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On top of its exclusive portfolio of German and Austrian websites, businessAD offer you access to other European media markets.

Please check with your responsible businessAD Key Account Manager which portals we can offer and request an individual proposal.

This presentation is just a short overview of key business & financial portals in a particular market.

We look forward to hearing from you.
The Netherlands is home to a wealth of independent financial and business websites

**Media Market Netherlands**

- Area in km²: 41,543
- Population: 17,30 (2019, CBS)
- Private households: 7,857,914
- Gross domestic product GDP: 733 bn € (2017)
- GDP per capita in €: 42,926
- Unemployment rate: 3.3%
- Inflation rate: 2.7%
- TV Households: 7.7 Mio.
- Internet Households (Broadband): 98%
- Number of dailies: ca. 28
  - of which national: ca. 10
- Number of magazines: ca. 1,100
  - of which professional media: ca. 100
- Advertising expenditure online: 1,974 m € (54% of total)
Dutch Business & Financial Portals at a Glance
International Trading Channel | Netherlands

- Private investors
- Institutional investors
- Business decision-makers
- High HHNI
- Tax advisors
- Business Travellers

Page Impressions
73 MIO.

Visits
n/a

Unique Visitors
7 MIO: