

Ratecard

IEX Retail Channel

2018



IEX Media



IEX, al 18 jaar de grootste beleggerscommunity van Nederland

IEX Retail Channel in cijfers & feiten

700.000
Unieke bezoekers



40%
Mobile users



21.000.000
Pageviews per maand



Beleggersprofiel

Gemiddeld **2** brokers



68%
HBO+ opleiding



36%
Meer dan €100.000,- vrij vermogen



75%
Belegt al langer dan 6 jaar



85%
Komt dagelijks op de website



75%
Gebruikt IEX voor beleggingsbeslissingen



For more information, please contact:

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IEX Retail Channel



IEX.nl

IEX ONE

PARTICIPATIES.nl

Network (IEX.nl, IEX ONE, IEX Beursspel, IEX Video, IEX Traders, Participaties)

| | |
|----------------------|------------|
| Page views per month | 21.000.000 |
| Users per month | 700.000 |

Display Rate

| | | | |
|---|--------------|--|--------------------|
| Large rectangle | €60 CPM | Logo text link homepage | €7.000,- per month |
| Leaderboard | €55 CPM | Logo text link forum/funds | €4.000,- per week |
| Half page ad | €75 CPM | Button single - Homepage | €6.000,- per week |
| Billboard | €85 CPM | Button double - Homepage | €9.000,- per week |
| In page video | €85 CPM | Leaderboard at IEXONE | €8.000,- per week |
| InNative Textad | €55 CPM | Social Media Package | From €500,- |
| Special formats | Upon request | Special formatting & Targetting keywords | Upon request |
| IEXONE, IEXGeld, Participaties specific | 25% add on | Capping & Devices | Upon request |

Mobile (iOS, Android, m.iex.nl)

| | | | |
|----------------------|-----------|-----------------------------|-----------|
| Page views per month | 2.950.000 | Standard banner | €60 CPM |
| Users per month | 63.000 | Exclusive sponsoring / week | €10.000,- |

Newsletters / Textadvertorial (IEX.nl, Participaties)

| | Circulation | 1 st position | 2 nd position |
|--|-------------|--------------------------|--------------------------|
| Weekly IEX Newsletter / Weekend | 90.000 | €3.500,- | €2.250,- |
| Weekly Participaties Newsletter | 15.000 | €1.500,- | €1.000,- |
| Daily Newsletters / lunchtime | 68.000 | €2.500,- | €1.750,- |
| Daily Todays Newspaper / Pre opening stock markets | 32.000 | €1.500,- | €1,000,- |

Direct email (Number of addresses: 63.000)

| | |
|--------------------------|-------------------|
| Price | €0,55 per address |
| Extra selection criteria | €0,10 per address |
| Offline mailing | Upon request |

Technical costs fixed

| |
|--------------------|
| €0,015 per address |
| €250,- per mailer |

Premium content integration

| | | |
|--------------------------|----------------|------------|
| Advertorial | From €5.000,- | per 2 days |
| Beleggingsideeën | From €12.500,- | per month |
| Integration Content feed | From €20.000,- | per month |
| Online Seminar | From €11.000,- | per month |
| Sponsoring Section | From €1.250,- | per month |

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

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