

5x the power of print

The NOM Printmonitor shows that 11.8 million Dutch people aged 13 and over (82%) read a newspaper occasionally. 6.4 million Dutch people (44%) peruse a printed copy of a newspaper every day. The FD is read by 136,300 people per day on average.

1

Authority

The Media Perception Study shows that newspapers are the most credible type of media. A recent survey by Counter Content shows that the FD is seen as the most reliable business paper.

2

High reader/newspaper commitment

This increases the quality of commercial information perception. Daily newspapers score high for the social factor ('provided a topic for conversation'). 75% of all FD readers read more than half of the newspaper. 28% read the entire paper.

4

High selective reach

Daily newspapers are read within 24 hours after being published. This is important for campaigns with actuality value. Business FD readers read the newspaper for 25 minutes on weekdays and over 35 minutes in the weekend.

5

High impact

Few instances are required to build reach. This is particularly advantageous for campaigns that need to yield an impact in a short time. The FD yields a 53% reach increase by switching from one to three publications.

3

Attention

Newspapers are often read at a fixed time according to a set pattern. An advertisement can function the same way by being published in a fixed place and day in a recognisable form. 56% of all FD readers devote attention to advertisements on a regular basis, with 32% saying that they contain useful information.



Effective reach composition



NDP Nieuwsmedia shows that reach can be improved by optimising the advertising frequency. Printed ads have been found to be most effective when published three to four times. The FD also shows increased reach for multiple publications in the newspaper:

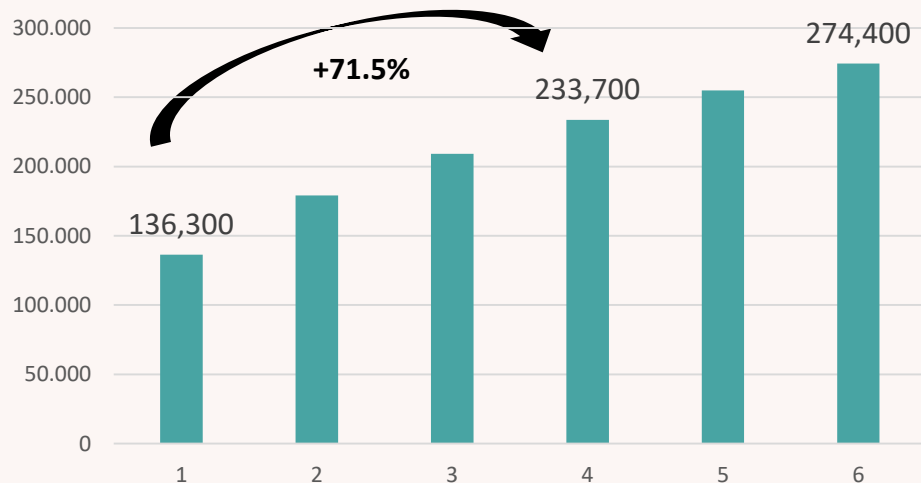
Additional reach

Reach increases by 71.5% if you publish an advertisement in the FD four times. Additional reach is still achieved even with seven publications. From one to two instances, the number of extra M/F 13+ reached is 42,800. Going from two to four instances, the number of extra M/F 13+ reached is 54,600.

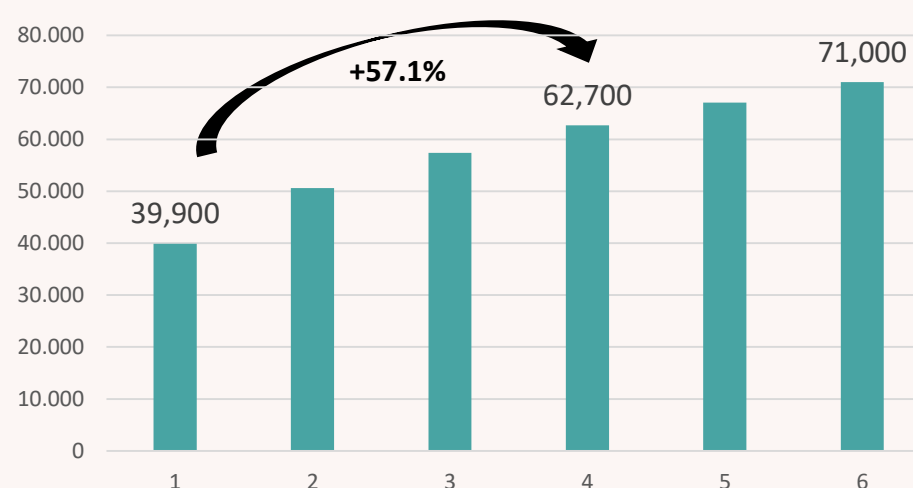
The power of repetition

The same effect occurs in the B2B audience, i.e. a reach increase of 57.1% (from one to four instances). The FD is by far the most selective national newspaper (399) in the B2B target audience.

Reach composition FD one through six instances



Reach composition FD - B2B audience



Are you curious about the impact on your target audience? btobmarketing@fdmediagroep.nl

Achieve impact in the B2B audience

The FD is highly selective in the B2B audience (399) and social class A (273). It boasts the youngest newspaper readers in the Netherlands and is the only national newspaper to be selective in the target audience M/FV 25-54 years old. (126).



Selectivity B2B audience & social class AB1

