

Podcasts

NRC podcasts are posted on a regular basis. For instance, NRC Vandaag is posted every weekday and covers the story of the day. Every Wednesday, NRC Onbehaarde Apen informs listeners about the latest developments in science, and every Saturday morning, NRC Haagse Zaken covers the latest in politics. Then every Friday, lovers of all things literature can indulge in their favourite pastime with the NRC Tussen de Regels (Between the Lines) podcast. At varying times throughout the year, listeners can look forward to several exciting shows, such as NRC Cocainekoorts (Cocaine Fever), the Coup van Qatar (The Qatar Coup), and the weekly 'Het Uur' (The Hour) podcast with Pieter van der Wielen takes listeners on an informative journey with NRC's in-depth investigative journalism.

Purchase based on CPM - all podcasts

Type of advert	Content	Price (€)
Pre-rolls	Cost per 1,000 impressions	35

NRC packages

Packages	Content	Price (€)
Package 1	Pre-rolls – 125,000 impressions	4,000
Package 2	Pre-rolls – 250,000 impressions	7,500
Package 3	Pre-rolls – 500,000 impressions	13,500

Branded podcasts

Type of advert	Content	Price (€)
Branded podcasts	Podcasts fully custom-made by NRC branded content	On request