

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, delivering crucial insights, industry news, and analysis daily. IEXProfs empowers Dutch investment leaders with expert insights, research, and updates.

IEXProfs.nl focuses on a wide range of topics - mutual funds, pension investing, long term strategies, structured products, asset allocation, ESG, and Index products ETFs.

“In addition to the website IEX Profs regularly publishes online magazines about important themes like impact investing. This year, we will also offer new media channels, including podcasts, video features, roundtable discussions, and expert debates.”

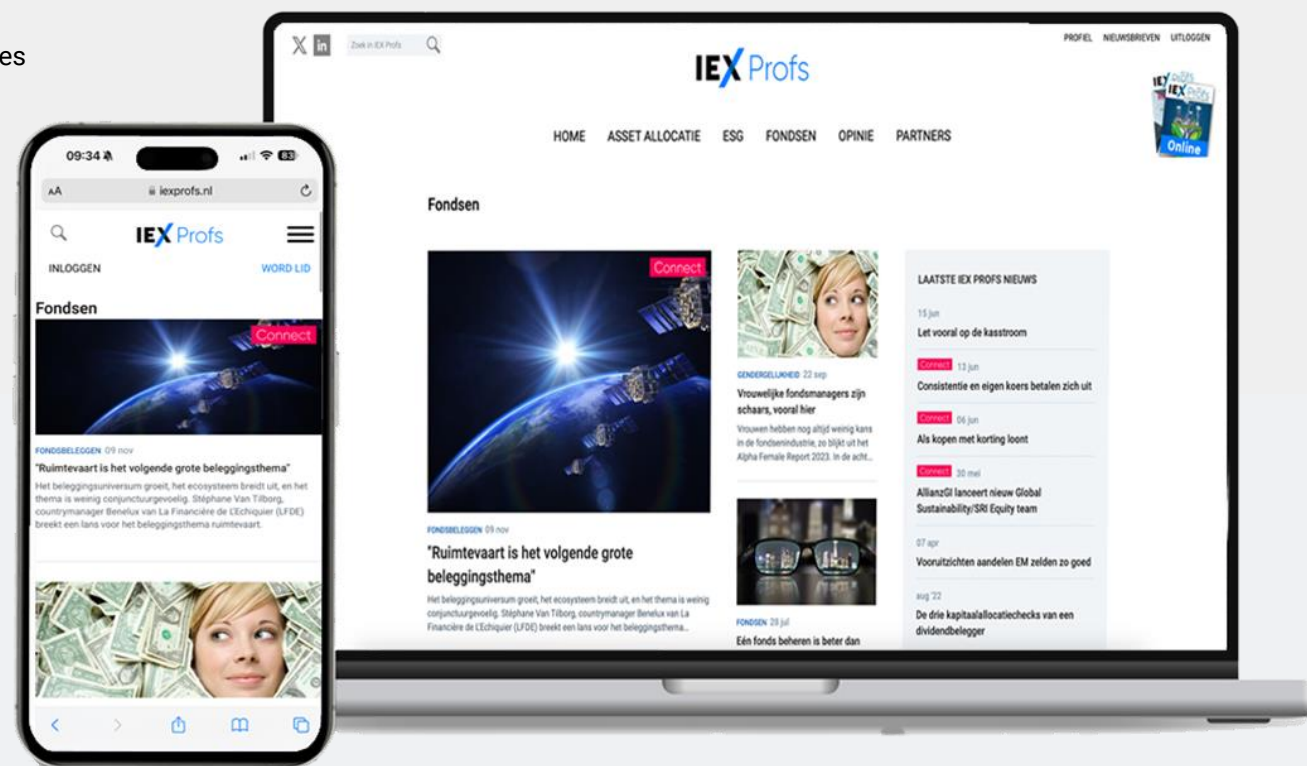
For booking and more information about these services, please contact:

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Lennart Grootenboer

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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 vists/month

177.000

Pageviews month

Sellside

Buyside

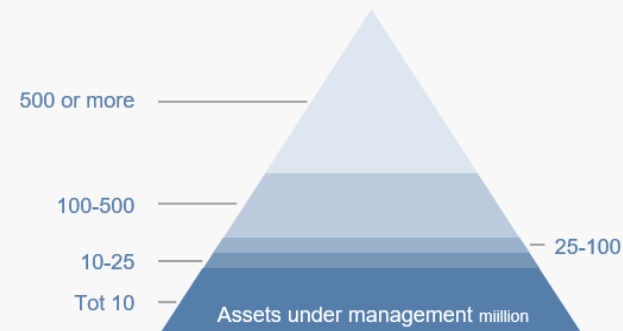


DSI Registration

53%

Responsible for investment policy

62%



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



Fleur van Dalsem

Editorial Office



Youri van Heumen

Editorial Office



Rob Stallinga

Editorial Office



Maurits Kuypers

Lead Columnists



Lily Nypels

Editorial Office

Research

LSEG, Lipper, Circle Partners

Columnist

Edin Mujagic (fondsmanager Hoofbosch)
 Ralf Wessels (ABN AMRO)
 René van Schie (Valuedge)
 Siegfried Kok (OBAM)
 Vincent Juvyns (JP Morgan AM)
 Hadewych Kuiper (Triodos IM)
 Gerben Lagerwaard (SSGA)
 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 2025. Throughout the year, these themes will be the focus of our content production. Below is an overview of the themes in 2025.

Impact Investing: How can investments generate a positive impact, while still delivering good returns?

The Art of Pension Communication: How do you reassure participants their pension is managed well and get them to read their statements?

Investing for the Long Term: Ignore the noise. What are the designated investments for the long term?

Active & Passive Investing: When are active investment choices a good idea? When are passive investments the better choice?

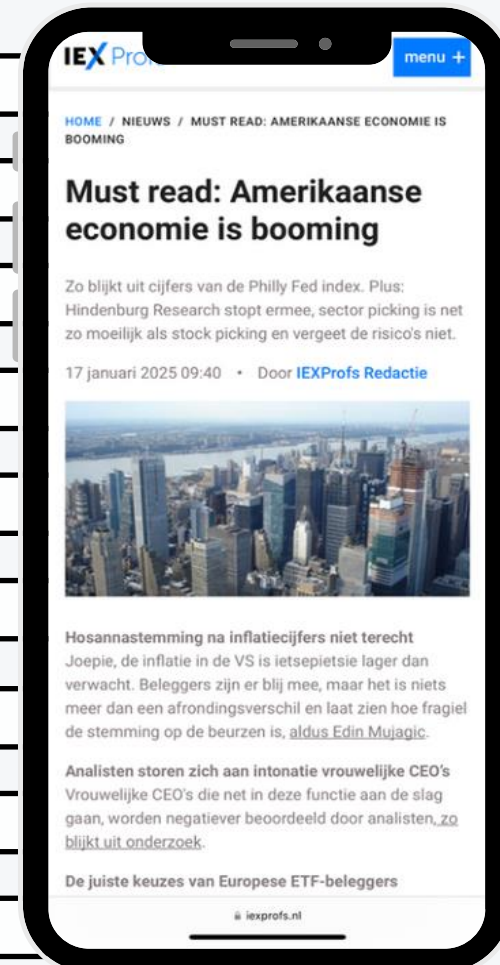
The Great Fixed Income Debate: Where are the opportunities for bond investors? Experts analyze the full spectrum, seeking both returns and risks.

The AI Revolution: Will AI deliver the promised productivity boost? Who will benefit, what are the best investments, and what are the risks?

Private Equity & Private Debt: Investing in private markets market is gaining popularity. Understandably? The opportunities and risks of private investments.

Towards a Climate-Neutral Economy: Climate politics may vary, but climate change is real and presents clear investment opportunities.

Outlook: 2026 in the markets: A look ahead at the year to come: What are asset managers focusing on in 2026 and what are their favorite strategies?



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.



OPINIE 13 jan
Hoge waarderingen, so what!
De S&P 500 gaat de komende decennia met gemiddeld 7% per ja...



OPINIE 10 jan
Prognoses voor Europa zijn te somber
De vooruitzichten voor 2025 zijn duidelijk: een robuuste Amerikaans...



OPINIE 09 jan
Dividendaandelen kopen? Don't do it!
De Amerikaanse vermogensbeheerder en TV-celebr...



OPINIE 09 jan
Vergeet de negatieve krantenkoppen!
Beleg in vooruitgang!
Stuart Dunbar, partner bij Baillie Gifford, schetst vijf technologische...



OPINIE 08 jan
Met komst Trump lijkt ruzie verzekerd
Volgens fondsmanager Alexis Bienvu bij de Franse...



OPINIE 08 jan
Aanval Trump op onafhankelijkheid Fed zou rampzalig zijn
Kenneth Rogoff denkt dat een aanval van Trump op de onafhankelijkheid...



OPINIE 06 jan
Macro en geopolitiek doen ertoe!
Hoofdeconoom Paul Diggle van abrdn schetst vijf belangrijke...



OPINIE 03 jan
Verstandig beleggen in een tijd van groeiende tegenwind
Monetair econoom Edin Mujagic verwacht in 2025 een guudere...



OPINIE 31 dec
De 20 best gelezen verhalen van 2024
IEX Profs bedankt alle huiscolumnisten en gastschrijvers...



Thought Leadership

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

Enhanced Connect Solutions

Tailored content and tools to spotlight your brand.

Advertising Opportunities

- **Columns and Expert Views:** Showcase your thought leadership.
- **Video interviews & podcasts:** by our editorial team, both full-length and in social media-ready snippets
- **Fund portrait:** a short and comprehensive video explainer about a newly introduced or topical investment product
- **Roundtables and Events:** Direct interaction with your audience on selected topics.
- **DIY Articles:** Rapid publication options.
- **Partner Pages:** Continuous brand visibility.
- **Homepage Advertisements:** Maximum exposure.

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 ESG packaging 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 : Amsterdam

Program : Sustainable - Making genuine impact!

Target group : Professionals - (Semi-)Institutional, Asset Managers, Individual investors, private banks.

IEX Profs : Develops partner content for this program and will distribute through IEX Channels

Campaign : Online campaign to promote the program

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

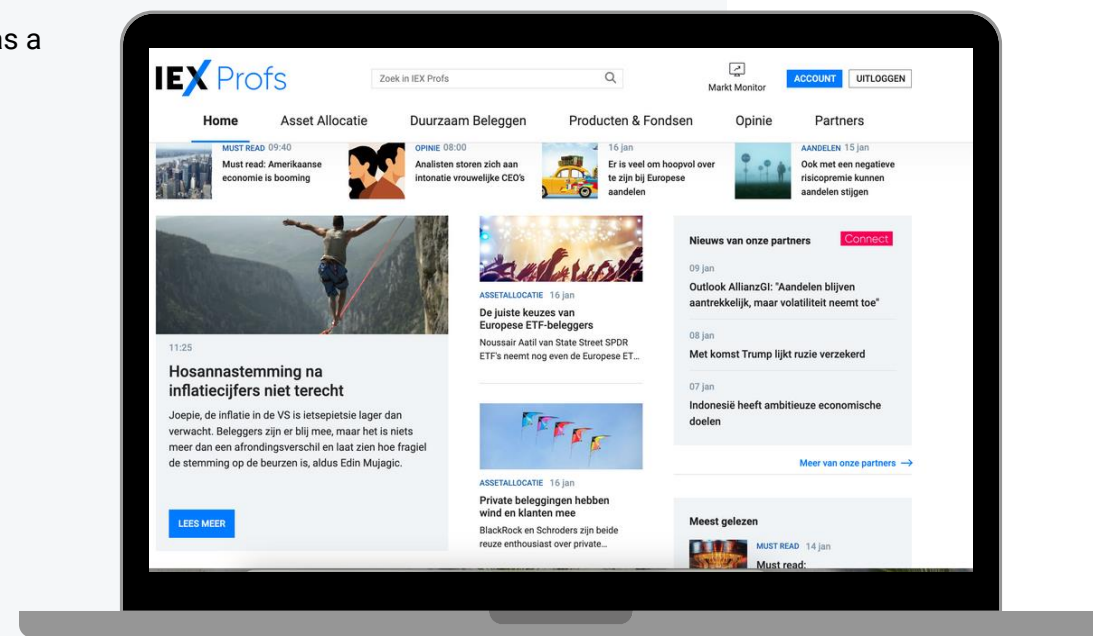
Connect provides you with a variety of formats to seamlessly integrate your content on our platform, labelled clearly for high visibility and transparency.

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. Column
5. Do It Yourself article
6. Podcast
7. Partner Page
8. 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,-**



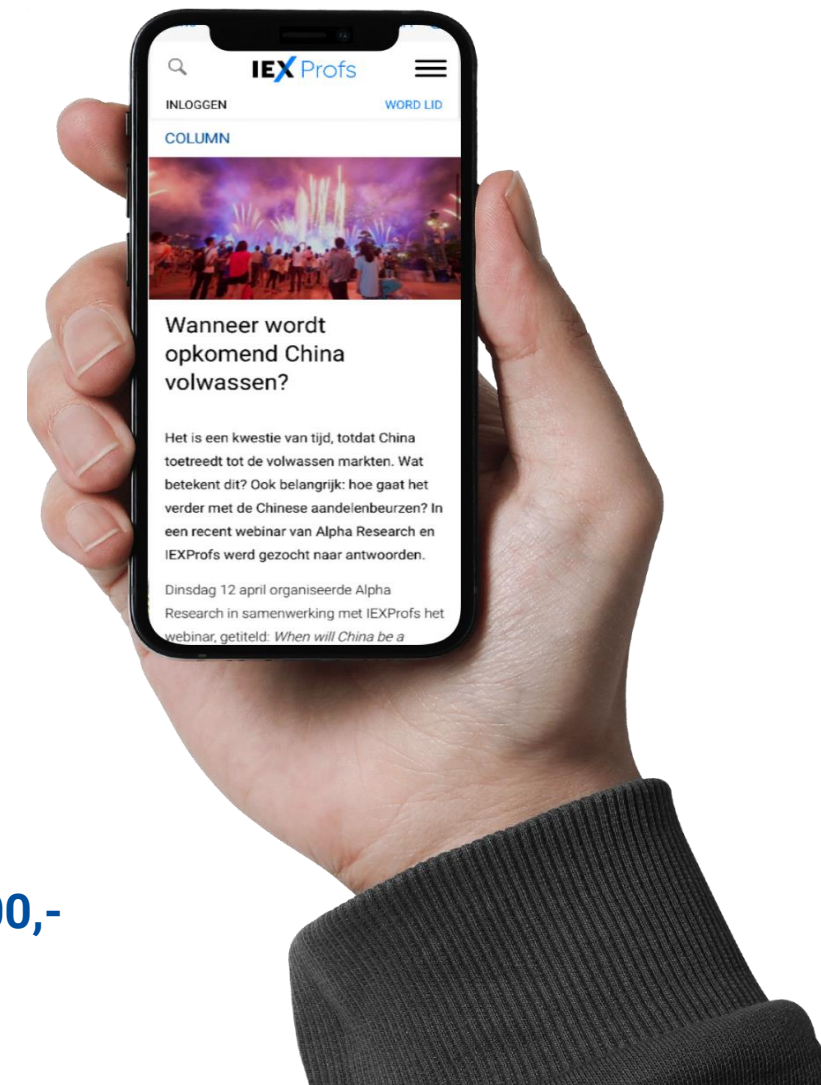
IEXProfs

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

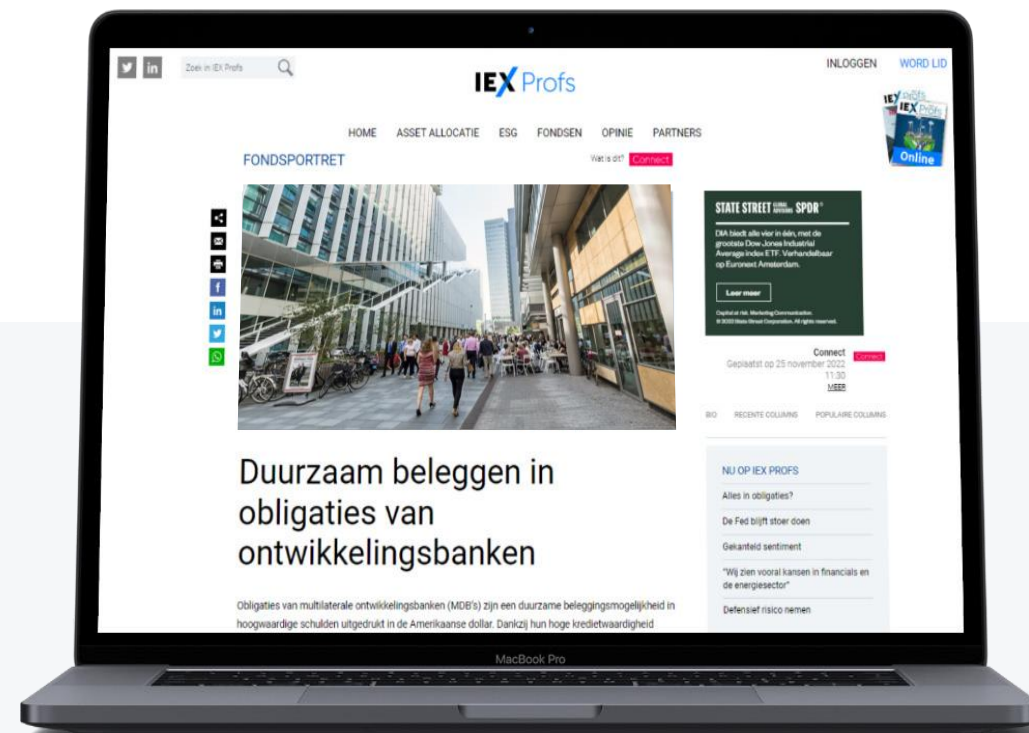
With a fund portrait we offer you the opportunity to promote a specific investment product. This allows you to create extra media attention for a new product or other milestones. You can choose whether to place it on our website or in our online magazine.

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.
- Available in a written article or video interview.

Your investment

Written article	€ 8.000,-
Video interview	€ 12.000,-



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.

Three Variations

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

Your investment

Written article	€ 8.000,-
Video interview	€ 12.000,-



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



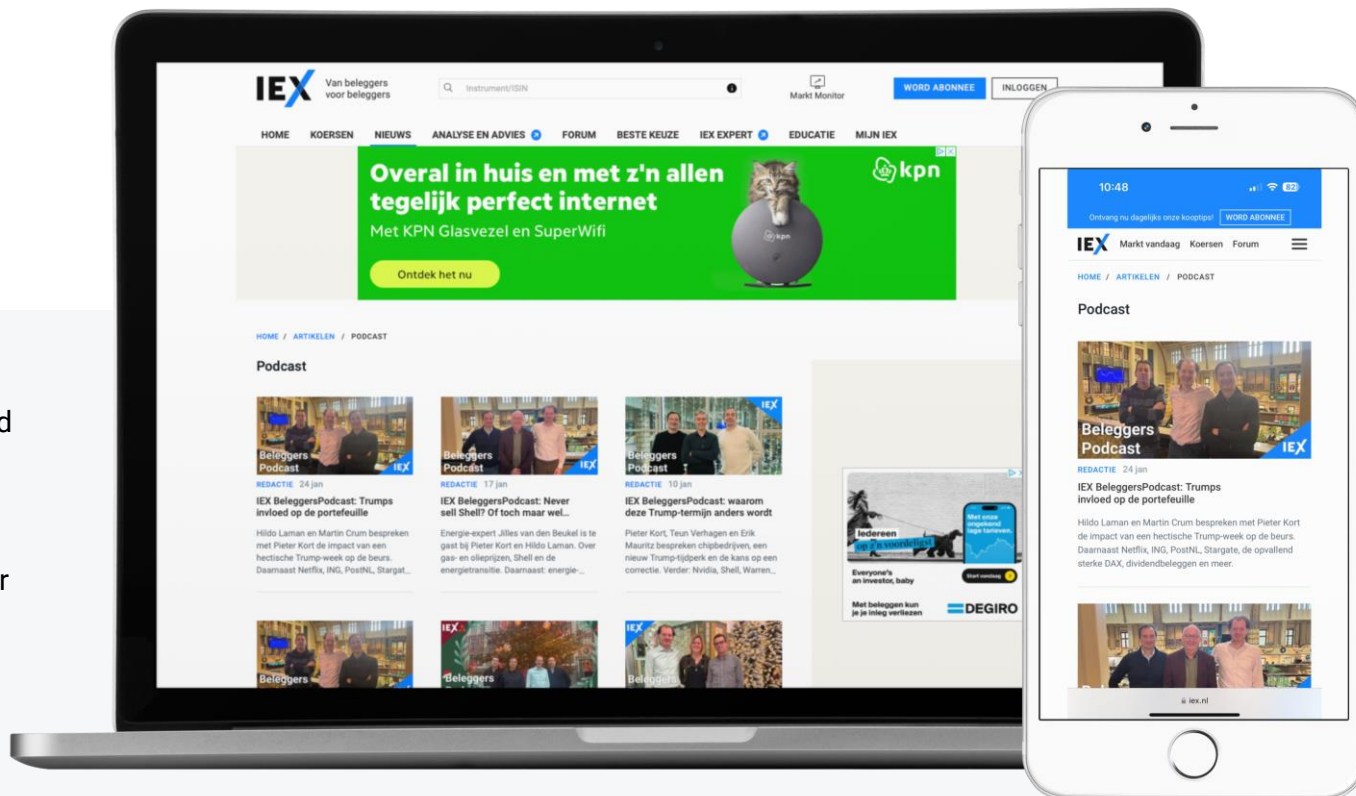
Your investment **€ 4.000,-**

IEXProfs CONNECT – Podcast

Create a theme podcast together with our editorial staff. The theme podcast focuses on the topic or company you propose. To attract a large number of listeners, the theme podcast is included once in the newsletters.

Podcast

- IEX Media produce a weekly podcast, broadcasted on all streaming platforms
- Each episode is in between 45-60 minutes
- Each week we have around 12.000 listeners to our live broadcast.
- Your podcast will be supported with a pre-roll and post-roll



Your investment € 7.500,-



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.

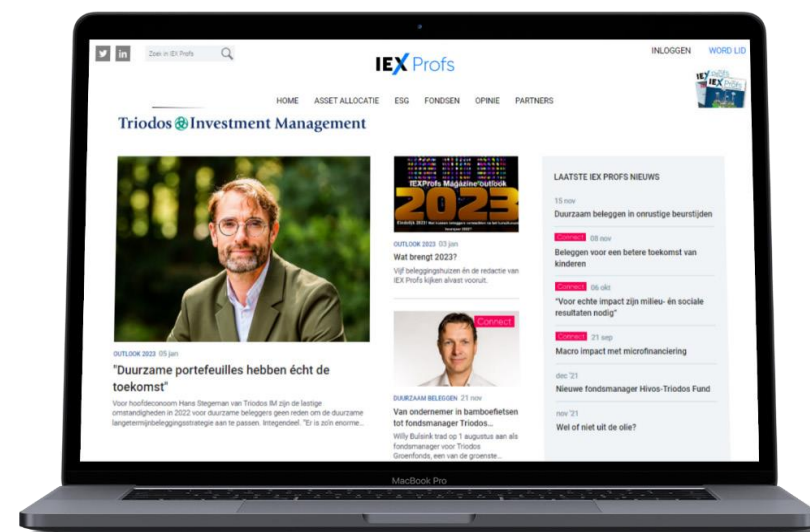
Partner Page

- 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 advertising 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 (6000 members)
Technical costs	€ 250,-
Design and layout	€ 500,-

Content

Online magazine	€ 4.000,-	Partner page on IEXProfs	€ 12.000,-
Fund portrait	€ 8.000,- / €12.000,-	DIY (incl. 2 correction rounds)	€ 4.000,-
Expert View	€ 8.000,- / €12.000,-	Correction per round	€ 250,-
Column	€ 6.000,-	Podcast	€ 7.500,-

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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