



Ratecard 2019

# Retail Channel



## IEX, al 20 jaar de grootste beleggerscommunity van Nederland

IEX Retail Channel in cijfers & feiten



**865.000**

unieke bezoekers



**22%**

mobile users



**31 mln**

pageviews per maand

### Bezoekersprofiel



**2**

brokers  
gemiddeld



**68%**

HBO+  
opleiding



**36%**

> € 100,000  
vrij vermogen



**75%**

belegt al langer  
dan 7 jaar



**85%**

komt dagelijks  
op de website



**75%**

gebruikt IEX voor  
beleggingsbeslissingen

# Ratecard 2019 / Retail Channel

## Display

ONLINE			
Leaderboard	€ 55 CPM	Sponsored textlink homepage	€ 7,000 per month
Billboard	€ 85 CPM	Sponsored textlink forum/fund	€ 4,000 per week
Rectangle	€ 60 CPM	Button homepage single	€ 6,000 per week
Half page	€ 75 CPM	Button homepage double	€ 9,000 per week
In article text	€ 55 CPM	Leaderboard IEXOne	€ 8,000 per week
In article video	€ 85 CPM	Special formats	Upon request
		IEXOne, IEXGeld, Participaties specific	25% add on

MOBILE / m.iex.nl & app		PRINT / IEX Magazine	
Banner	€ 60 CPM	<b>Circulation</b>	<b>6,000 - IEXPremium members</b>
		Full Colour Advertisement 1/2	€ 4,000
		Full Colour Advertisement 1/1	€ 6,000

## Email

NEWSLETTER	CIRCULATION	1 <sup>ST</sup> POSITION	2 <sup>ND</sup> POSITION
Daily Todays Newspapers	30,000	€ 1,500	€ 1,000
Daily Lunchtime Newsletter	55,000	€ 2,500	€ 1,750
Weekend Newsletter	55,000	€ 3,500	€ 2,250
Weekly Participaties Newsletter	9,000	€ 1,500	€ 1,000

DIRECT EMAIL (96,000 ADDRESSES)		TECHNICAL COSTS	
Price		€ 0.55 per address	€ 0.015 per address
Extra selection criteria		€ 0.10 per address	€ 250 per mailer
Offline mailing		Upon request	-

## Content integration

ONLINE		PRINT / IEX Magazine	
Advertorial text	from € 5,000	Circulation	6,000 - IEXPremium members
RSS feed	from € 20,000	Content partnerships	Upon request
Online Seminar	from € 11,000		

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

For more information, please contact:

### SALES

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### TRAFFIC

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