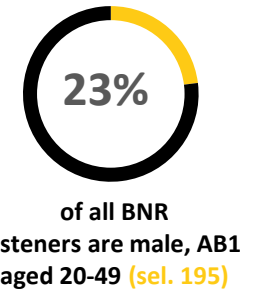
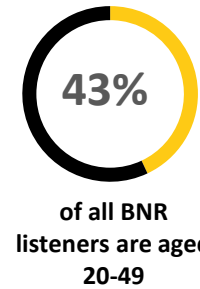




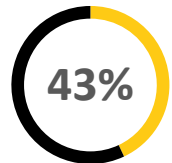
HIGH SELECTIVITY IN:



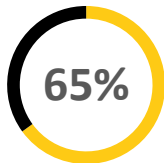
75% of all listeners are male
25% of all listeners are female



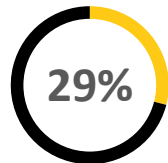
EDUCATION, OCCUPATION & INCOME



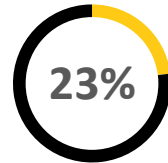
have completed at least a higher vocational education (sel.132)



work more than 25 hours per week (sel. 161)



have a gross household income of at least €71,000 (sel. 292)



are **B2B** (sel. 295) (director, owner, higher management + 25-65 YO + work at least 25 hours per week)

High selectivity among executives managing 20+ employees: 280



& higher management 387

OWNERSHIP



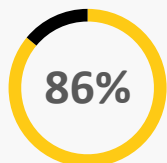
44%
own their own car



77%
own a home

PERSONAL FINANCE

Weekly reach BNR Nieuwsradio (06-30 hrs)
538,000



listen to BNR Nieuwsradio while driving, too

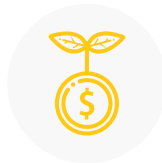
Selectivity interest in (161)



Saving



Insurance



Investment

PERSONAL INTERESTS



12%
state luxury and comfort are important to them



18%
are interested in fashion



44%
are interested in art



16%
are interested in holidays, weekends away and day trips



If you have questions or require more information, please contact us via marketingbtob@fdmediagroep.nl



BNR listener reads the FD once to twice per week: selectivity (237)