

HIGH SELECTIVITY IN:



Prosperity class
W1: 241

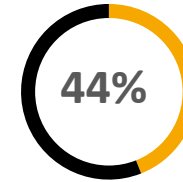


Social class
A: 246



68%
of all readers
are male

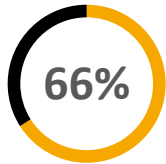
32%
of all readers
are female



44%
of all readers are aged
25-54

Reach FD Persoonlijk
111,800

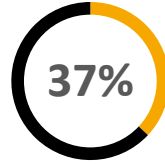
EDUCATION, OCCUPATION & INCOME



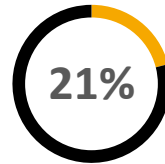
66%
have completed at
least a
higher vocational
education
(sel. 226)



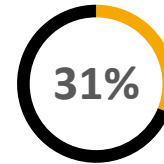
20%
are
self-employed
(sel. 340)



37%
have a gross
household income
of at least
€71,000 (sel. 281)



21%
have a gross
household income
of €110,600 or
higher (sel. 594)



31%
are **B2B (sel. 400)**
(working 25-96 hrs p/w, self-employed or higher management, are aged 25-66)

OWNERSHIP



33%

own 2 or more
cars in
their household



82%

own a
home



61%

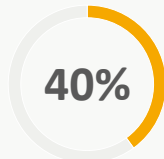
have a
mortgage

HOLIDAYS



High selectivity: have gone on a holiday at least twice in the past 12 months (158)

spend more on holidays than their surroundings



19%

have spent more than €5,000 on holidays in the past 12 months

PERSONAL INTERESTS



48%
are interested in
jewellery/watches
& accessories

26%

are interested in
fashion, cosmetics
and personal
care



61%
are interested in
fashion (trends)



65%
are interested in
home ideas,
interior advice
modern

46%

are interested in
art and culture



80%
are interested in
cooking and eating

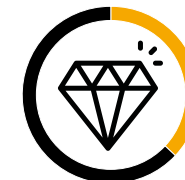
WORK & MONEY



79%
are interested in
saving



63%
are interested in
investment



37%
are interested in
personal finance



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

50%

FD Persoonlijk is the FD's weekend magazine. Of all FD Persoonlijk readers, 50% listen to BNR Nieuwsradio (sel. 473)