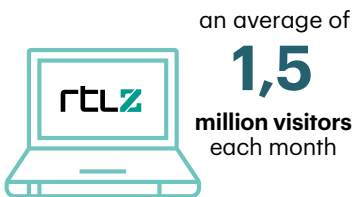
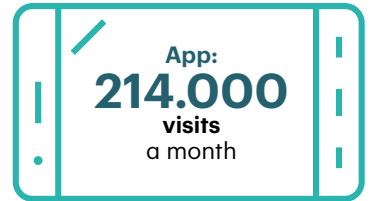
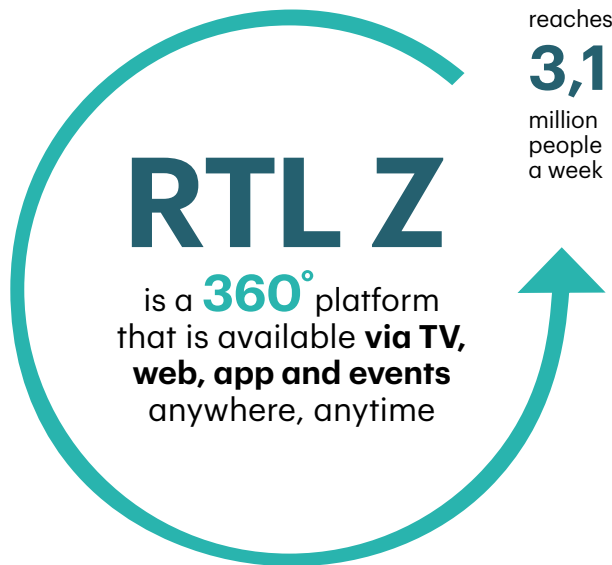


The number 1 Dutch business brand

Brings news, background information and inspiration for entrepreneurial people (25-59 yrs).



35%

of the group that knows RTL Z, occasionally visits an online seminar of RTL Z

Brand reach RTL Z among decision makers is

32%

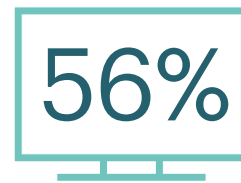


Brand awareness is

91%

27%

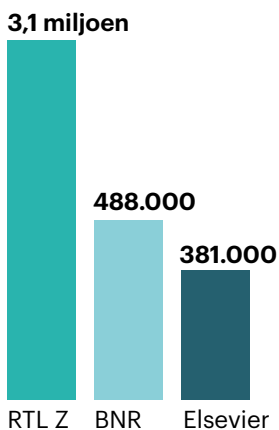
of the group that knows RTL Z, occasionally visits an event of RTL Z



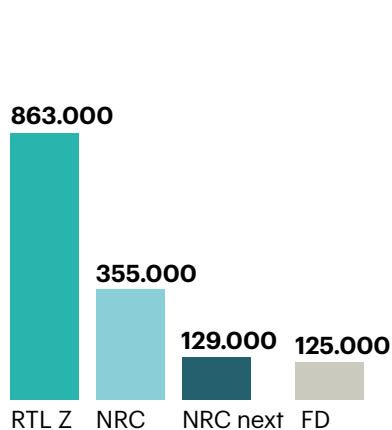
of the group that knows RTL Z **watches at least once a week** (TV channel)

Reach RTL Z in comparison to other business media

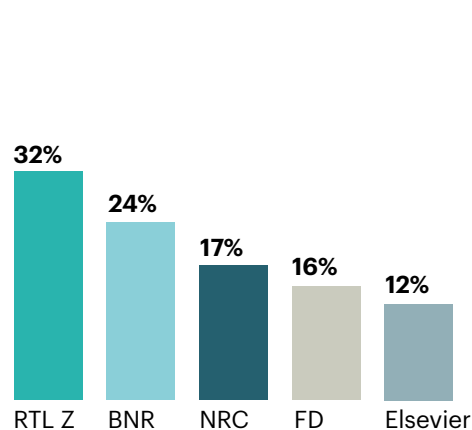
Weekly reach



Daily reach



Reach among decision makers



Brand reach of RTL Z is particularly high among decision makers at:

companies with 500+ employees

50%

companies with 200-499 employees

48%

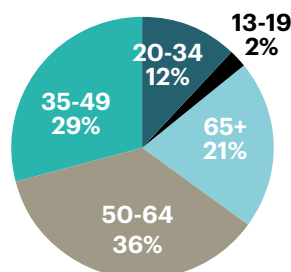
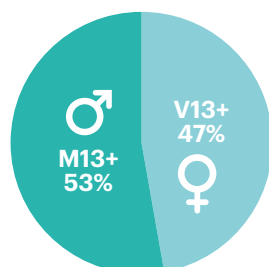
corporate market with 100+ employees

44%

Profile RTL Z

RTL Z is up-to-date, qualitative, reliable and curious.

RTL Z is the business network of the Netherlands.



38%



AB1 13+

32%

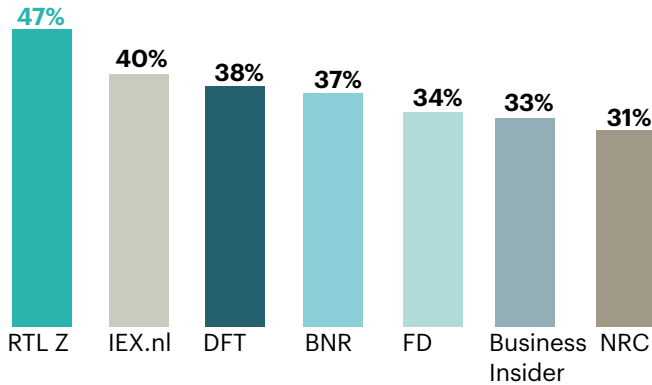


Decision maker in business

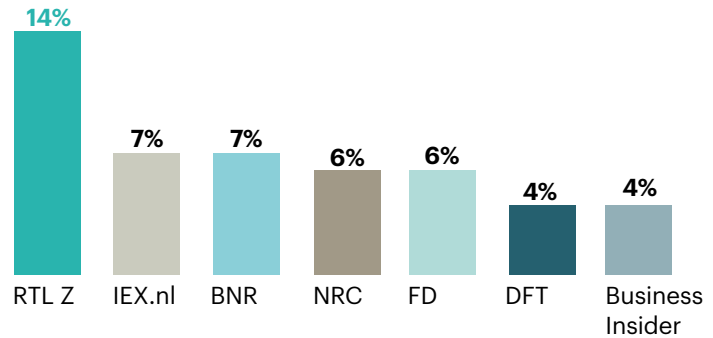
Use and preference



47% regularly uses RTL Z as business news brand

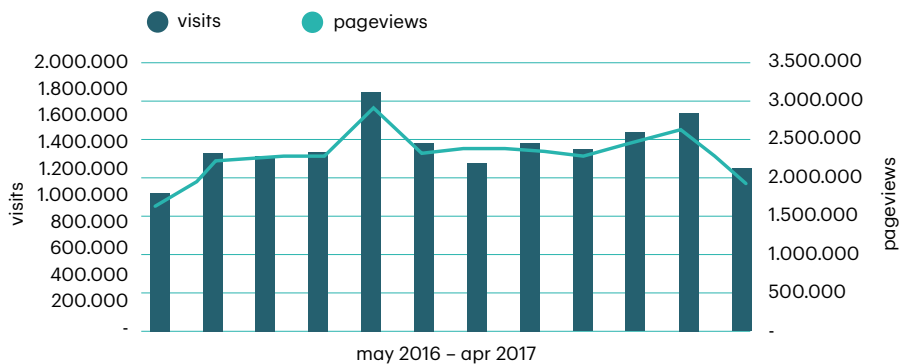


has preference for RTL Z as business news brand.



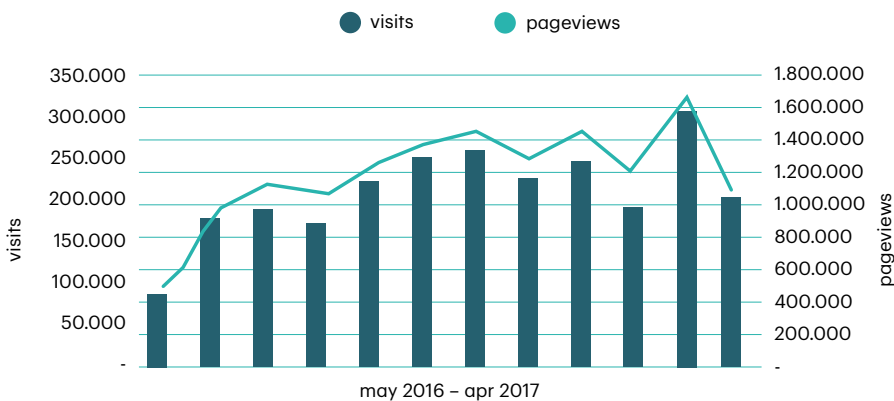
RTL Z Online

47% of the group that knows RTL Z, visits the website several times a month



An average of **1.4 million visitors** a month
An average duration of **4 minutes and 43 seconds** per visit

RTL Z App



30% of the group that knows RTL Z, uses the app several times a month

An average of **214.000 visits** a month
An average of **5.7 pages** per visit

An average of **1.2 million pageviews** a month
An average duration of **3 minutes and 18 seconds** in-app