

# Dear partner,

It is with great pleasure that I present to you our new, re-styled FD Persoonlijk featuring a new logo, new design and new format.

FD Persoonlijk is hugely successful. The magazine has been of great value to FD readers for years. The content is developing consistently and attracts many eye-catching advertisers. So why change?

We want to provide an even greater value, particularly to younger readers - men and women aged 30-40 years (so called 'rush-hour couples'). This group is ambitious, curious and critical. At the same time they are also busy with their careers, social and private lives (speaking from personal experience!). The new magazine will guide them through all these areas.

## What changed?

- We introduced a new section called Werk & Geld ('Work & Money') in which we provide personal finance or career advice to FD readers. From negotiating with your boss or pushing 100k into your savings (much easier that you would expect!).
- The layout has been refreshed.
- There are several new sections, like 'Onder Ons' ('Between Us'), interviews with family members of well-known Dutchies. In the section 'Check-In' the 'Persoonlijk' cosmopolitan will be your travel guide and in the item 'Kasboekje' ('Check book') we will peek into the wallet of a (potential) FD reader.
- New columnists are Brenda van Osch and Erica Verdegaal

FD Persoonlijk will continue to inform readers about exciting art exhibits, cutting-edge fashion, trendy holiday destinations, smart gadgets and sustainable design in our beautiful Special Issues, in the newspaper and via the website fd.nl.

In closing I would like to thank you for your trust in FD Persoonlijk and hope that you will embrace these changes, together with all of us here at FD Mediagroep.

Best regards, Anouk Turkenburg  
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