

# NRC Carrière

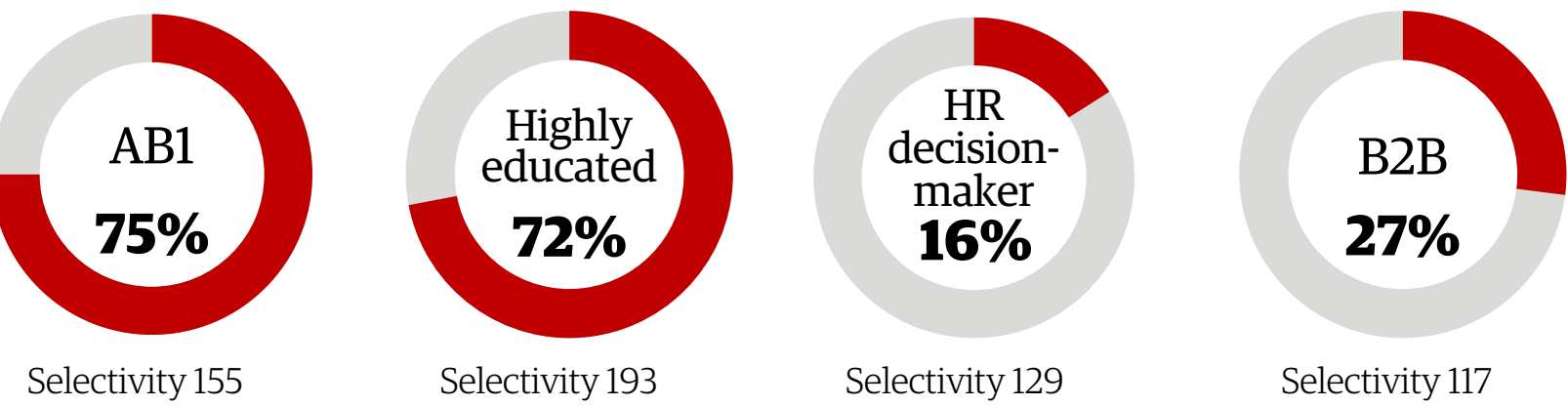
## Achieving ambitions together

NRC Carrière is the leading job market platform for highly-educated professionals, with job postings, journalistic content and practical information about training, education and career advice. Thanks to the relevant journalistic content we offer, we are able to reach both active and passive job seekers and significantly boost the success rate of a job posting.

## Monthly reach NRC via print, online and audio




## HR decision-makers and highly-educated professionals




Source: Profile based on monthly reach of NRC print newspaper NPMM 2022II/ NMO

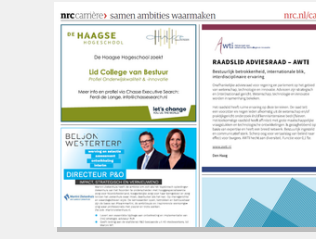
## Job posting options




60 days online on nrc.nl/carrière



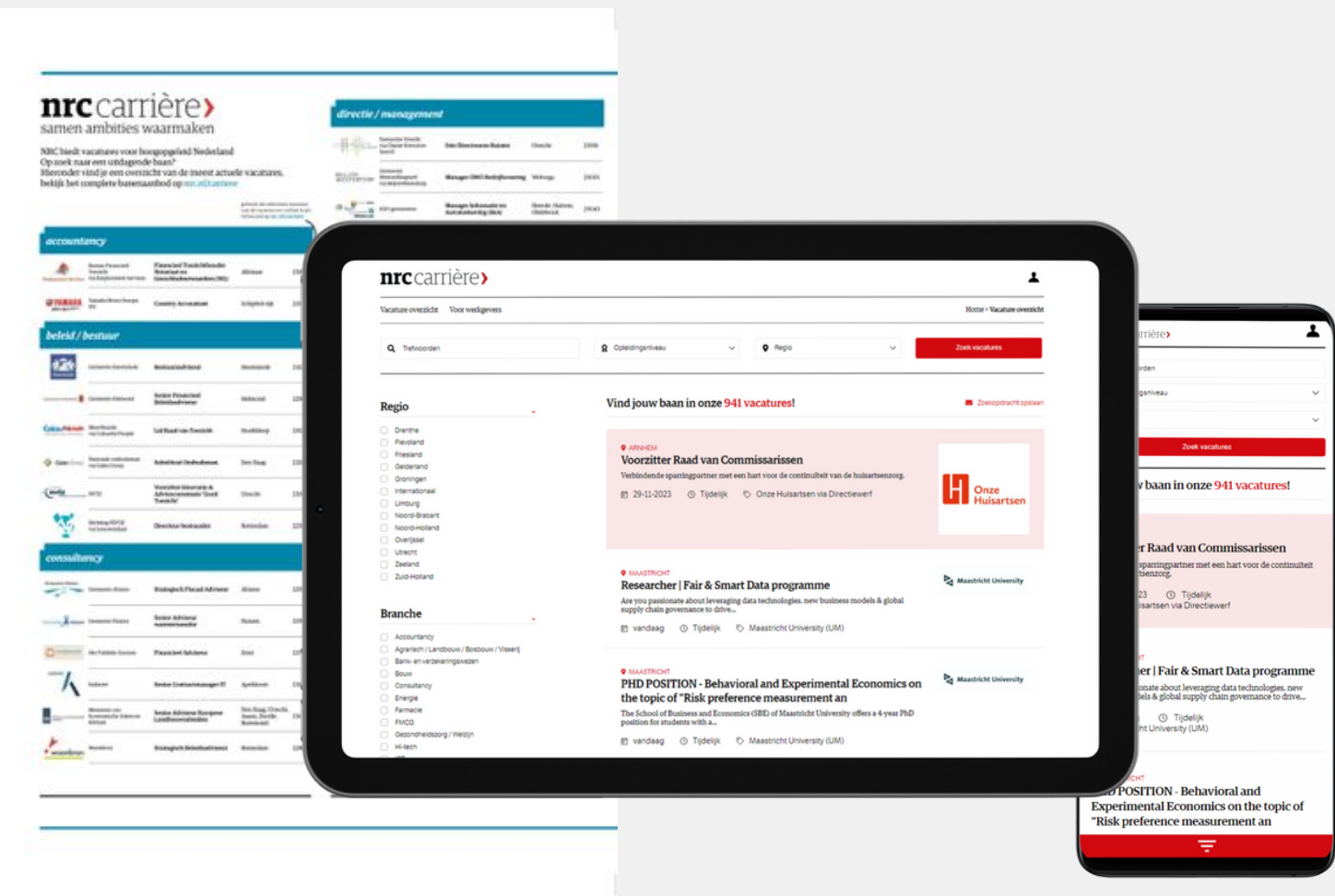
Job posting ladder in NRC Weekend



Job posting on NRC Weekend cluster page



Cross-posting on NRC Doordeeweeks (Wednesday edition)



# Rates - NRC Carrière

## Print placement package including combination with online job ad

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).

Proportion	Size b x h (in mm)	Price Cluster
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

## Upgrade and expansion options

Type of ad	Period	Price
Top job ad (upgrade)	60 dagen	€ 249

Type of ad	Period	Price
Slim Leven newsletter	1 day	€ 2.500
Advertorial nrc.nl/carriere	1 week	€ 2.500

## Online job ad

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

Period 60 dagen	Prijs	Per vacature
1 job posting	€ 399	€ 399
Package 5	€ 1.875	€ 375
Package 10	€ 3.500	€ 350

## Job ad placement including booster package

Type of ad	Proportion	Amount of banner impressions	Price
1/8th cluster page in NRC Doordeweeks including online boost with banners	1/8	50.000	€ 4.250
Online job ad placement including boost with banners		100.000	€ 2.250