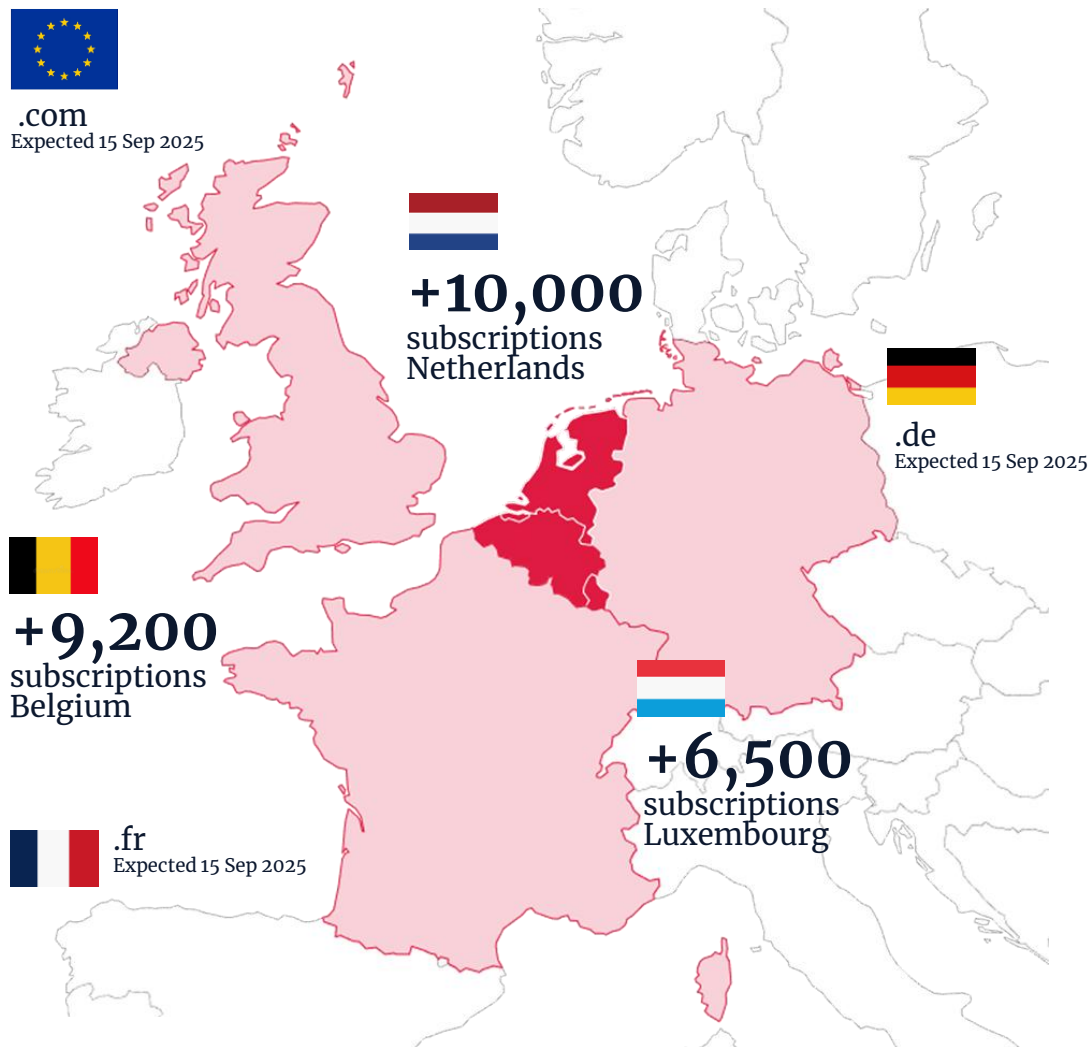




Audience Profile & Reach 2026

Audience Profile & Reach



About Investment Officer

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

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

International growth:

2017 – Expansion to Belgium

2020 – Expansion to Luxembourg

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

Local expertise: In every market, content is produced in the **local language(s)** by experienced journalists who know the local landscape inside out.

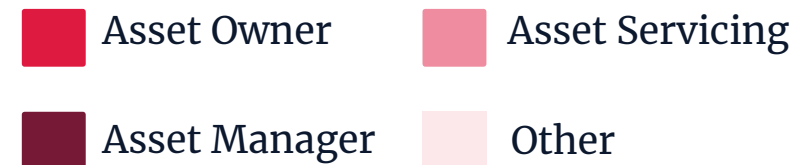
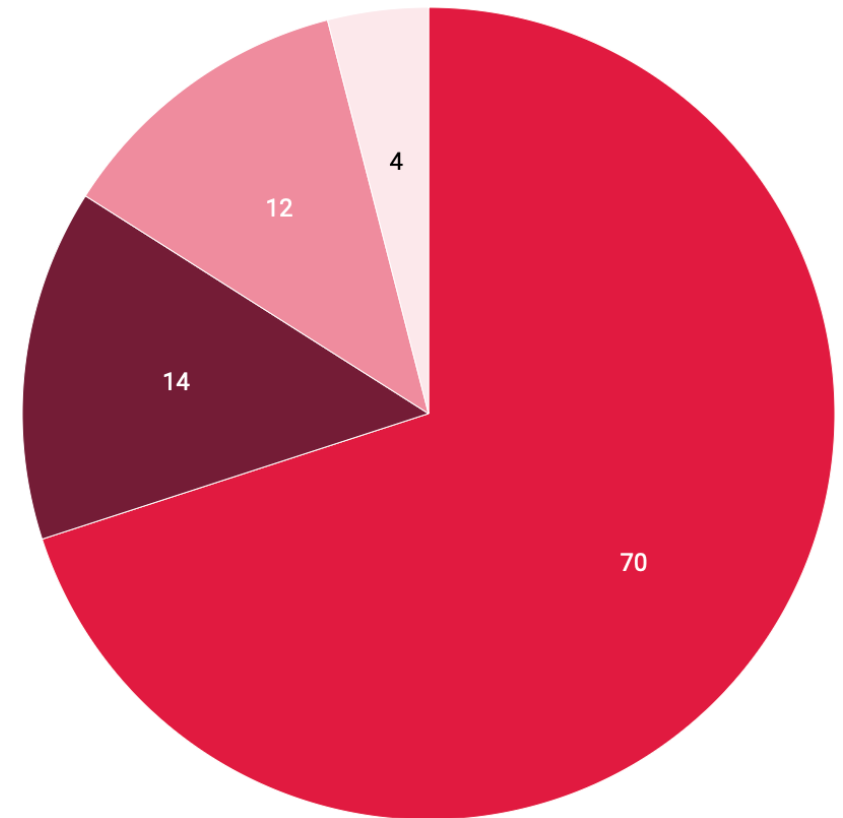
Targeted audience: Our platforms are accessible exclusively to **professional investors** through subscription-only access, guaranteeing a highly qualified audience. By segmenting our subscriber base by sector and job title within our user database, we provide advertisers with **clear, data-driven insights** into who they reach.

Our family: As part of FD Mediagroep — one of the most respected media families in Europe, home to leading brands such as *Het Financieele Dagblad* and *IPE*, and proudly B Corp certified — we combine journalistic integrity with digital innovation, providing our audience and advertisers with a trusted, responsible, and future-oriented environment.

Audience profile & Reach

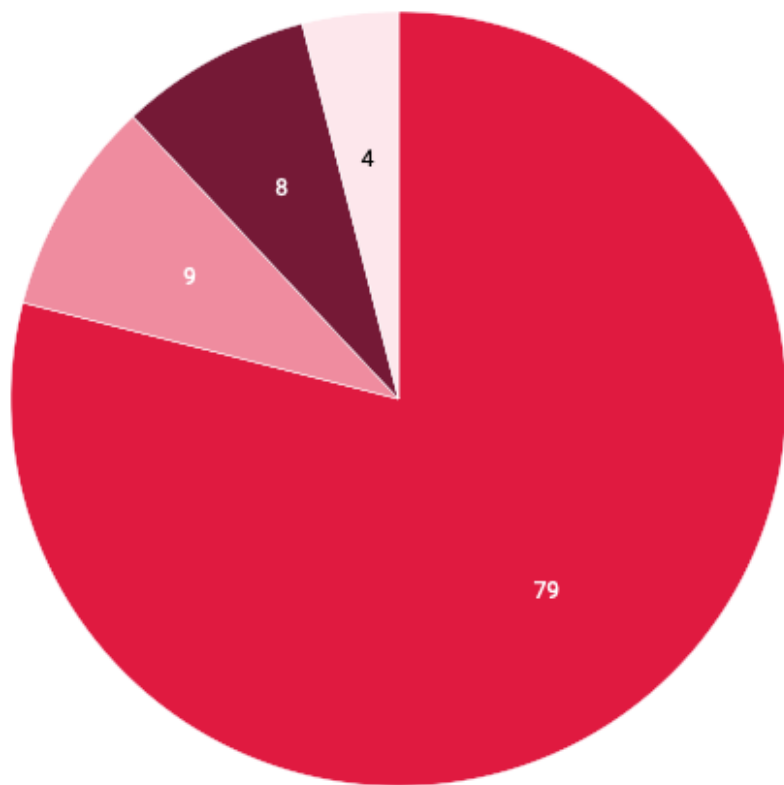
Our platform primarily targets professional investors, particularly those within the wealth management segment.

BeNeLux

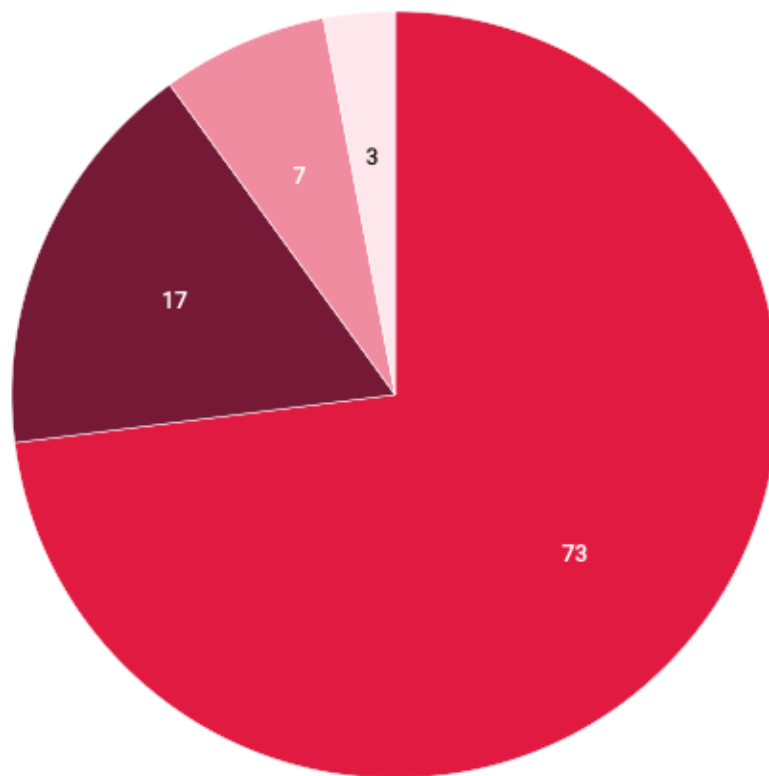


Audience Profile & Reach

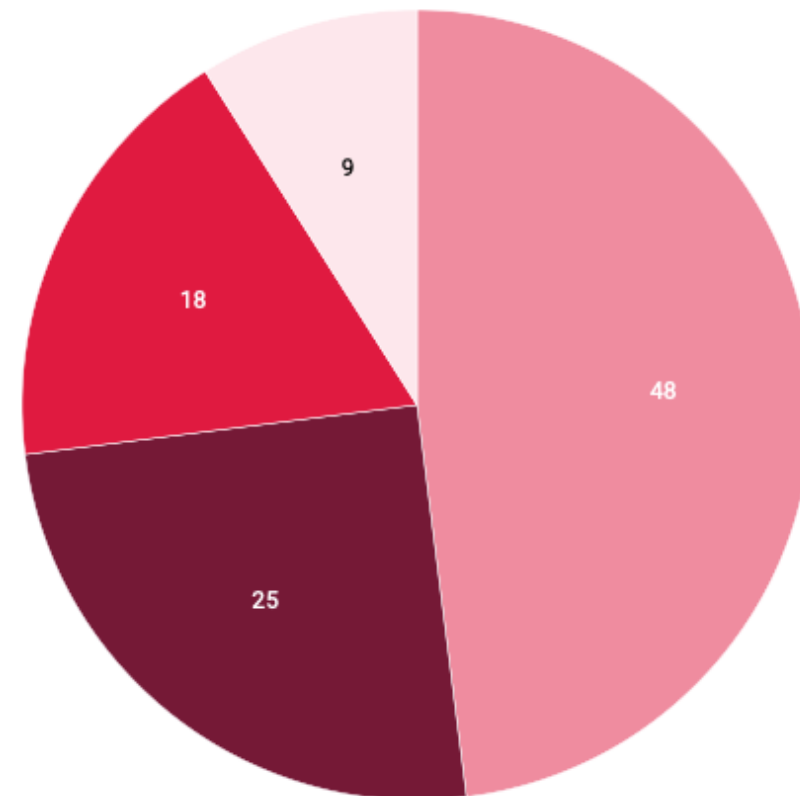
Belgium



Netherlands



Luxembourg

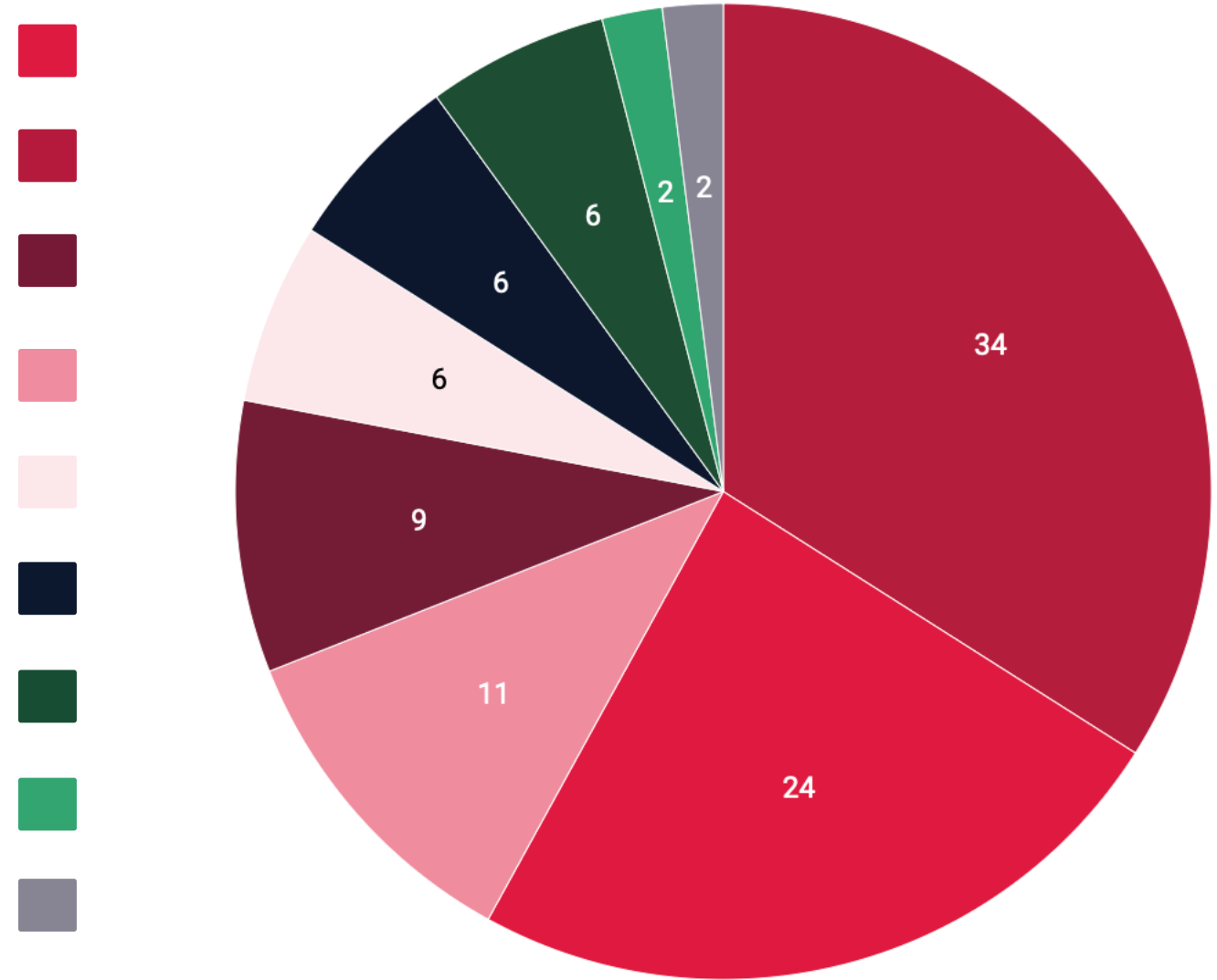


Our audience consists of the influencers and decision-makers within the professional investment industry.

Audience Profile & Reach

	Be	Ne	Lux
General management	27%	16%	36%
Client Investment Advisor	34%	40%	16%
Investment Specialist	8%	16%	10%
MarCom & Media	6%	5%	9%
Legal & Compliance	5%	6%	11%
Sales & Account-management	11%	7%	8%
Operations	6%	7%	6%
Accounting, Finance	2%	2%	3%
Other	1%	1%	1%

Job titles BeNeLux



Audience Profile & Reach

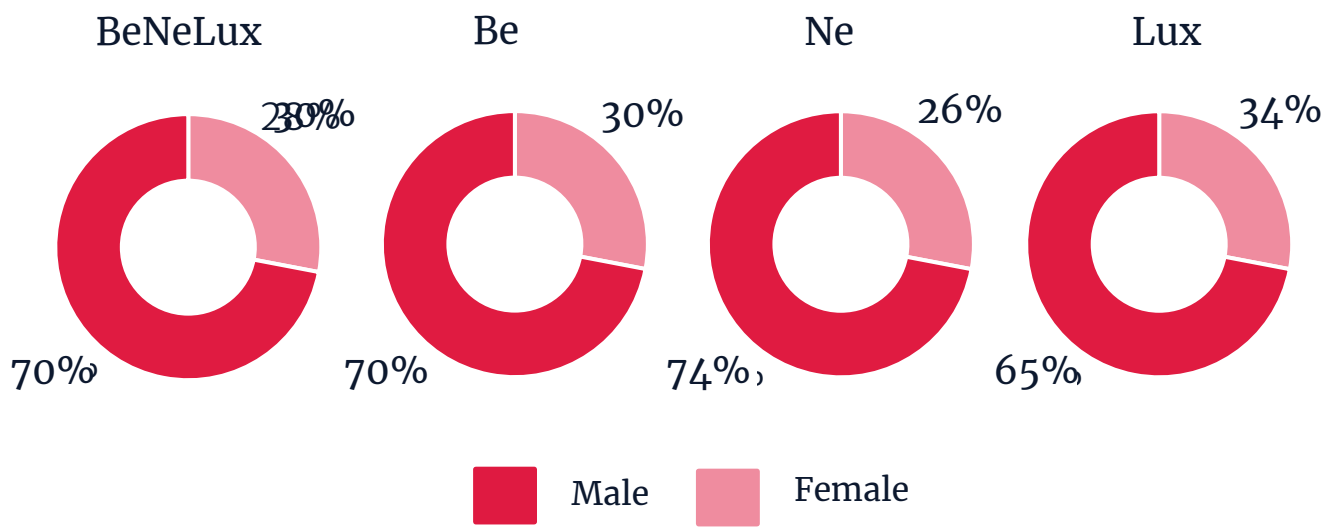
Language preference

BeNeLux	Dutch	English
Belgium	Dutch	French
Netherlands	Dutch	English
Luxembourg	English	French

18-24	9%
25-34	25%
35-44	12%
45-54	19%
55-64	19%
65+	18%

Average age = 47,81 yrs (median age = 46,9 yrs)

Gender BeNeLux



Audience Profile & Reach

18,600

Total subscribers BeNeLux

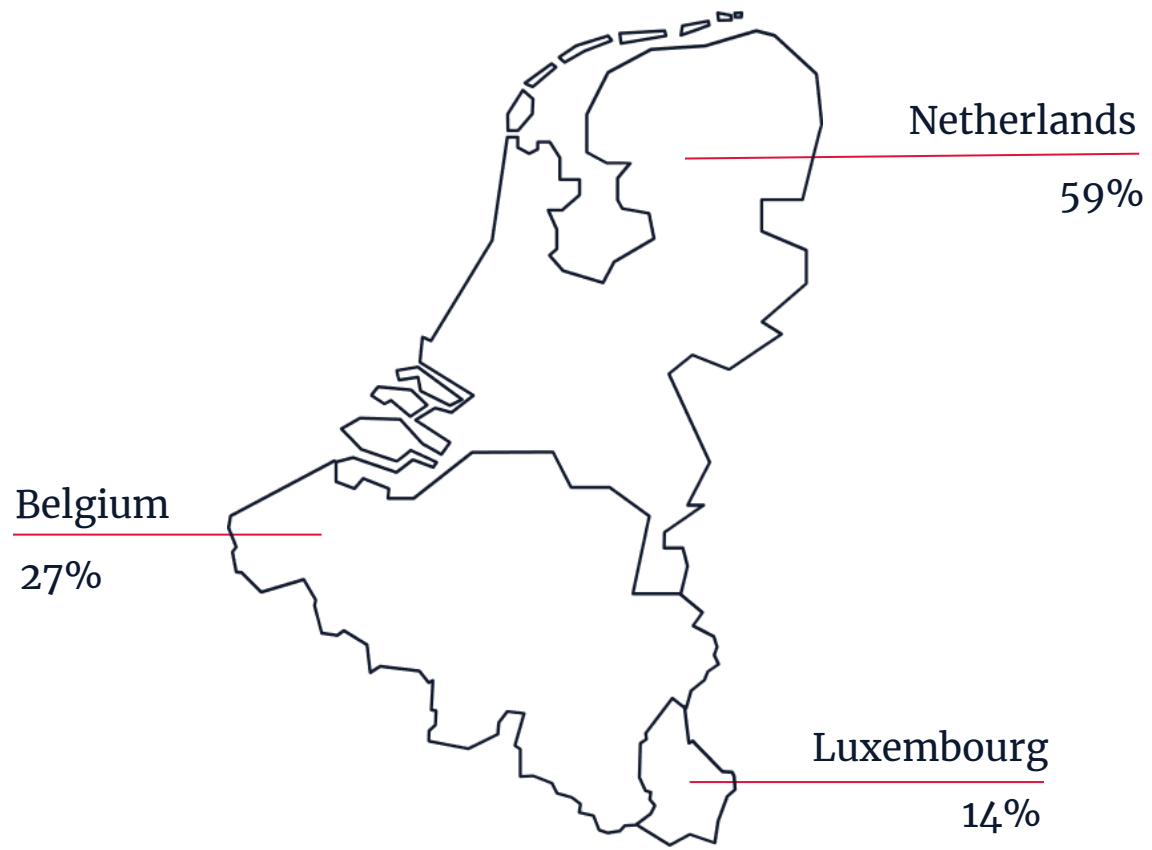
Number of subscriptions
with access to:

Belgium	+9,200
Netherlands	+10,000
Luxembourg	+6,500



10,000 Subscribers

Daily Editorial Update newsletter



Audience Profile & Reach

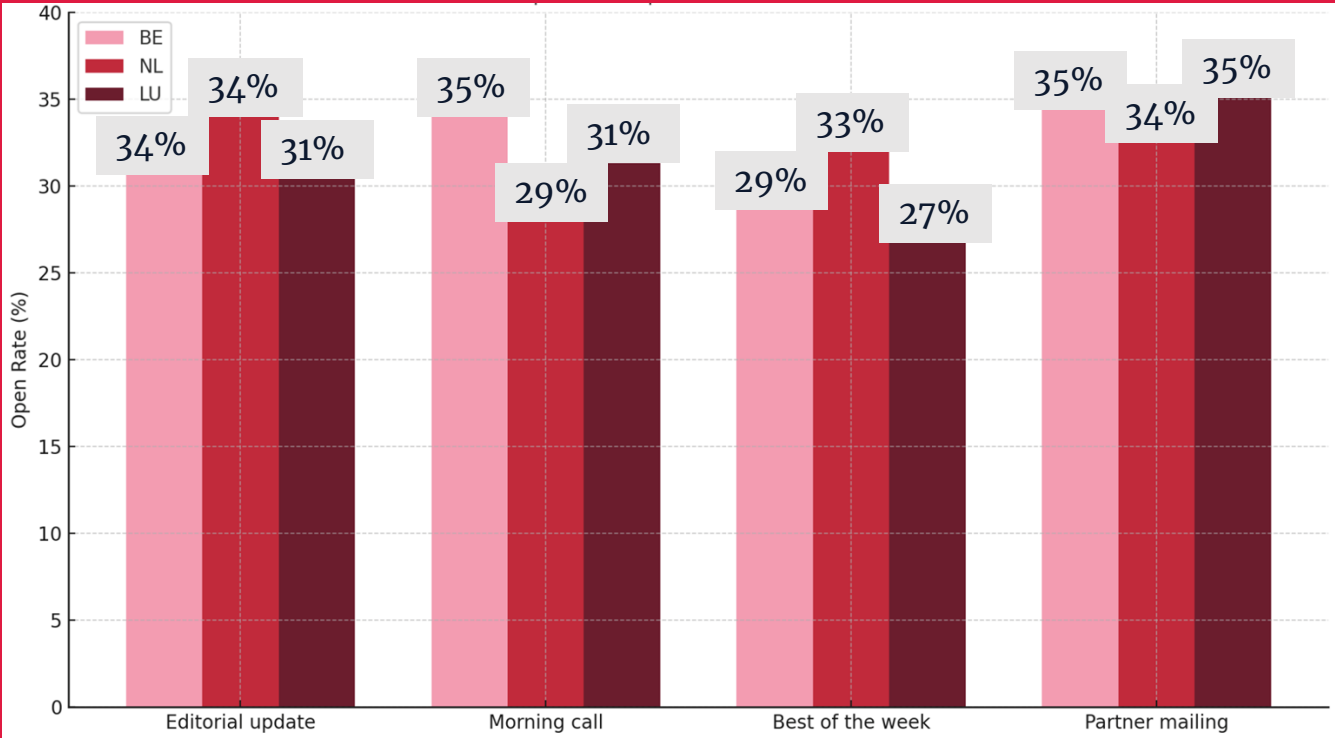
10,800 subscribers

BeNeLux

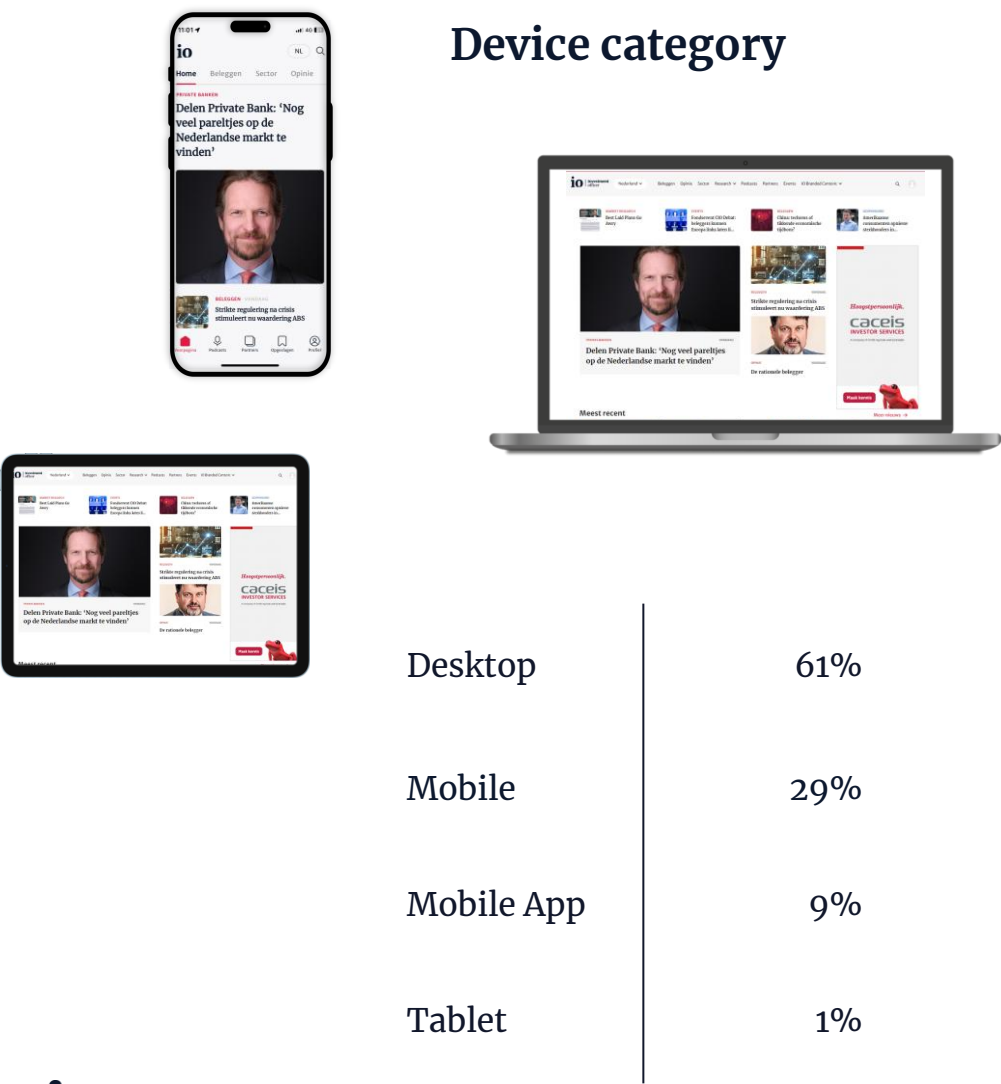
EDM Partner mailing



Newsletter	Frequency	Be	Ne	Lux
Morning call: Research	Daily	2,600	5,000	1,400
Editorial update	Daily	2,700	6,300	1,400
Best of the week	Weekly	3,400	7,700	1,600
EDM Partner mailing	2 x Weekly	3,100	6,100	1,600



Audience Profile & Reach



				
	Impressions p/month	Total users p/month	Pageviews p/month	Pageviews p/user
BeNeLux	285,700	37,100	111,700	3,3
Belgium	48,600	3,600	21,000	5,8
Netherlands	200,000	16,000	59,200	3,7
Luxembourg	21,600	2,900	9,600	3,3
App (BeNeLux)	15,500	14,600	21,900	1,5

NOTE: The measurability of website performance in the BeNeLux has changed in the LY due to introduction of our App.

Audience Profile & Reach



1,700
Podcast downloads
2025/H1

73%
Mobile (web + app)
downloads

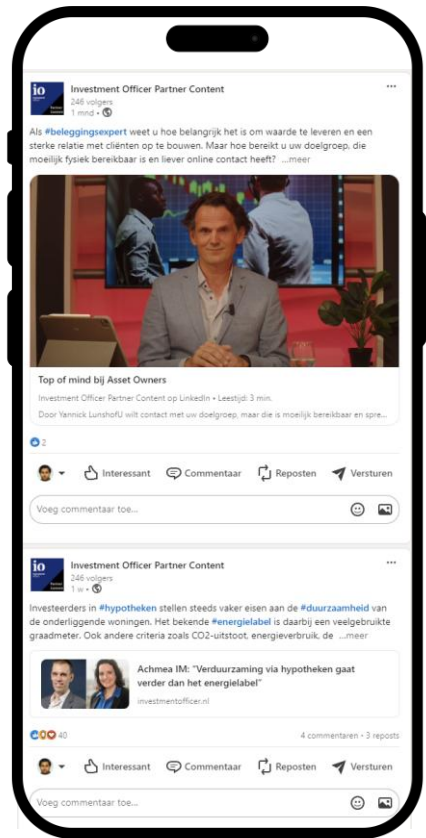


1,850
Active app users
p/month

BeNeLux	App users
Belgium	16%
Netherlands	82%
Luxembourg	2%



Audience Profile & Reach



	2024	2025	Growth
Belgium	1,689	2,262	34%
Netherlands	3,145	3,643	16%
Luxembourg	4,098	4,813	17%
Partner Content	246	365	48%

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