

# 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.



Pageviews per month <sup>1)</sup>  
**43 million**



Affinity index ABI <sup>1)</sup>  
**116**



Unique subscribers to newsletters <sup>2)</sup>  
**264.000**

## Profile of visitors

Age <sup>1)</sup>



■ Younger than 18 years ■ 18-34 ■ 35-54 ■ 55-65 ■ 65+

Education <sup>1)</sup>



**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** <sup>3)</sup>



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** <sup>2)</sup>  
Each with a different theme

**Highly engaged** <sup>2)</sup>  
High open rates and longer time on site

## Contact

For questions or more information, you can reach out to key accountmanager Gertjan Dijkhuizen via [g.dijkhuizen@nrc.nl](mailto:g.dijkhuizen@nrc.nl) or +31 6 53 46 10 96

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