

Mediakit 2019

Beurs.nl





Beurs.nl is the 'homepage' for many investors.
Beurs.nl is active since 1999 and is one of the largest players in the Dutch investment scene.

Focus on information

- ✓ Real-time stock information from AEX-, AMX- and Small Cap-funds
- ✓ The latest financial news
- ✓ Market talks; analyses and opinions from the market place
- ✓ For starting as well as experienced investors



Since its foundation Beurs.nl has become one of the largest investment sites for private investors in The Netherlands. With real-time quotes from the most important global stock indices and current news reports, Beurs.nl is the starting page for many private investors.

Beurs.nl	
Pageviews	2,310,615
Unique visitors	110,906

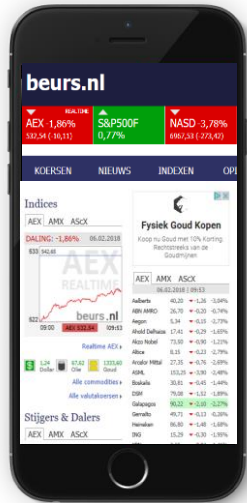
Source: Google Analytics, Jan-sept 2018

The information on the website is well structured and provides visitors with all the information they need to make informed decisions. The newsletter 'Beurs.nl Update' offers the latest news and indices every hour of the day.

Newsletter Beurs.nl Update	
Frequency	daily
Circulation	16,000 subscribers

Source: Tripolis, December 2018

Beurs.nl Mobile



Beurs.nl Mobile is one of the first mobile business websites in the Netherlands! With a sharp focus on key content and ease of use. At any place and all the time informed of the latest developments on the stock-exchange.

Beurs.nl Mobile monthly statistics

Pageviews	595,186
Users	22,585

Source: Google Analytics, Jan-Sept 2018



Desktop

Beurs.nl		
Billboard	970*250	€35.-
Halfpage	300*600	€30.-
Rectangle	300*250	€20.-
Leaderboard	728*90	€20.-
Large Leaderboard	970*90 / 970*70	€25.-
Wide Skyscraper	160*600	€25.-
Video	16:09 outstream	€35.-

All rates are in euro's and excl. of VAT
CPM – rates per 1,000 views

Newsletters

Beurs.nl - Update		
Newsletter advertorial	Text + visual	€3,500

All rates are in euro's and excl. of VAT

Logolink

Beurs.nl - Logolink		
Run of Site – monthly	Text + logo	€2,500

All rates are in euro's and excl. of VAT

Mobile

Beurs.nl - Mobile		
Rectangle	330*250 / 320*250	€25.-
Mobile banner double sized	330*100 / 320*100	€14.-
Mobile banner	330*50 / 320*50	€14.-
Interscroller	320*480	€35.-
Inarticle Mobile Video	16:09 outstream	€25.-

All rates are in euro's and excl. of VAT
CPM – rates per 1,000 views

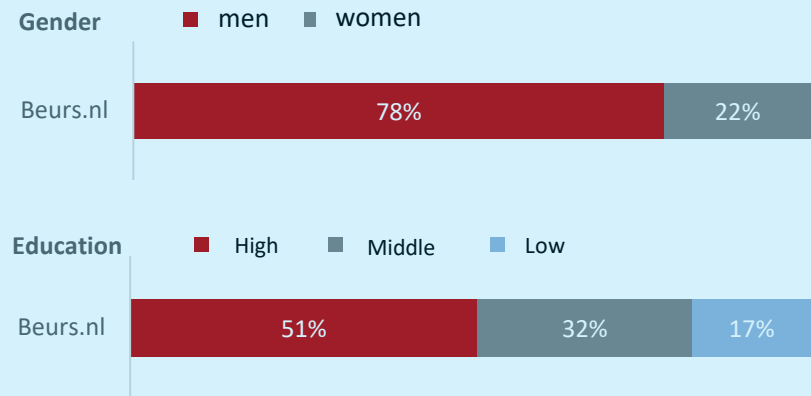
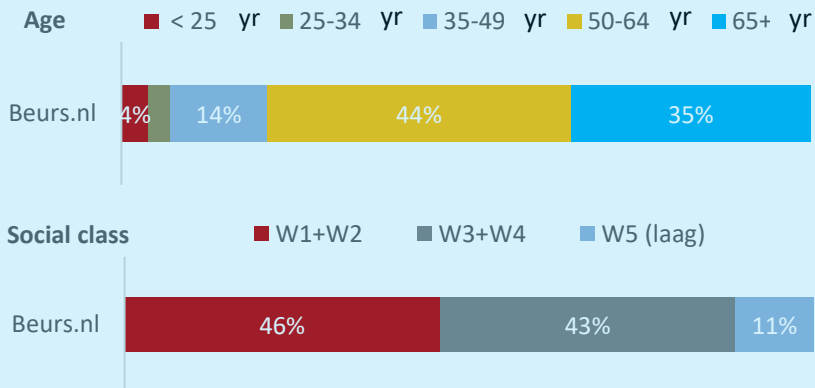
[Specifications Online](#) material you can find on our website.



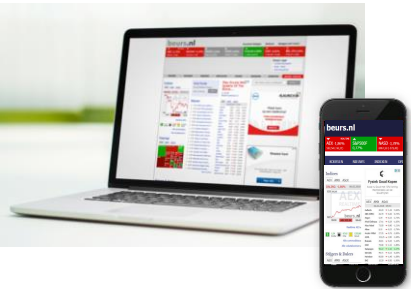
Target group

Beurs.nl focuses specifically on current price information on Dutch and foreign stock exchanges. It is the home page for investors. Beurs.nl is visited by the novice and more advanced investors. They are mostly man, highly educated and wealthy.

AVERAGE WEEKLY REACH BEURS.NL: 180,000 MEN AND WOMEN

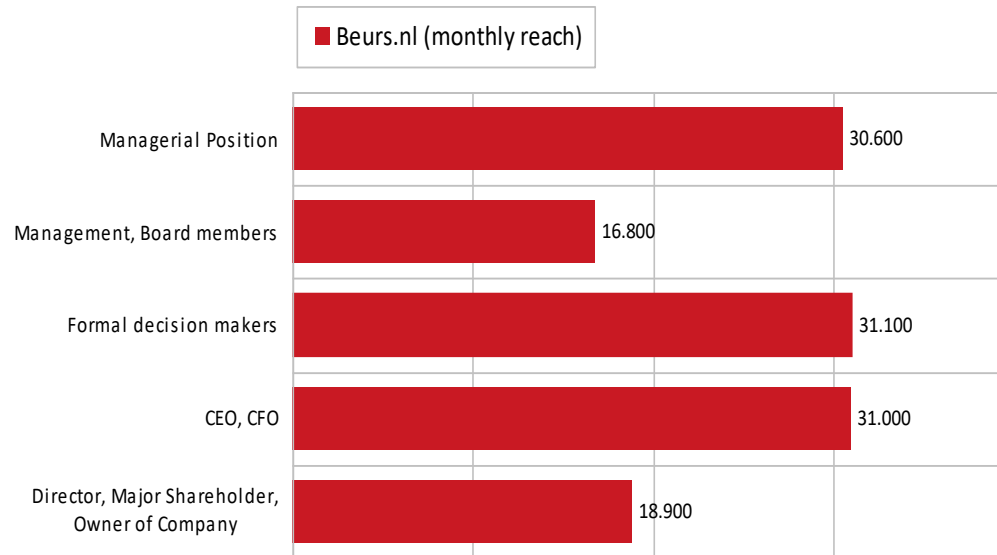


SOURCE: NOM MEDIAMERKEN 2018-III



AVERAGE REACH BEURS.NL : 37,300 DECISION MAKERS

AVERAGE REACH AMONG DECISION MAKERS



BEURS.NL MONTHLY REACH

POPULATION DMS 2017: 509,000 DECISION MAKERS / SAMPLE: 2,805

SOURCE: DECISION MAKERS SURVEY 2017



Beurs.nl	
Statistics website ¹	Pageviews : 2,310,615 Unique visitors : 110,906
Newsletter online ²	16,000 subscribers daily
Average reach ³	37,300 decision makers
CPM rate website	Leaderboard : starting from € 20.- Rectangle : € 20.-

¹ Source: Google Analytics, average Jan-Sept 2018

² Source: Tripolis, December 2018

³ Source: DMS 2017

ONE BUSINESS

Meer informatie:

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2019

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