

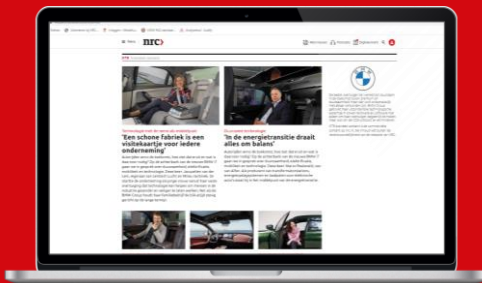
NRC branded content

Stories that enlighten you

NRC's branded content team develops unique, relevant and meaningful content that is consistent with NRC's standards of high-quality journalism. Together with the best concept developers, journalists and designers, we create stories that allow you, as an advertiser, to make an impact on the affluent and decision-making readers. Reach your target audience within the NRC environment with effective content that informs, inspires and engages.

A solution for every issue

Whatever communication issue you may have, our team is ready to work with you to find the solution that best meets your needs. We will deconstruct the issue and curate the right type of branded content. In a detailed proposal, we will inform you about NRC's various platforms and how they can be used to promote your business.



XTR



Advertorial



Brand page

XTR branded content

Under our label, XTR branded content, we offer in-depth content campaigns with a journalistic angle. Our branded content team creates compelling stories within an overarching theme, which fit seamlessly with the customer's branding and image objectives.

Advertorials

If your message revolves around a specific product or service, we offer the option to publish an advertorial or a series of advertorials. Both online and in the newspaper (print and digital). Depending on the exact objectives, we offer two types of advertorials. One is a regular advertorial page on nrc.nl, the other is a personalised brand page with a strong focus on the visual aspect.

Quality View for quality reach

As per our definition, only readers who actually read an article for at least 15 seconds count as a Quality View. This ensures maximum quality of the digital contact and means that you do not pay for the number of landings on the content, but only for quality reach.

Guidelines for effectiveness

- ✓ Content within a journalistic theme
- ✓ Produced from A to Z by our dedicated team
- ✓ Only pay for effective reach through our unique Quality View
- ✓ Provided with our quality label XTR branded content

XTR branded content

The best result due to the right use of resources

The power of the combination

To develop a brand message that resonates with your audience, we use NRC's various journalistic media. The power of each medium is harnessed and the content adjusted accordingly to create good synergy. The content is interconnected and builds on itself for maximum effectiveness.

Below is a model case involving Interpolis, where all components of the concept were translated to different NRC media, the newspaper, on nrc.nl, via newsletters and our podcasts.

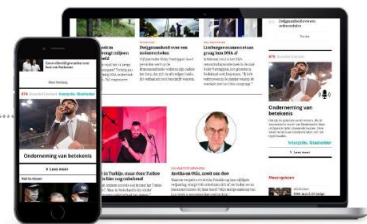
Case: 'A company of significance' - Interpolis



Online partnerpage



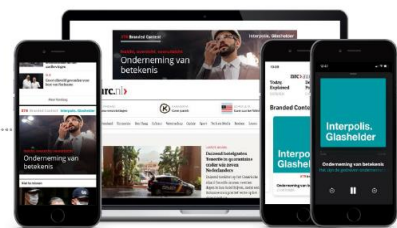
Online stories and podcasts



Organic boosting homepage nrc.nl



Print with QR redirect to online



Boost with banners and podcast spots



"The journalistically independent and substantive expertise of NRC branded content allowed us to develop effective, valuable, relevant and good content.

And to this day, we are happy with this match.'

Jurgen Surstedt

Brand, Reputation and Customer Experience Manager, Interpolis



Personalised advice and inspiration

We look forward to inspiring and informing you, so you can discover the opportunities offered by NRC branded content (part of Mediahuis NRC). Call or email us for a personal consultation.

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