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# Ratecard 2026

*Investment Officer is an independent journalistic platform for Europe's wealth management professionals. Operating on a subscription model, we deliver trusted insights, in-depth content, premium industry events and exclusive databases – empowering our audience to stay ahead, informed and connected across Europe.*



.com  
Expected 15 Sep 2025

  
**+10,000**  
subscriptions  
Netherlands



.de  
Expected 15 Sep 2025



**+9,200**  
subscriptions  
Belgium



**+6,500**  
subscriptions  
Luxembourg



.fr  
Expected 15 Sep 2025

## About Investment Officer

Founded in 2008 by FD Mediagroep in the Netherlands, **Investment Officer** has grown into a trusted journalistic platform for professional investors, particularly senior executives in wealth management — including private banking, family offices and wealth managers.

Our editorial platform combines **website, app, email newsletters and events**, creating a multi-channel environment for high-level engagement.

### International growth

2017 – Expansion into Belgium

2020 – Expansion into Luxembourg

2026 – Launch in Germany, France and an international English (.com) platform

### Local expertise

In every market, articles are published in the local language(s) by an experienced **team of journalists** with deep knowledge of the local landscape.

### Targeted audience

Our platforms are available exclusively to professional investors through **subscription-only access**, ensuring a highly qualified readership. By segmenting our subscriber base by sector and job title, we provide advertisers with clear, data-driven insights into their reach.

### Our family

As part of FD Mediagroep — one of Europe’s most respected media groups, home to leading brands such as *Het Financieele Dagblad*, *Impact Investor* and *IPE*, and proudly B Corp certified — we combine journalistic integrity with digital innovation, offering both our audience and advertisers a trusted, responsible and future-oriented environment.

### Partnerships

We believe in building long-term, strategic partnerships with our clients.

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# Partner Programme

*Strengthen your brand. Become a thought leader.*



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## Partner Programme

An always-on digital content program that allows partners to upload their own content, which is then automatically promoted through text-based advertorials on the Investment Officer platforms (web, App and newsletters), alongside a continuous share of voice in display banner impressions and two shots of an Electronic Direct Mail. Participation is limited to 20 partners per country.

## Deliverables, per country

Corporate page on Investment Officer platforms (web and app) featuring content & company information.

4% Share of Voice across all banner impressions & automated text advertorials from partner's content.

Two Electronic Direct Mails (EDMs).

Reporting and optimisation tips to enhance brand awareness, engagement, and return on marketing investment.

CMS access for uploading content across multiple regions.

Dedicated Project Manager to support the partnership.

## Privileges

10% discount for returning partners and 15% discount for partnership of multiple years.

30% discount on additional media bookings.

Priority and discount on event sponsor slots.



All rates are in euros and exclusive of VAT

For inquiries, please contact [support.mediasales@investmentofficer.com](mailto:support.mediasales@investmentofficer.com)

Investment Officer is a trade name of Investment Publishing International BV, registered with the Chamber of Commerce in Utrecht under the number 30215441. Investment Officer is part of the FD Mediagroep

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<b>Investment</b>	Belgium	Netherlands	Luxembourg	Benelux	France	Germany	International
Per month	2,581	3,321	1,050	6,344	604	604	604
Per 6 months	15,485	n.a.	6,300	n.a.	n.a.	n.a.	n.a.
Per year	30,972	39,850	12,600	77,650	7,250	7,250	7,250



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## Terms and conditions

Multiple-region partners receive quarterly reviews, while single-country partners receive a review twice a year.

We follow the principle of “*first come, first served*”; however, priority is given to partners who commit to multiple regions and / or multiple year agreements.

The partnership will last for a one-year term and will be automatically renewed on an annual basis, ensuring continuity of collaboration. Should the partner wish to discontinue, written notice is required at least one month prior to the contract’s expiry. Of course, we will notify the partner well in advance — no later than 90 days before renewal.

An exception applies to partnerships in Belgium and Luxembourg, where partners may opt for a six-month trial arrangement.

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# Advertising

*Investment Officer empowers your brand to become an industry leader by offering strategic digital media solutions and a trusted platform to share your expertise with an engaged and informed audience.*

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## Display Advertising - Run of Network\*

If available, inventory is pre-allocated for our Partner Program

CPM

IAB Formats

200

Billboard (970 x 250), half page ad (300 x 600), rectangle cross device (300 x 250), super leaderboard (970 x 90)

## Display Advertising - Extended, Investment Officer Audience

Selected list of premium websites, available for pre screening

CPM

All IAB Formats

105

Billboard (970 x 250), half page ad (300 x 600), rectangle cross device (300 x 250), super leaderboard (970 x 90)

### \*Run of Network consists of:

Our websites (published in local language(s)): Belgium (.be), France (.fr), Germany (.de), International edition (.com), Luxembourg (.lu), Netherlands (.nl).

Our app (published in local language(s)): Belgium, France, Germany, International edition, Luxembourg, Netherlands.

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<b>Native &amp; email advertising</b>	<b>Belgium</b>	<b>Netherlands</b>	<b>Luxembourg</b>	<b>BeNeLux</b>
Text advertorial website 25% SOV 1 week	650	950	350	1,170
HTML Top banner editorial daily newsletter *	650	950	350	1,170
HTML Mid banner editorial daily newsletter *	650	950	350	1,170
Text advertorial editorial newsletter per day	650	950	350	1,170
<b>Native Combi:</b>				
Text advertorial website 25% SOV 2 weeks + 4 x Text advertorial editorial newsletter	3,120	4,560	1,680	5,616
Electronic Direct Mailing (EDM) per mailing*	6,000	10,500	1,250	15,000

## **\*Daily newsletter/ Partner mailing, number of subscribers**

Daily newsletter	2,700	6,400	1,400	10,500
Partner Mailing (EDM)	3,100	6,100	1,600	10,800
NOTE: This is a projection, based on figures 2025				

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## Custom media/ IO Brand stories

Our custom media team tells your story with the tone of voice of Investment Officer.

Production of 3 written brand stories & promotion in Benelux (web, app, newsletter)	15,000
Production of 3 audio brand stories (podcasts) & promotion in Benelux (web, app, newsletter)	17,500

## Thought leadership and event package

Promote your high-quality thought leadership content or premium event through Investment Officer's most impactful media placements (advertorials) and personalised channels (email and mobile).

Thought leadership package, starting at	9,500
Event package, starting at	7,500

## Volume discount bookings individual media

Discount on the total media value (excluding Partner Programme, events and custom media).

	Discount
Total value of 10,000 +	5%
Total value of 20,000 +	10%
Total value of 30,000 +	15%

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# Events

*We create valuable opportunities for businesses to build strong relationships, exchange industry insights, and generate high-quality leads through direct, face-to-face interactions.*

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## Events

Engage with our high-end audience on a personal level

Deadline for participation      Number of sponsorship slots

### **New Year's Perspectives & Drinks**

Netherlands (Amsterdam), 15 January 2026  
100+ attendees

19,250

1-10-2025

6

### **Portfolio Day & Dinner**

Belgium (Brussels), 10 September 2026  
75+ attendees, 25+ (by invitation only) dinner guests

22,500

15-2-2026

9

### **Portfolio Day & Dinner (formerly known as Fondsevent)**

Netherlands (Bussum), 28 September 2026  
200+ attendees, 35+ (by invitation only) dinner guests

29,500

15-2-2026

12

### **New Year's Perspectives & Drinks**

Netherlands, 14 January 2027 [date TBD]  
100+ attendees

19,250

1-10-2026

6

## Conditions & deliverables

We work with the principle '*first come, first served*', partners receive a discount and priority on available slots.

All plenary programmes at our events are journalistically independent.

Including tickets for the event and dinner/ drinks, branding, custom media article (incl. promotion), lead list, sponsored round table or presentation, project management, production and evaluation on return on marketing investment.



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