

The power of the Saturday edition

FD Weekend offers inspiration and in-depth information, entering the reader's private domain. The first section focuses on current news. The second section, Futures, revolves around future developments, particularly in technology, digitalisation, and society at large.

1

High selective reach

The Saturday edition has a higher reach than the weekday editions (+10%). On Saturday, the FD's reach is nearly 146,000 readers.

2

High reader/newspaper commitment

FD readers spend more time on reading the paper in the weekend, over 35 minutes (versus 25 minutes on weekdays) 75% of FD readers read more than half of the newspaper.

3

Umfeld

In addition to news and a perspective on the future, FD Weekend contains weekly contributions by (industry) experts in the field of economics, technology, innovation, and science.

4

Attention

56% of all FD readers devote attention to advertisements on a regular basis, with 32% saying that they contain useful information.

NPM 2018-IV

5

High impact

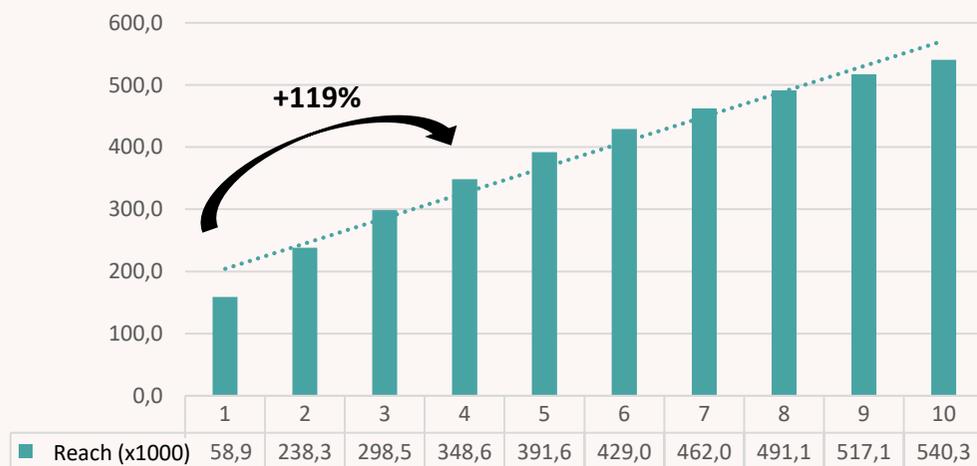
Printed ads have been found to be most effective when published three to four times. The FD also shows increased reach for multiple publications in the newspaper: 119% if an ad is published four times in the FD on Saturday.



The power of the Saturday edition

FD Weekend is highly selective in the B2B target audience (372), social class AB1 (166), and affluence class 1 (250). You will achieve increased reach by publishing your advertisement in the FD's Saturday edition multiple times.

Reach composition Saturday 1-10 instances



Additional reach on Saturday

Reach increases by 119% if you publish an advertisement in the FD in four different Saturday editions. Additional reach is still achieved even with seven publications. From one to two instances, the number of extra persons reached is 79,400. Going from two to four instances, the number of extra persons reached is 110,300.

Are you curious about the impact on your target audience?

btobmarketing@fdmediagroep.nl

