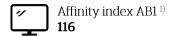
## **Visitors of NRC.nl**

NRC.nl reaches monthly over 2,9 million Dutch. <sup>1)</sup> 60% of this group belongs to the highest social class (ABI). With an affinity index of 116 is NRC.nl a very efficient way to reach that target audience. NRC.nl has a growing group of paying consumers who take care of longer dwell time and higher engagement. Newsletters and social media are used to increase the digital reach of NRC.

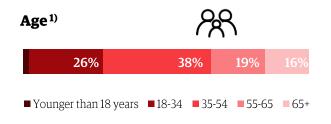








#### **Profile of visitors**



Education 1)



48%

Of all visitors of NRC.nl is highly educated (index 127)

# **Digital advertising at NRC**



Highly engaged reader



Average time on page is over **4,5 minutes** 3)



Ads are only shown and count when they are **really on screen** 



Viewability rate of **75%** 



### **Newsletters**

**260.000** unique newsletter subscribers<sup>2)</sup>

14 different newsletters 2)

Each with a different theme

Highly engaged 2)

High open rates and longer time on site

### **Contact**

For questions or more information, you can reach out to key accountmanager Gertjan Dijkhuizen via <a href="mailto:g.dijkhuizen@nrc.nl">g.dijkhuizen@nrc.nl</a> or +31 6 53 46 10 96

Source: 1) NPMM 2022-III 2)Own figures, 3) Google Analytics.

nrc)

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