



# Media Kit 2023



NRC Doordeweeks • NRC Weekend • NRC Magazine • NRC De Week • nrc.nl • NRC podcasts

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## Advertising questions

For questions about advertising with NRC, please contact our Sales department on **+31 (0)20 755 3053** or at **sales@nrc.nl**

# Print advertising opportunities

## NRC Doordeweeks & NRC Weekend

**NRC Doordeweeks:** Monday-Friday

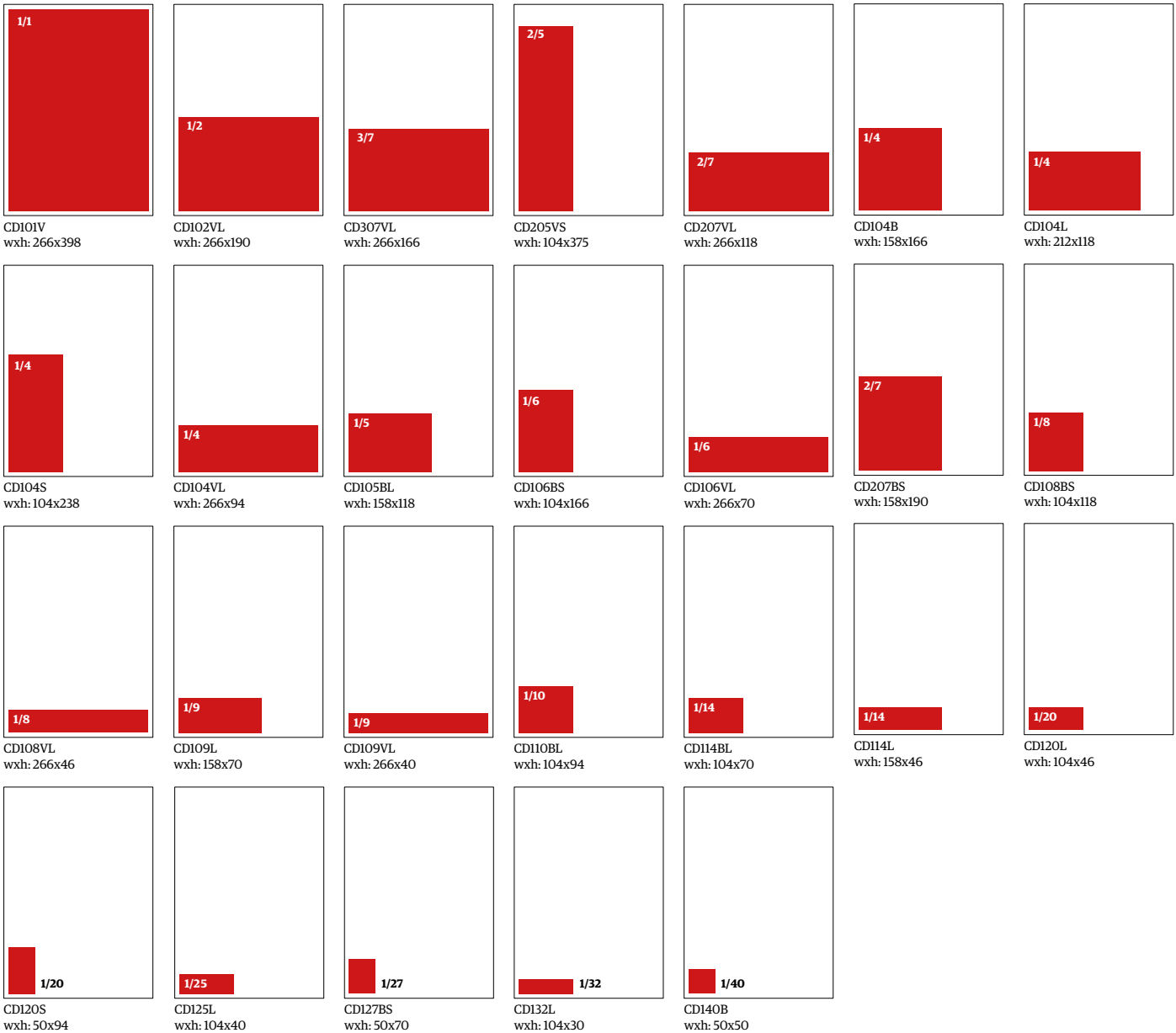
**NRC Weekend:** Saturday

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

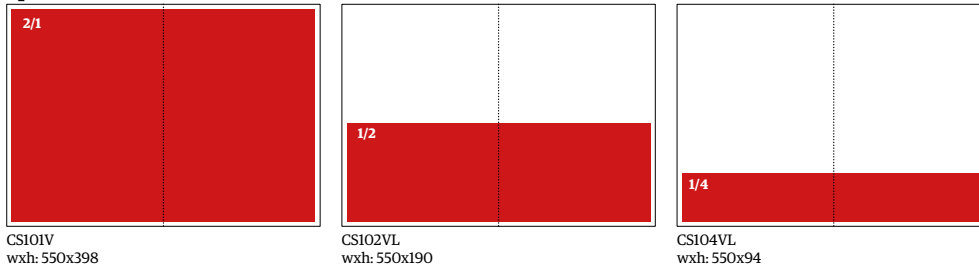
## Premium formats: NRC Doordeweeks & NRC Weekend

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 1/25<sup>th</sup> 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

# Regular reservation deadlines

Below are the regular reservation deadlines for NRC Doordeweeks, NRC Weekend and all sections.

Product	Publication	Reservation deadline	Deadline for materials
<b>Nieuws Doordeweeks</b>	Monday	Friday 12 p.m.	Friday 3 p.m.
	Tuesday	Monday 12 p.m.	Monday 3 p.m.
	Wednesday	Tuesday 12 p.m.	Tuesday 3 p.m.
	Thursday	Wednesday 12 p.m.	Wednesday 3 p.m.
	Friday	Thursday 12 p.m.	Thursday 3 p.m.
<b>NRC Weekend news and weekly overview</b>	Saturday	Thursday 12 p.m.	Thursday 5 p.m.

## Sections

Product	Publication	Reservation deadline	Deadline for materials
<b>Economy/Sports</b>	Monday	Friday 12 p.m.	Friday 3 p.m.
	Tuesday	Monday 12 p.m.	Monday 3 p.m.
	Wednesday	Tuesday 12 p.m.	Tuesday 3 p.m.
	Thursday	Wednesday 12 p.m.	Wednesday 3 p.m.
	Friday	Thursday 12 p.m.	Thursday 3 p.m.
	Saturday	Thursday 12 p.m.	Thursday 5 p.m.
<b>Economy/Career</b>	Tuesday	Monday 12 p.m.	Monday 2 p.m.
	Wednesday	Tuesday 12 p.m.	Tuesday 2 p.m.
	Thursday	Wednesday 12 p.m.	Wednesday 2 p.m.
	Friday	Thursday 12 p.m.	Thursday 2 p.m.
	Saturday	Thursday 12 p.m.	Thursday 3 p.m.
<b>Culture (Life)</b>	Monday	Thursday 12 p.m.	Friday 3 p.m.
<b>Culture (Media)</b>	Tuesday	Thursday 3 p.m.	Monday 3 p.m.
<b>Culture (Film)</b>	Wednesday	Friday 12 p.m.	Tuesday 3 p.m.
<b>Culture Cultural Supplement</b>	Thursday	Monday 12 p.m.	Tuesday 3 p.m.
<b>Culture (Books)</b>	Friday	Monday 12 p.m.	Thursday 3 p.m.
<b>Science</b>	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.
<b>Opinion &amp; Debate</b>	Saturday	Thursday 12 p.m.	Thursday 5 p.m.
<b>Life</b>	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.
<b>Real Estate</b>	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.

# Art and Culture

In addition to regular advertising formats and opportunities, there are several additional opportunities available for the various cultural sections during the week, namely the Art Ladder, Book Ladder and Performing Arts.

## ***Art Ladder in Culture - Cultural Supplement***

The Art Ladder is published every Thursday in the Culture - Cultural Supplement section.

**Reservation deadline:** Monday 12 p.m.

**Submission deadline:**

Tuesday 3 p.m.

## ***Performing Arts in Culture - Cultural Supplement***

The Performing Arts page in the Culture - Cultural Supplement section is published every Thursday.

NRC Media designs the layout for the Performing Arts page. You can submit the copy and visuals to [traffic@nrc.nl](mailto:traffic@nrc.nl).

**Reservation deadline:** Monday 12 p.m.

**Submission deadline:**

Tuesday 3 p.m.

## ***Book Ladder in Culture - Books***

The Book Ladder is published every Friday in the culture section - Books.

**Reservation deadline:** Monday 12 p.m.

**Submission deadline:**

Thursday 3 p.m.

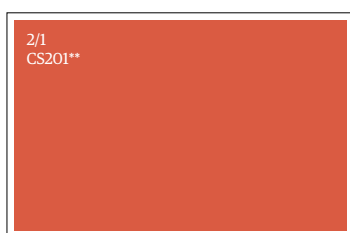
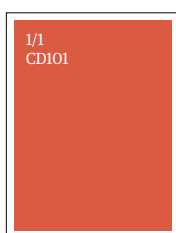
Art Ladder and Book Ladder	Format wxh (in mm)	Proportion	Price (€) NRC Doordeweeks
ART-350	50 x 350	1/5	3,100
ART-300	50 x 300	1/6	2,800
ART-250	50 x 250	1/8	2,300
ART-200	50 x 200	1/10	1,900
ART-150	50 x 150	4/53	1,400
ART-100	50 x 100	1/20	950
ART-75	50 x 75	2/53	700
ART-50	50 x 50	1/40	500

Performing Arts	Format wxh (in mm)	Price (€) NRC Doordeweeks
1/4 page	130x170	1,950
1/2 page	266x170	2,300

# NRC Magazine

**NRC Magazine is published** ten times a year on Saturday with NRC Weekend.

No.	Month	Theme	Publication	Reservation	Materials
#15	February	Pets	Saturday, 4 February 2023	Monday, 16 January 2023	Friday, 20 January 2023
#16	March	Lifestyle & Fashion	Saturday, 4 March 2023	Monday, 13 February 2023	Friday, 17 February 2023
#17	April	Design	Saturday, 1 April 2023	Monday, 13 March 2023	Friday, 17 March 2023
#18	May	Fragrance	Saturday, 6 May 2023	Monday, 17 April 2023	Friday, 21 April 2023
#19	June		Saturday, 3 June 2023	Monday, 15 May 2023	Friday, 19 May 2023
#20	July	Literature	Saturday, 1 July 2023	12 June 2023	16 June 2023
#21	September	Lifestyle & Fashion	Saturday, 2 September 2023	Monday, 14 August 2023	Friday, 18 August 2023
#22	October	Design	07 October 2023	18 September 2023	22 September 2023
#23	November	Beauty	Saturday, 4 November 2023	Monday, 16 October 2023	Friday, 20 October 2023
#24	December	Holidays	Saturday, 2 December 2023	Monday, 13 November 2023	Friday, 17 November 2023



## Materials

Submission of materials as certified PDF in CMYK.  
 The colour profile is: PSO\_MFC\_Paper\_eci.icc.  
 Adobe PDF preset: MagazineAds\_1v4.joboptions  
 Adverts can be submitted by e-mail to: [traffic@nrc.nl](mailto:traffic@nrc.nl)

Code	Format wxh (in mm)	Proportion	Price (€)
CS201**	440x285*	2/1	40,000
CD101	220x285*	1/1	23,000

*\*Submission of materials with 3mm on all sides, without crop marks. \*\*2/1 page as one certified PDF file.*

# Classified advertisements

Proposition	Price (€) Monday - Friday	Price (€) Saturday
Excluding design <sup>1)</sup>	43.18	46.50
Extra per millimetre <sup>2)</sup>	4.30	4.65
Including design <sup>3)</sup>	62.80	67.50
Extra per millimetre <sup>2)</sup>	6.28	6.76
In colour based on own layout <sup>4)</sup>	9.42	10.14

1) The advert will be positioned in a compact format spanning a single column (38mm) subject to a minimum of three lines (approx. 10mm), in a default 8-point font.

2) One line of approx. 26 characters is 3mm.

3) The minimum size of your advert, including copy and design and/or photo/logo, is 10mm. You will receive a quote and proof.

4) The colour advert must be submitted in ready-to-print format and will be positioned across a single column (38mm) or two columns (78mm). Price is based on millimetres per column.

## NRC Vastgoed

The **NRC Huizen** section is created specifically for consumer and business advertisers in the real estate sector. It is published every Saturday in NRC Weekend.

If you are interested in selling your home or you are a real estate agent looking to list a property, please contact us on +31 (0)10 436 91 24, or at [info@zadkinemedia.nl](mailto:info@zadkinemedia.nl), or through [zadkinemedia.nl](http://zadkinemedia.nl)

NRC Huizen	Format wxh (in mm)	Publication	Reservation deadline	Deadline for materials	Price (€)
1/1 page	266x352	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	5,516
1/2 page	266x174	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	2,750
1/4 page	266x85	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	1,379
1/8 page	131x85	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	849

## NRC De Week

**NRC De Week is published** every Monday for NRC readers living abroad. The date and time of delivery depends on the country and place where the newspaper is to be delivered.

Proportion	Format wxh (in mm)	Price (€)
2/1	550 x 398	3,000
1/1	266 x 398	1,850
1/2	266 x 190	1,150



# Family notices

## You can publish family notices in NRC Doordeweeks and NRC Weekend every day.

Family notices include birth and wedding announcements, obituaries, in memoriam notices and acknowledgements. You also have the option

to publish notices announcing milestone events such as births, weddings, engagements, Valentine's Day messages, birthdays, anniversaries, and congratulations on special occasions and accomplishments such as obtaining a driving licence, diploma, work promotion, retirement, and holidays such as Mother's Day and Father's Day.

We do not charge a higher price for family notices published in colour.

## Reservations and submissions

You can submit announcements of births, weddings, obituaries, in memoriam notices, acknowledgements or special celebratory occasions online to [nrcadverteren.nl/familieberichten](http://nrcadverteren.nl/familieberichten)

Alternatively, you can contact the Family Notices department by phone on +31 (0)20 755 3052, or by e-mail at [familieberichten@nrc.nl](mailto:familieberichten@nrc.nl)  
The Family Notices department is available by phone Monday to Friday from 8:30 a.m. to 5:00 p.m.

Day	Publication	Deadline	Price including VAT (€)	Price excluding VAT (€)
Monday to Saturday	Monday to Saturday	By 3: p.m. on the day before publication	6.95 per mm per column	5.74 per mm per column

# Financial notices

## You can submit your financial notices for

### publication in NRC Doordeweeks and NRC Weekend every day.

including merger announcements, details on shareholder meetings, writs, foreclosures or receiverships. Financial notices are published on a page divided into six columns. The width of the columns sections is fixed, and you pay a fixed price per mm per column.

Day	Deadline	Price including VAT (€)	Price excluding VAT (€)
Monday to Friday	By 3:00 p.m. on the day before	7.87 per mm per column	6.50 per mm per column
Saturday	By 3:00 p.m. on the day before	10.29 per mm per column	8.50 per mm per column

*Financial notices are published on the Family Notices page. If you would like to place your financial notice elsewhere in the newspaper, e.g. in the Economy section, we recommend placing a repeat advert on one of our editorial pages.*

# NRC Carrière

## Print placement package including combination with online job advert

Your advert will be published on a cluster page in the NRC Weekend Economy section, combined with publication in the Economy section of NRC Doordeweeks (Tuesday to Friday).

	Format wxh (in mm)	Price (€) fro Cluster advert
1/1	266 x 398	39,000
1/2	266 x 190 / 130 x 382	24,200
3/8	266 x 142 / 130 x 286	18,400
3/10	130 x 238	15,200
1/4	130 x 190 / 266 x 94	12,400
2/11	130 x 142	9,200
1/8	130 x 94	6,200

You can also publish your job advert online for a period of 60 days on [nrc.nl/carriere](http://nrc.nl/carriere). Once the job advert has been posted online, it will be featured in the ladder listings, including a full-colour corporate logo, in NRC Weekend.

## Online job advert

60-day period	Price (€)	Per job advert (€)
1 job advert		399
Package 5	1,875	375
Package 10	3,500	350

## Job advert placement including booster package

Type of advert	Proportion	Number of banner impressions	Price (€)
1/8 <sup>th</sup> cluster page in NRC Doordeweeks including online boost with banners	1/8	50,000	4,250
Online job advert placement including boost with banners		100,000	2,250

## Upgrade and expansion options

Type of advert	Period	Price (€)
Top job advert (upgrade)	60 days	249

Type of advert	Period	Price (€)
Slim Leven newsletter	1 day	2,500
Advertorial <a href="http://nrc.nl/carriere">nrc.nl/carriere</a>	1 week	2,500

# Advertising on nrc.nl

The extensive product portfolio of Mediahuis NRC provides various digital advertising opportunities as listed in the table below.

Digital product	Pixel format	Price (€) per 1,000 impressions
Leaderboard	728 x 90	30
Billboard	970 x 250	30
Rectangle	300 x 250 / 336 x 280	30
HalfPage	300 x 600 / 336 x 600	30
DevilAd	336 x 1170	30
Video/Outstream (Article/Mobile)	640 x 360 / 640 x 480	30

Digital product		Price (€) per day
First Page Takeover	On request	15,000
Homepage Takeover	On request	6,000
Newsletter (600x230)	Per day (all newsletters)*	2,500
	Per newsletter	On request

\*= "Per day", we only guarantee the top position in the NRC 5 om 5 and the Vandaag newsletters (together accounting for over 440,000 newsletters, of which 200,000 unique users)

## Branded content

Type of advert	Start-up costs* (€)	Production costs of writing/editing (€)	Production costs of banners per format (€)	Booster package (€)
Advertorial	2,500	500 - 1,500	500	Price card
Brand page	3,000	n/a	500	Price card
Customisation		On request		









\*= The creation of an advertorial environment, periodic reports, the advertorial will stay online for three months and the option to include links that land directly on the desired page and the implementation of click trackers.

## Targeting

There are no targeting options available within current campaigns at NRC. That is why all campaigns will be served Run-of-Site on nrc.nl..

Mediahuis NRC has a strict privacy policy (read on: [www.nrc.nl/privacy](http://www.nrc.nl/privacy)). As a result, we must check all banner materials for tracking cookies prior to each campaign. This includes the use of Google's DoubleClick, for example, whereby all tracking options must be disabled in the system on the buyer side so that no data is shared with Google. Cookies that measure performance, for example, are no problem.

# Visuals and specifications

Digital product	Visuals	Pixel format	Specifications
Leaderboard		728 x 90	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
Billboard		970 x 250	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
Rectangle Desktop / Mobile		300 x 250 / 336 x 280	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
HalfPage		300 x 600 / 336 x 600	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
DevilAd		336 x 1170	Specs available on request via <a href="mailto:onlinetraffic@nrc.nl">onlinetraffic@nrc.nl</a>
Video Outstream Article / Mobile		16:9 (640x360) 4:3 (640x480)	Max. 30 sec., HD 720P maximum, 5 MB maximum. Submission via VAST tag. Submission via MP4 on request.
First Page Takeover / Homepage Takeover		On request	Specs available on request via <a href="mailto:onlinetraffic@nrc.nl">onlinetraffic@nrc.nl</a>
Newsletter		600 x 230	Max. 100 kb/.png/.jpg/.gif (commonly used image files).

# 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



# Personalised advice and inspiration

We look forward to inspiring and informing you, so you can discover the opportunities offered by NRC Media. Call or email us for an appointment.

We will provide you with advice that is tailored to your unique needs.



**Call or email us**  
+31 (0)20 755 3053 sales@  
nrc.nl >