

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 Monthly statistics	
Pageviews	1,957,756
Unique visitors	101,701

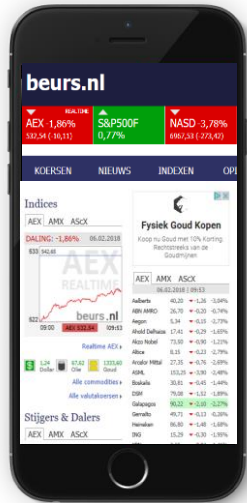
Source: Google Analytics, 2018 Q2- 2019 Q1

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: NSM

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	619,979
Users	17,370

Source: Google Analytics, 2018 Q2 – 2019 Q1



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

Mobile

Beurs.nl - Mobile		
Rectangle	300*250 / 320*250	€25.-
Mobile banner double sized	300*100 / 320*100	€14.-
Mobile banner	300*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.

Newsletters

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

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

Logolink

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

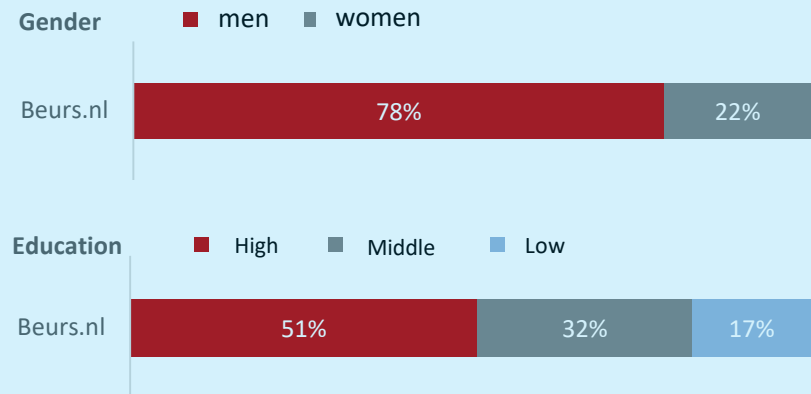
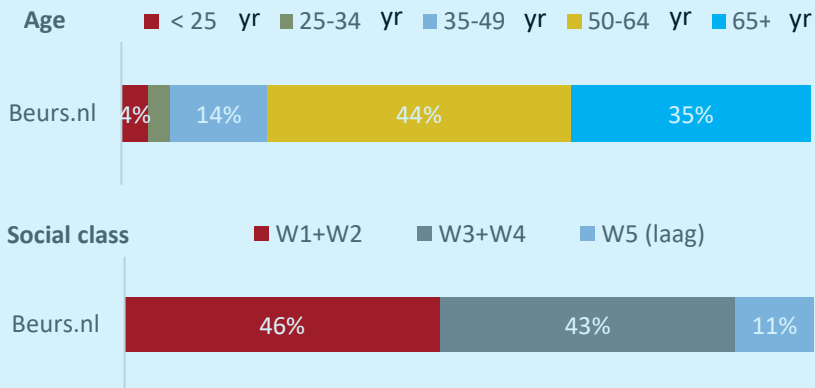
All rates are in euro's and excl. of VAT



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

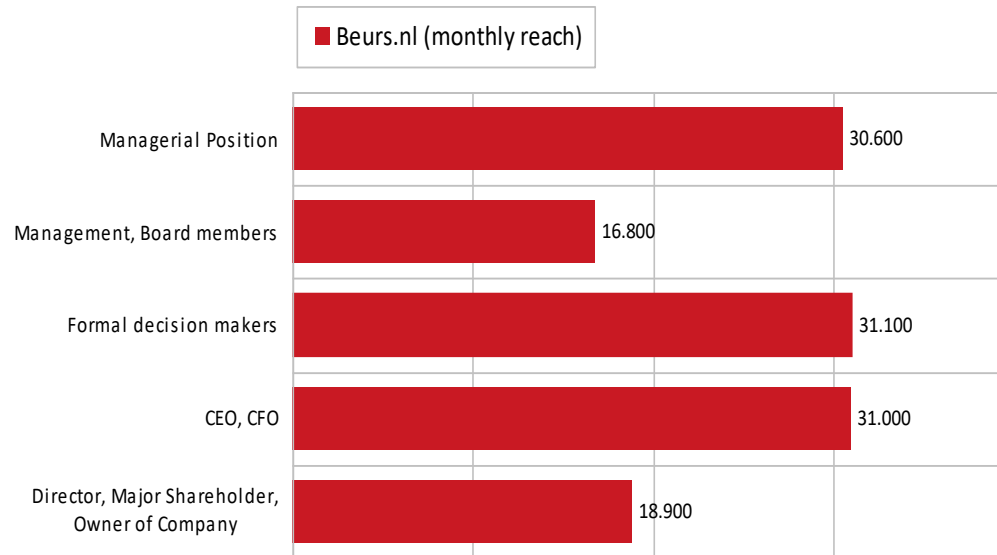


SOURCE: NOM MEDIAMERKEN 2018-III



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

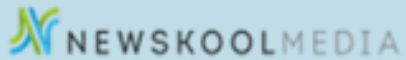


Beurs.nl	
Statistics website ¹	Pageviews : 1,957,756 Unique visitors : 101,701
Newsletter online ²	16,000 subscribers daily
Average reach ³	37,300 decision makers
CPM rate website	Leaderboard : starting from € 20.- Rectangle : € 20.-

¹ Source: Google Analytics, monthly average 2018 Q2 – 2019 Q1

² Source: NSM

³ Source: DMS 2017



More information:

NEW SKOOL MEDIA
T. +31 (0)20 210 5459

WWW.NEWSKOOLMEDIA.NL
SALES@NEWSKOOLMEDIA.NL

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