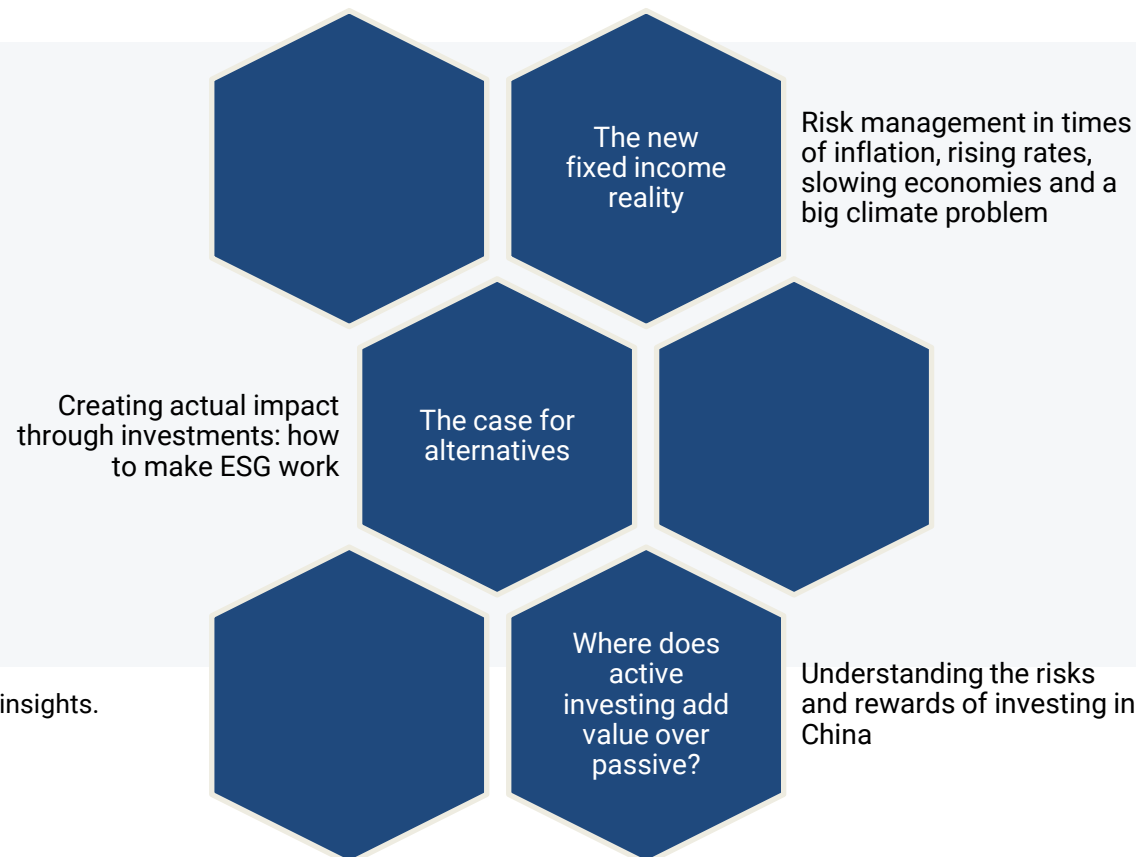
IEXProfs Ambitions

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 2025



To create a prominent stage for **experts** to share views and insights. Introducing new, **outspoken columnists** and linking up with **independent researchers**.



IEXProfs Editorial team

IEXProfs 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, IEXProfs collaborates with research firms and a large group of columnists



Pieter Kort

Chief Content Officer



Rob Stallinga

Editorial Office



Fleur van Dalsem

Editorial Office



Maurits Kuypers

Editorial Office

Research

Alpha Research, Refinitiv, Circle Partners

Columnist

Edin Mujagic (macro-econoom en fondsmanager Hoofbosch)

Ralf Wessels (ABN AMRO)

Renco van Schie (Valuedge)

Siegfried Kok (OBAM)

Vincent Juvyns (JP Morgan AM)

Hadewych Kuiper (Triodos IM)

Gerben Lagerwaard (State Street Global Advisors)

Reineke Davidsz (Van Lanschot Kempen)

Yvo van der Pol (PGIM Investments)

Wim van Zwol (Vanguard)

Gerard Moerman (Aegon AM)

Noussair Aatil (State Street SPDR ETF's)

Alexis Bienvenu (LFDE)

Marc Rovers (LGIM)

IEXProfs Main topics for 2025

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 2025.

Has the battle against inflation finally been won? Economic experts keep a close eye on the situation.

2024 was another great year for investors in Big Tech. Which investment categories will be the winners of 2025?

Pension funds invest for the very long term. So which investments are a good idea?

Trump is back in office. How to deal with his America First policy?

The world has never been warmer, but renewable energy investors are struggling. How to advance the energy transition and make a good return?

Investors are increasingly appreciating the convenience and low cost of ETFs. Will active ETF's take over?

Falling interest rates create new opportunities for real estate investors.

Looking for a superior investment fund?

Sustainable investing is getting mainstream.



IEXProfs 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

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.

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.

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

IEXProfs 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 -costum- fit content

- Co-ceate thought provoking online magazines
- Share your expertise on our platform
- Promotes specific products or services
- Get into contact with our network of investments of 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...

IEXProfs

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

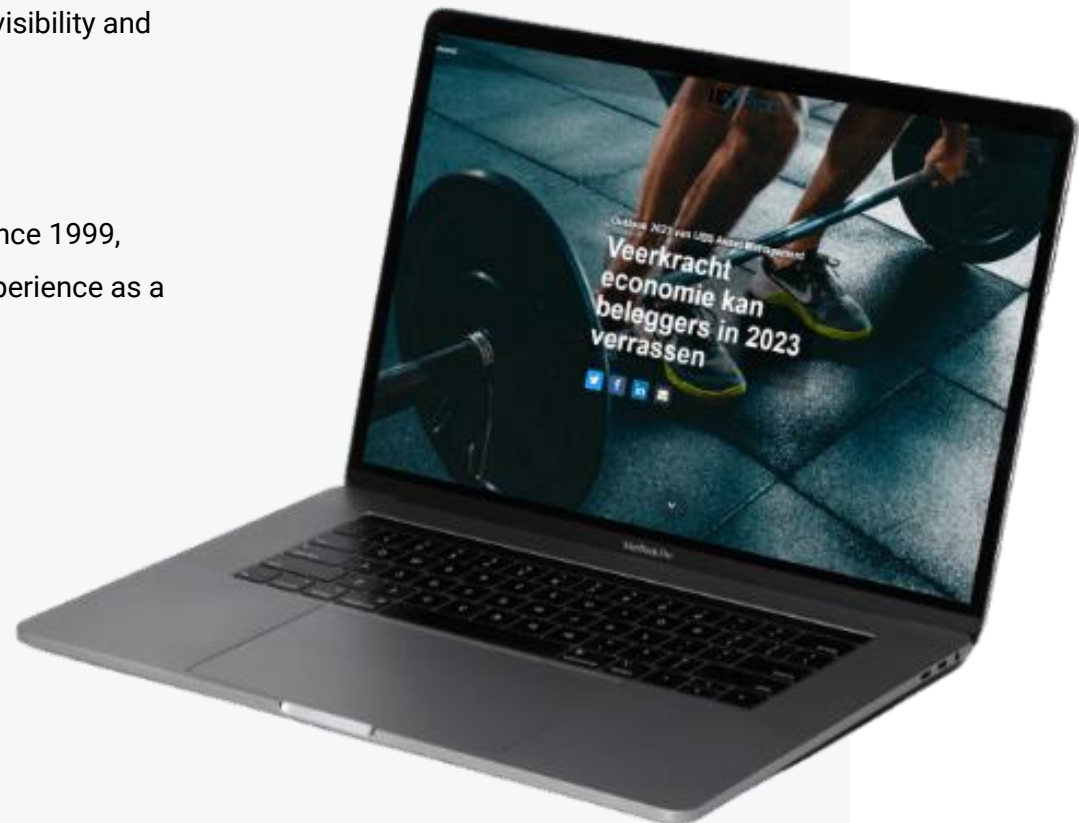
Connect provides you with a variety of formats to seamlessly integrate your content on our platform, labelled clearly for high visibility and transparency.

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.

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



IEX Profs

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

Your investment **€ 4.000,-**



IEXProfs

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 IEXProfs staff of editors and professional design.
- Works best in a series of columns.

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.



Your investment € 6.000,-

IEXProfs 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.

Your investment € 8.000,-

IEXProfs 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 IEXProfs 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,-**



IEXProfs 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 IEXProfs 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,-**

IEXProfs 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.

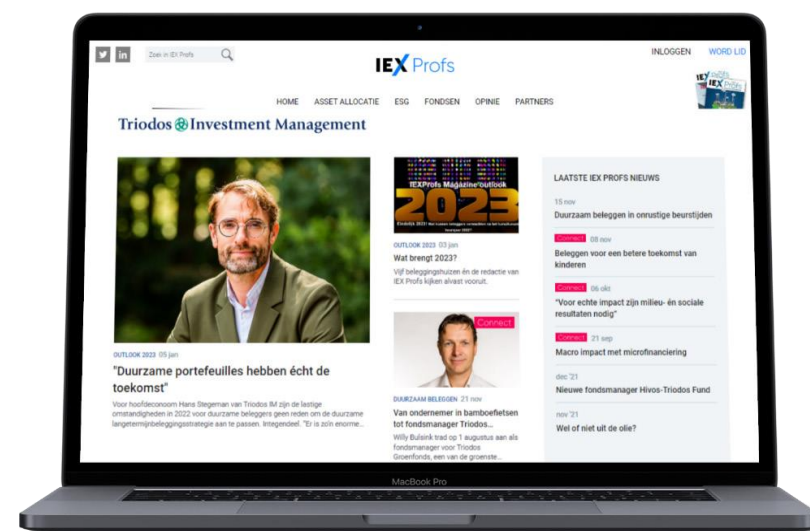
Partner Page

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



IEXProfs 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.

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



Studio Webinar	Basic	Plus	Professional
Webinar	Virtual	Small studio	Professional
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,-

IEXProfs 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 IEXProfs.

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,-	Partner page on IEXProfs	€ 12.000,-
Fund portrait	€ 8.000,-	DIY (incl. 2 correction rounds)	€ 4.000,-
Expert View	€ 8.000,-	Correction per round	€ 250,-
Column	€ 6.000,-		

IEXProfs 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 IEXProfs. 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 incl. space

Text: 40 words (including the title)

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.

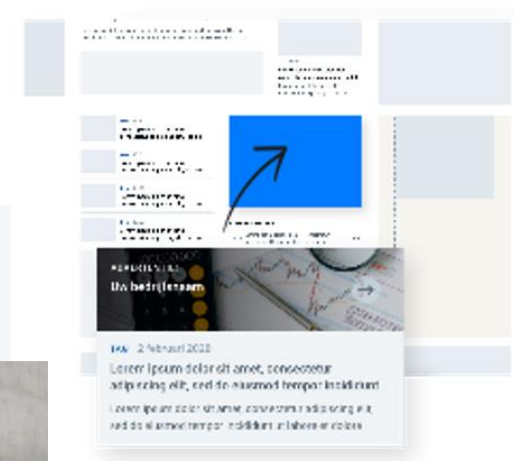
Advertorial positions

IEXprofs.nl (top or middle)

2 days € 4.500,-

7 days € 10.500

Option 2



Option 1



IEXProfs 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.

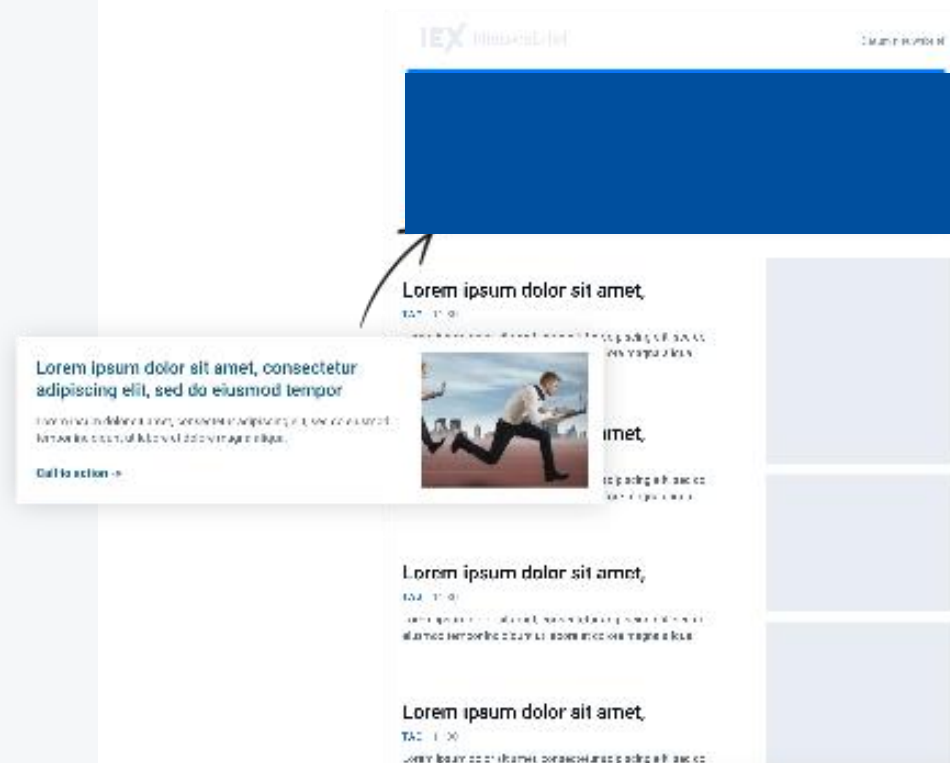
Specifications

Transparent and static images/ logo's only

Photo : 150 x 120 Pixels - JPG/PNG

Text : 40 words (including the title)

Call to action : 32 characters including spaces



Your investment € 12.000,-

IEX Profs



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Operational questions?



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