Ratecard

Professional Channel

2017

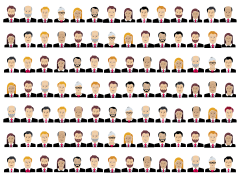
IEX Media

Ratecard
Professional Channel

De community van beleggingsprofessionals voor beleggingsprofessionals

Professional Channel in cijfers & feiten

50.000
Unieke bezoekers



26%
Mobile users

210.000
Pageviews per maand

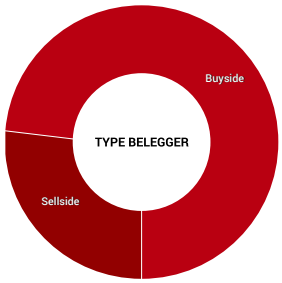
Beleggersprofiel

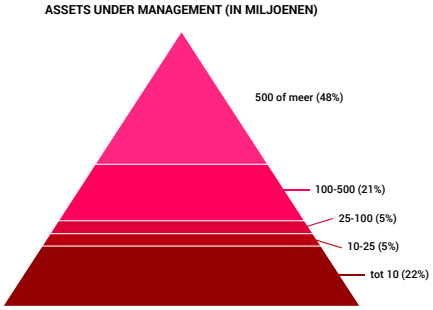
53%
DSI Registratie

DSi

Marketeer **Investment manager**
Productmanager **Private banker** Fundmanager Analist
Assetmanager **Beleggingsadviseur**
Financieel adviseur

62%
Verantwoordelijk voor beleggingsbeleid





For more information, please contact:
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IEX Profs

Network (IEX Profs Magazine, iexprofs.nl, dutchinvestmentinfluentials.nl)

Page views per month	210.000
Users per month	50.000
Magazine Circulation (Quarterly)	8.000

Publication	Q1	Q2	Q3	Q4
Publication date	April 4	June 16	September 29	December 15
Deadline material	March 23	June 3	September 1	November 11

Premium Display

Large rectangle	€135 CPM	Inarticle Video	€220 CPM
Leaderboard	€125 CPM	InNative Textad	€135 CPM
Half page ad	€200 CPM	Share of Voice	Upon request
Billboard	€220 CPM	Special formats & Targetting keywords	Upon request.
Roadblock (rectangle & leaderboard)	€240 CPM		

Newsletters Textadvertorial (iexprofs.nl)	Circulation	1st position	2nd position
Daily newsletter / lunchtime	16.500	€1.750,-	€1.250,-
Weekly newsletter / Friday	15.500	€1.750,-	€1.250,-
Monthly newsletter / Asset Allocation edition	16.500	€1.750,-	€1.250,-

Direct email (Number of addresses: 10.400)

		Technical costs fixed	
Price	€1,40 per address	€0,015 per address	
Extra selection criteria	€0,10 per address	€250,- per mailer	
Offline mailing	Upon request		

Online Premium Content

Advertorial	€5.000,-	Fund Portrait	€10.000,-
Video-advertorial	€7.000,-	Expert View	€8.000,-
Integration Content feed	€10.000,-	Knowledge Partner Programme	Upon request
Online Seminar	€10.000,-		

Print Premium Content & Advertising	Content Integration		Advertising	
	Fund Portrait 2/1	€16.000,-	1/1 Advertorial	€9.500,-
	Expert View 1/1	€10.000,-	2/1 Advertorial	€15.000,-
	Guest Column 1/2	Upon request	1/1 FC Advertisement	€8.500,-
	Online extension*	Upon request	2/1 FC Advertisement	€13.500,-

IMPORTANT: Please note that VAT is not included in the rates.

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