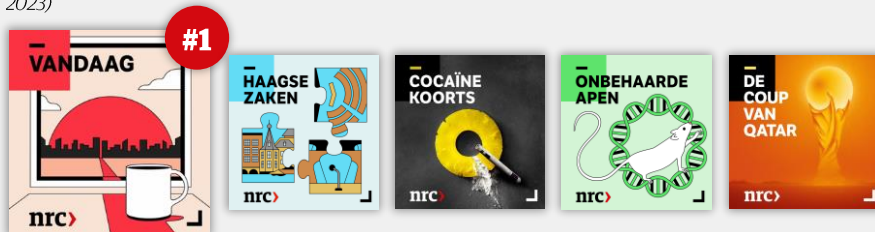


# Trust Makes the Difference

## The power of pre-roll advertising

NRC audio and print have been available for consumption for over five years. The NRC Vandaag podcast has been the most popular daily journalistic news podcast since its debut, and other titles such as Haagse Zaken (a political podcast that breaks down the latest political news coming out of The Hague) and Onbehaarde Apen (a podcast featuring the most diverse scientific topics) continue to grow in terms of weekly listens. A pre-roll for an NRC podcast reaches listeners several times a week, and research shows that contact frequency is crucial for effectiveness\*. Because of this high contact frequency, a pre-roll campaign with NRC can make significant contributions to the results of a campaign in a short period of time.

\* Source: NRC Podcast Effect Monitor, Research into the power of pre-roll advertising for the NRC podcasts (2021-2023)



## XTR branded podcast: Stories that enlighten you

NRC branded content develops unique, relevant and meaningful content and translates NRC's quality, trustworthiness and expertise to stories that enlighten you. Branded podcasts offer an opportunity to discuss high-profile and in-depth topics that resonate with the customers' target audiences. On-demand and directly into the listener's ears. Always with respect for the listener and based on the customers' objectives.

## PodWave

Increase your campaign's reach with PodWave. PodWave was launched in 2018 by leading digital audio ad serving company AdsWizz. The vast network, with some nine million advertising positions, represents over ten thousand international podcasts. Podcast publishers such as Spreaker, Audioboom and Adelicious are part of this network.

NRC offers different packages through PodWave that are aimed at different target audiences.



### NRC target audience

Highly educated  
Affluent  
Age: 25-45



### Labour market

Job seekers  
Highly educated  
Age: 18+



### Sustainability

Context: Sustainability



### Business/entrepreneurs

Small/medium business owners  
C-level  
Business content



# The podcast listener

## Engaged listeners

While relatively new in the media landscape, podcasts enjoy great popularity among consumers. Over half of the 4 million Dutch consumers of NRC listen to podcasts, which are available on a host of different channels, such as Spotify, Apple Podcasts, and Stitcher. Additionally, the podcasts can also be listened to on our NRC Audio app.

As an advertiser, you have the opportunity to connect your brand with a diverse community of listeners looking for high-quality content and in-depth information.

# 47%

of the Dutch population  
**listen to podcasts**

(7%-plus increase from 2019)

## 60%

of the 4 million Dutch consumers (18+) reached by NRC every month  
**listen to podcasts**

## 91%

of listeners of NRC podcasts  
**listen to the entire pre-roll**

## 46%

of regular listeners of NRC podcasts are  
**younger than 35**

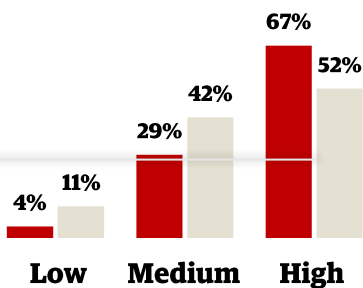
## Engaged decision-makers and policymakers

Our podcasts are geared towards an entirely new target audience; a relatively young target audience that always has us close at hand (on their mobile phones), takes us with them wherever they go, and listens to our podcasts whenever it suits them. NRC podcast listeners are more likely to be highly selective among the AB1 and highly-educated demographic.

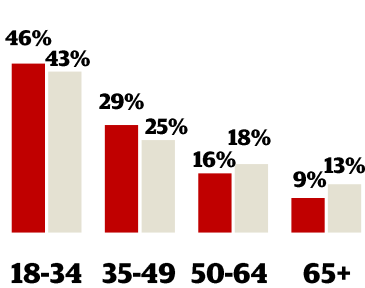
### ■ NRC podcast listener

### ■ Average podcast listener

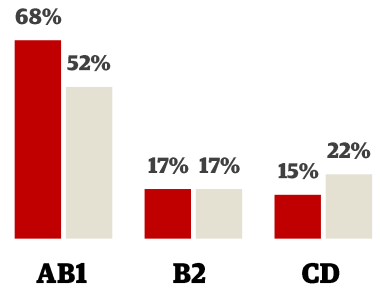
#### Education



#### Age



#### Social class



## The power of podcasting

**Intimate and personal**



**Strong bond with medium (fans)**



**Niche content**



**High tolerance for advertising**



**Full attention without noise**



**On-demand: always at the right time**

