

Print advertising opportunities

NRC Doordeweeks & NRC Weekend

NRC Doordeweeks: Monday-Friday

NRC Weekend: Saturday

Proportion	Format wxh (in mm)	Prices (€)	
		NRC Doordeweeks	NRC Weekend
2/1	550 x 398	50,300	62,400
1/1	266 x 398	31,400	39,000
1/2	266 x 190	19,500	24,200
3/7	266 x 166	17,200	21,300
2/5	104 x 375	15,800	19,700
2/7	158 x 190 / 266 x 118	12,000	14,900
1/4	158 x 166 / 212 x 118 / 104 x 238 / 266 x 94	10,000	12,400
1/5	158 x 118	7,600	9,400
1/6	104 x 166 / 266 x 70	7,000	8,800
1/8	104 x 118 / 266 x 46	5,100	6,200
1/9	158 x 70 / 266 x 40	4,500	5,600
1/10	104 x 94	4,000	4,900
1/14	104 x 70 / 158 x 46	3,000	3,700
1/20	104 x 46 / 50 x 94	2,000	2,500
1/25	104 x 40	1,700	2,100
1/27	50 x 70	1,500	1,850
1/32	104 x 30	1,300	1,600
1/40	50 x 50	1,000	1,300

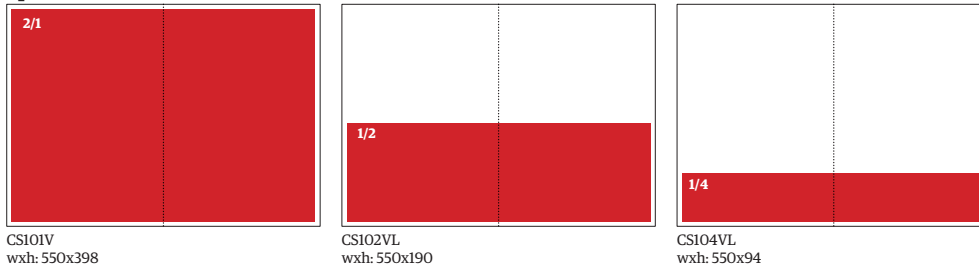
Premium formats: NRC Doordeweeks & NRC Weekend

Proportion	Format wxh (in mm)	Prices (€)	
		NRC Doordeweeks	NRC Weekend
1/2 spread landscape	550x190	37,500	46,500
1/4 spread landscape	550x94	20,200	25,100
Cover wrap	Price on request: +31 (0)20 755 3053 or sales@nrc.nl		
Supplement			
Insert			

Format visuals



Spreads



- V** Full height and width
- VL** Landscape
- VS** Portrait
- L** Landscape
- BL** Block landscape
- B** Block
- BS** Block portrait
- S** Portrait

Positions

You can reserve advertising positions on a specific page in the front pages of the newspaper or in a specific section or editorial medium. You pay a factor for a guaranteed position. Other positions are possible by agreement.

Example of applied factor:

For a 1/25th advert on the front page of NRC Weekend.
Price for size € 2,100 x factor 4 = € 8,400

Position	Factor
Front page	4
Page 2 or 3	3
Pages 4 - 15	2
Front page of section	2
Back page of section	2
Other guaranteed position	1.2