

# Advertising with nrc>

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Media kit 2024

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# Advertising with NRC

## NRC Lets Facts Speak for Themselves

NRC is committed to critical and independent journalism. With a broad perspective, our journalism looks beyond the issues of the day. We vigorously investigate and verify facts.

With the most extensive investigative editorial team, NRC delivers unique and high-profile journalistic stories and puts relevant social issues on the agenda.

**3,7 million**

NRC readers and listeners reached per month through **digital, audio and print**

**230.000**

Dutch NRC consumers reached per day through **digital newsletters**

**1,3 million**

Dutch consumers per month read the **NRC print or digital newspaper**

**2,7 million**

monthly listens of **NRC podcasts**

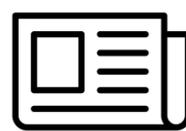
## Follow NRC's journalism

### Online



nrc.nl  
NRC app  
Digital newspaper

### Print



NRC (newspaper)  
NRC Magazine (monthly)  
NRC De Week (abroad)

### Audio



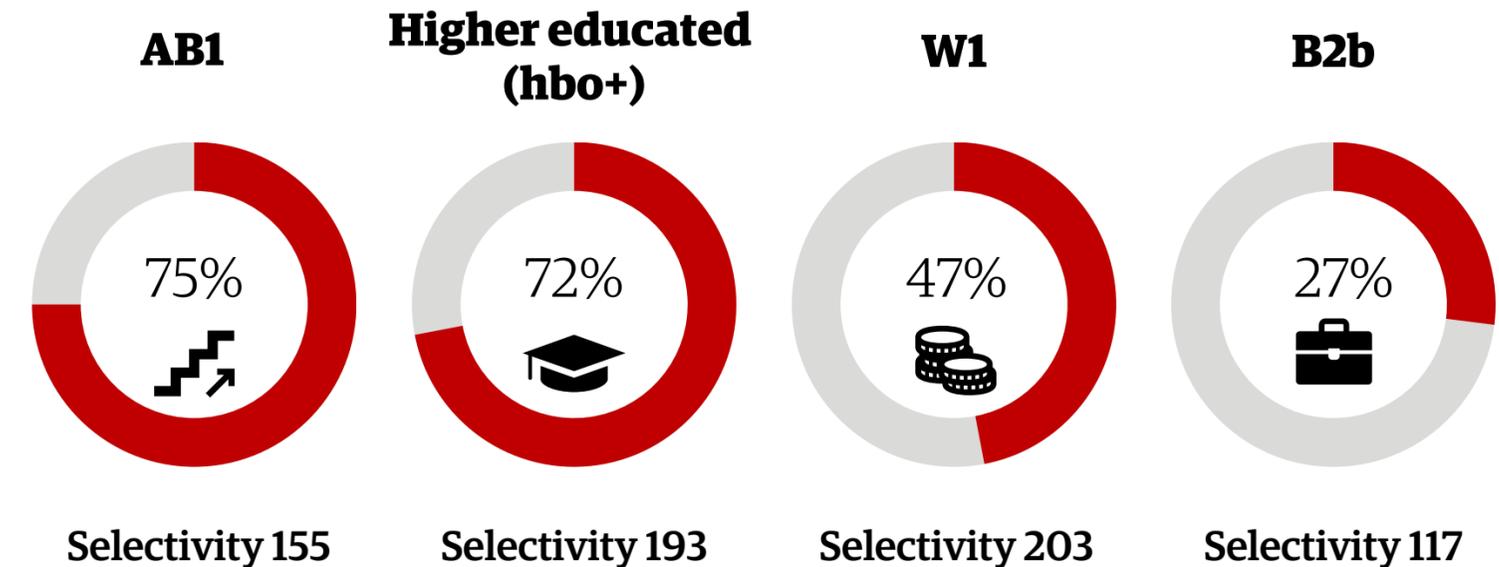
NRC podcasts

# Our target audience

## Trust makes the difference

The NRC user values critical and reliable journalism. Journalism that informs but also offers depth and interpretation, focusing on economics, politics, art, culture and science. The NRC target audience is highly selective among AB1 and higher educated audiences. NRC is trusted by many business decision makers and is strongly represented among policy makers within public administration, the arts and culture sector and science.

AB1 = the two top categories in social class based on education and job of principal earner  
W1 = the highest wealth class based on income, education and home ownership.  
B2B = self-employed, senior management: managerial or teaching, researcher, engineer/ higher-educated specialist: managerial



**44%** **More positive brand associations**  
For adverts within the NRC context

**57%** **Aided recall**  
For adverts within the NRC context

## The added value of a trusted news brand

Research shows that NRC is the most reliable source of information for its target audience. An advert within the trusted NRC content environment produces a higher advertising impact score. Marketing research and analytics agency DVJ Insights shows that there is a so-called halo effect; NRC's trustworthiness and brand values have a positive impact on the advertising brand.

Source: DVJ Insights, Feitelijk betrouwbaar, onderzoek naar de meerwaarde van een betrouwbaar nieuwsmerk

# Print

NRC Weekend  
NRC Doordeweeks  
NRC Magazine  
NRC De Week

# NRC Weekend & NRC Doordeweeks

## Independent journalism and high-profile stories

NRC stands for critical and independent journalism. Through a broad perspective, our journalism looks beyond the fad of the day. We uncover facts and conduct ongoing research.

With the most extensive investigative editorial team, NRC delivers unique and high-profile journalistic stories and puts relevant social issues on the agenda.

## Reach print newspaper

NRC Weekend



**520.000 readers<sup>1</sup>**



**59 minutes<sup>1</sup>**  
Reading time

NRC Doordeweeks



**267.000 readers<sup>1</sup>**



**40 minutes<sup>1</sup>**  
Reading time

Source: 1) NOM, NPM 2022-III

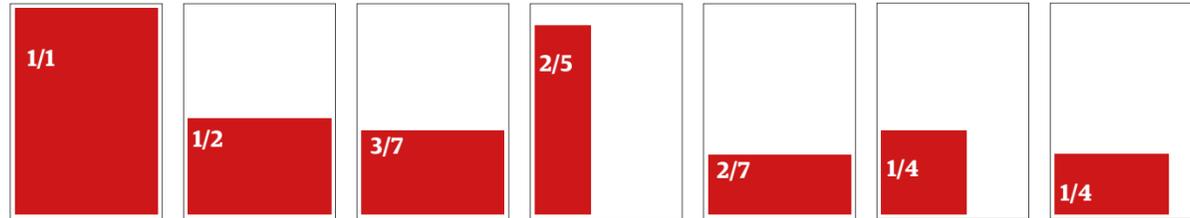


# Rates - print

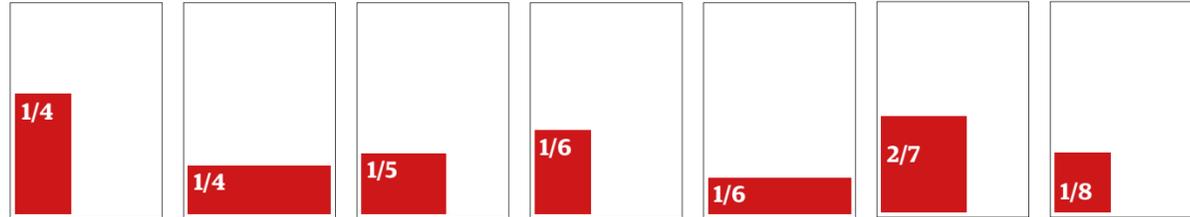
Proportion	Size b x h (in mm)	Rates	
		NRC Weekend	NRC Doordeweeks
2/1	550 x 398	€ 62.400	€ 50.300
1/1	266 x 398	€ 39.000	€ 31.400
1/2	266 x 190	€ 24.200	€ 19.500
3/7	266 x 166	€ 21.300	€ 17.200
2/5	104 x 375	€ 19.700	€ 15.800
2/7	158 x 190 / 266 x 118	€ 14.900	€ 12.000
1/4	158 x 166 / 212 x 118 / 104 x 238 / 266 x 94	€ 12.400	€ 10.000
1/5	158 x 118	€ 9.400	€ 7.600
1/6	104 x 166 / 266 x 70	€ 8.800	€ 7.000

Proportion	Size b x h (in mm)	Rates	
		NRC Weekend	NRC Doordeweeks
1/8	104 x 118 / 266 x 46	€ 6.200	€ 5.100
1/9	158 x 70 / 266 x 40	€ 5.600	€ 4.500
1/10	104 x 94	€ 4.900	€ 4.000
1/14	104 x 70 / 158 x 46	€ 3.700	€ 3.000
1/20	104 x 46 / 50 x 94	€ 2.500	€ 2.000
1/25	104 x 40	€ 2.100	€ 1.700
1/27	50 x 70	€ 1.850	€ 1.500
1/32	104 x 30	€ 1.600	€ 1.300
1/40	50 x 50	€ 1.300	€ 1.000

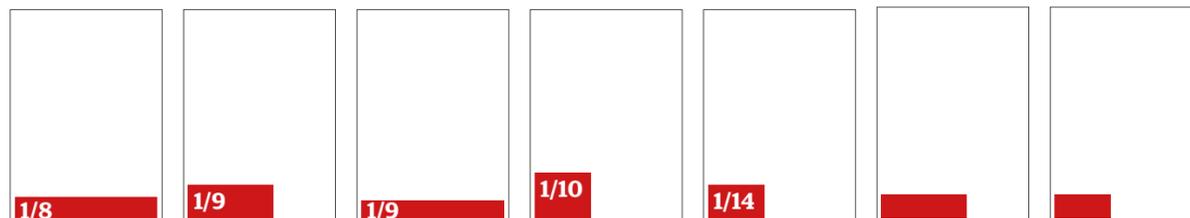
# Format visuals



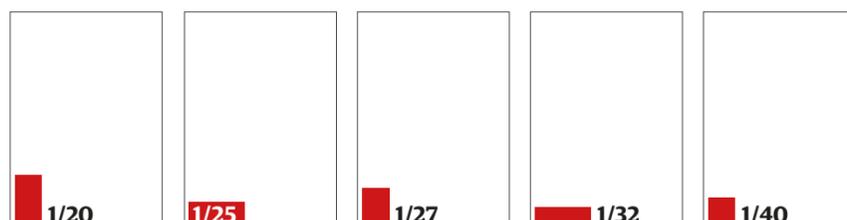
CD101V wxh: 266x398  
 CD102VL wxh: 266x190  
 CD307VL wxh: 266x166  
 CD205VS wxh: 104x375  
 CD207VL wxh: 266x118  
 CD104B wxh: 158x166  
 CD104L wxh: 212x118



CD104S wxh: 104x238  
 CD104VL wxh: 266x94  
 CD105BL wxh: 158x118  
 CD106BS wxh: 104x166  
 CD106VL wxh: 266x70  
 CD207BS wxh: 158x190  
 CD108BS wxh: 104x118



CD108VL wxh: 266x46  
 CD109L wxh: 158x70  
 CD109VL wxh: 266x40  
 CD110BL wxh: 104x94  
 CD114BL wxh: 104x70  
 CD114L wxh: 158x46  
 CD120L wxh: 104x46



CD120S wxh: 50x94  
 CD125L wxh: 104x40  
 CD127BS wxh: 50x70  
 CD132L wxh: 104x30  
 CD140B wxh: 50x50

## Spreads



CS101V wxh: 550x398  
 CS102VL wxh: 550x190  
 CS104VL wxh: 550x94

- 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 1/25th 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
Pagina 4 t/m 15	2
Front page sections	2
Backpage sections	2
Other positional guarantee	1,2

# Regular reservation deadlines

Hieronder vindt u de reguliere sluitingstijden voor NRC Doordeweeks en NRC Weekend.

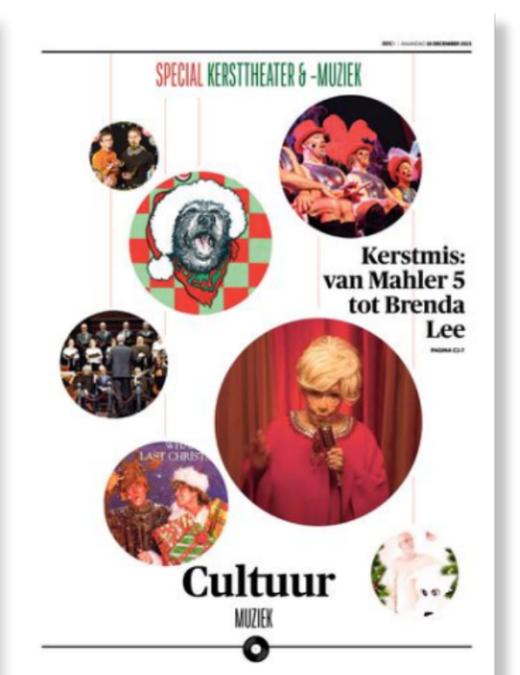
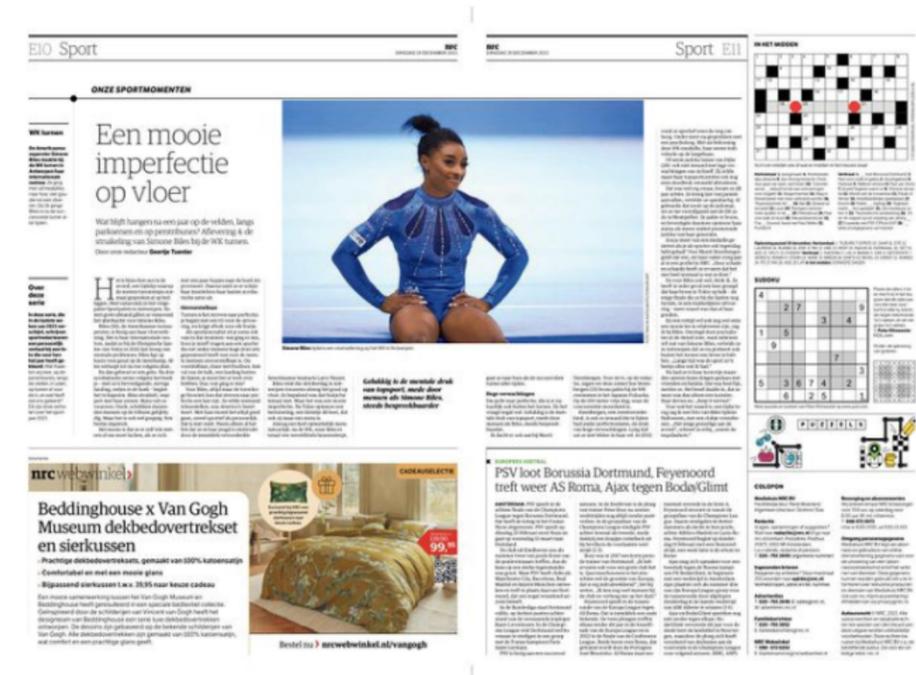
Position	Publication	Reservation deadline	Deadline for materials
<b>News NRC Doordeweeks</b>	Monday	Friday 12:00 o'clock	Friday 15:00 o'clock
	Tuesday	Monday 12:00 o'clock	Monday 15:00 o'clock
	Wednesday	Tuesday 12:00 o'clock	Tuesday 15:00 o'clock
	Thursday	woensdag 12:00 o'clock	Wednesday 15:00 o'clock
	Friday	Thursday 12:00 o'clock	Thursday 15:00 o'clock
<b>News NRC Weekend</b>	Saturday	Thursday 12:00 o'clock	Thursday 15:00 o'clock

# Closing times sections

Below are the regular closing times for NRC Weekend and NRC Doordeweeks.

Position	Publication	Reservation deadline	Deadline for materials
<b>Economy/Sport</b>	Monday	Friday 12 pm	Friday 3 pm
	Tuesday	Monday 12 pm	Monday 3 pm
	Wednesday	Tuesday 12 pm	Tuesday 3 pm
	Thursday	Wednesday 12 pm	Wednesday 3 pm
	Friday	Thursday 12 pm	Thursday 3 pm
	Saturday	Thursday 12 pm	Thursday 5 pm
	<b>Economy/Carreer</b>	Tuesday	Monday 12 pm
Wednesday		Tuesday 12 pm	Tuesday 2 pm
Thursday		Wednesday 12 pm	Wednesday 2 pm
Friday		Thursday 12 pm	Thursday 2 pm
Saturday		Thursday 12 pm	Thursday 3 pm
<b>Science</b>		Saturday	Monday 09.30 am
<b>Opinion &amp; debate</b>	Saturday	Thursday 12 pm	Thursday 5 pm
<b>Weekend</b>	Saturday	Monday 09.30 am	Wednesday 10 am
<b>Real estate</b>	Saturday	Monday 09.30 am	Wednesday 10 am

Position	Publication	Reservation deadline	Deadline for materials
<b>Cultuur (Life)</b>	Monday	Thursday 12 pm	Friday 3 pm
<b>Cultuur (Media)</b>	Tuesday	Thursday 3 pm	Monday 3 pm
<b>Cultuur (Film)</b>	Wednesday	Friday 12 pm	Tuesday 3 pm
<b>Cultuur (Cultural Supplement)</b>	Thursday	Monday 12 pm	Tuesday 3 pm
<b>Cultuur (Books)</b>	Friday	Monday 12 pm	Thursday 3 pm



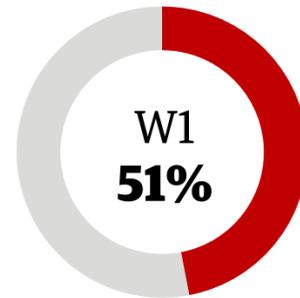
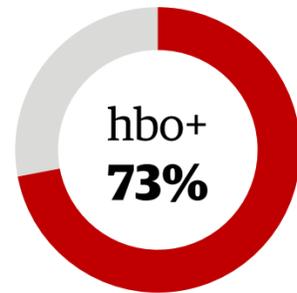
# NRC Magazine

## The monthly styleguide

An aesthetic, international monthly magazine about art, culture, fashion, design, photography, architecture, literature, food & beverage, beauty, cars and etiquette. Geared towards all generations, seekers of life lessons. Trends are reported, style celebrated, traditions cherished.

Articles by the best at NRC and beyond, and a starring role for photography. This, combined with NRC's unique and committed target group, makes NRC Magazine ideal for your commercial message, with proven effectiveness.

**NRC Magazine is the shortest route to well-educated, high-income readers**



**NRC readers are highly interested in**



Society & Culture



Fashion



Travel



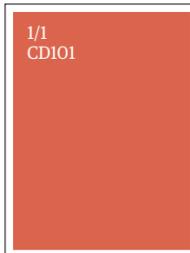
**MAGAZINE**



# NRC Magazine

## Formats and rates

Code	WxH (in mm)	Share	Rate (€)
CS201**	440x285*	2/1	€ 40.000
CD101	220x285*	1/1	€ 23.000



### Material

Provide materials as certified pdf in CMYK.  
The colour profile is: PSO\_MFC\_Paper\_eci.icc.  
Preset Adobe PDF: MagazineAds\_1v4.joboptions

Please provide the material to  
**e-mail: [traffic@nrc.nl](mailto:traffic@nrc.nl)**

\*\*Provide materials bleeding, 3mm all around without crop and bleed marks

## Contact

Please contact your account directors for more information.

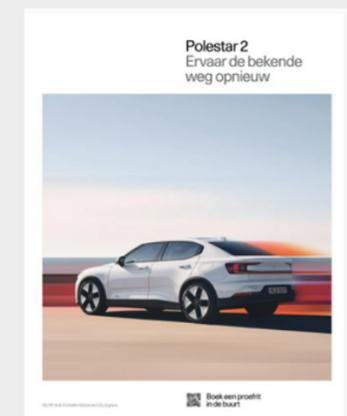
**Gertjan Dijkhuizen** - M +31(0)6 - 53 46 10 96 | [g.dijkhuizen@nrc.nl](mailto:g.dijkhuizen@nrc.nl)

**Tessa van Kampen** - M +31(0)6 - 10 17 27 81 | [t.vankampen@nrc.nl](mailto:t.vankampen@nrc.nl)



# Themes and dates 2024

Editie	Publication	Thema	Reservation deadline	Deadline for materials
#25	Saturday 3 February 2024	<b>Dance</b>	Friday 12 January 2024	Thursday 18 January 2024
#26	Saturday 2 March 2024	<b>Fashion</b>	Friday 9 February 2024	Thursday 15 February 2024
#27	Saturday 6 April 2024	<b>Design</b>	Friday 15 March 2024	Wednesday 20 March 2024
#28	Saturday 4 May 2024	<b>Old</b>	Friday 12 April 2024	Thursday 18 April 2024
#29	Saturday 1 June 2024	<b>Light</b>	Friday 10 May 2024	Thursday 16 May 2024
#30	Saturday 6 July 2024	<b>Literature</b>	Friday 14 June 2024	Thursday 20 June 2024
#31	Saturday 7 september 2024	<b>Fashion</b>	Friday 16 augustus 2024	Thursday 22 augustus 2024
#32	Saturday 5 oktober 2024	<b>Design</b>	Friday 13 september 2024	Thursday 19 september 2024
#33	Saturday 2 november 2024	<b>Beauty</b>	Friday 11 oktober 2024	Thursday 17 oktober 2024
#34	Saturday 7 december 2024	<b>Holiday Season</b>	Friday 15 november 2024	Thursday 21 november 2024



# NRC De Week

NRC De Week is a compact printed weekly edition of NRC designed especially for readers outside The Netherlands. With this weekly edition, subscribers abroad stay updated on recent developments in The Netherlands, and can continue to follow world news from a Dutch perspective.

NRC De Week offers a weekly summary of the most important news and related backgrounds, including the in-depth insight and interpretation to which NRC readers are accustomed.

NRC De Week is published weekly on Monday, exclusively to NRC readers abroad. The exact day and time of delivery vary depending on the country and location where the edition is to be delivered.

## Rates - NRC De Week

Proportion	Size b x h (in mm)	Price
1/1	266 x 398	€ 1.850
1/2	266 x 190	€ 1.150



# Online

nrc.nl

Newsletters

Digital Impact Pages

## Independent journalism and high-profile stories

NRC reaches nearly 2.9 million Dutch people<sup>1)</sup> on average every month through [nrc.nl](https://nrc.nl). 60% of this group belongs to the AB1 target group. The high selectivity makes nrc.nl an efficient way to reach the AB1 target group. Additionally, nrc.nl has a growing group of paying readers who provide longer reading time and higher engagement. Newsletters and social media are further deployed to increase NRC's digital reach.

## Het bereik van nrc.nl



**43 miljoen<sup>1</sup>**  
Gem. pageviews  
per maand op nrc.nl



**116<sup>1</sup>**  
Selectivity in  
doelgroep AB1

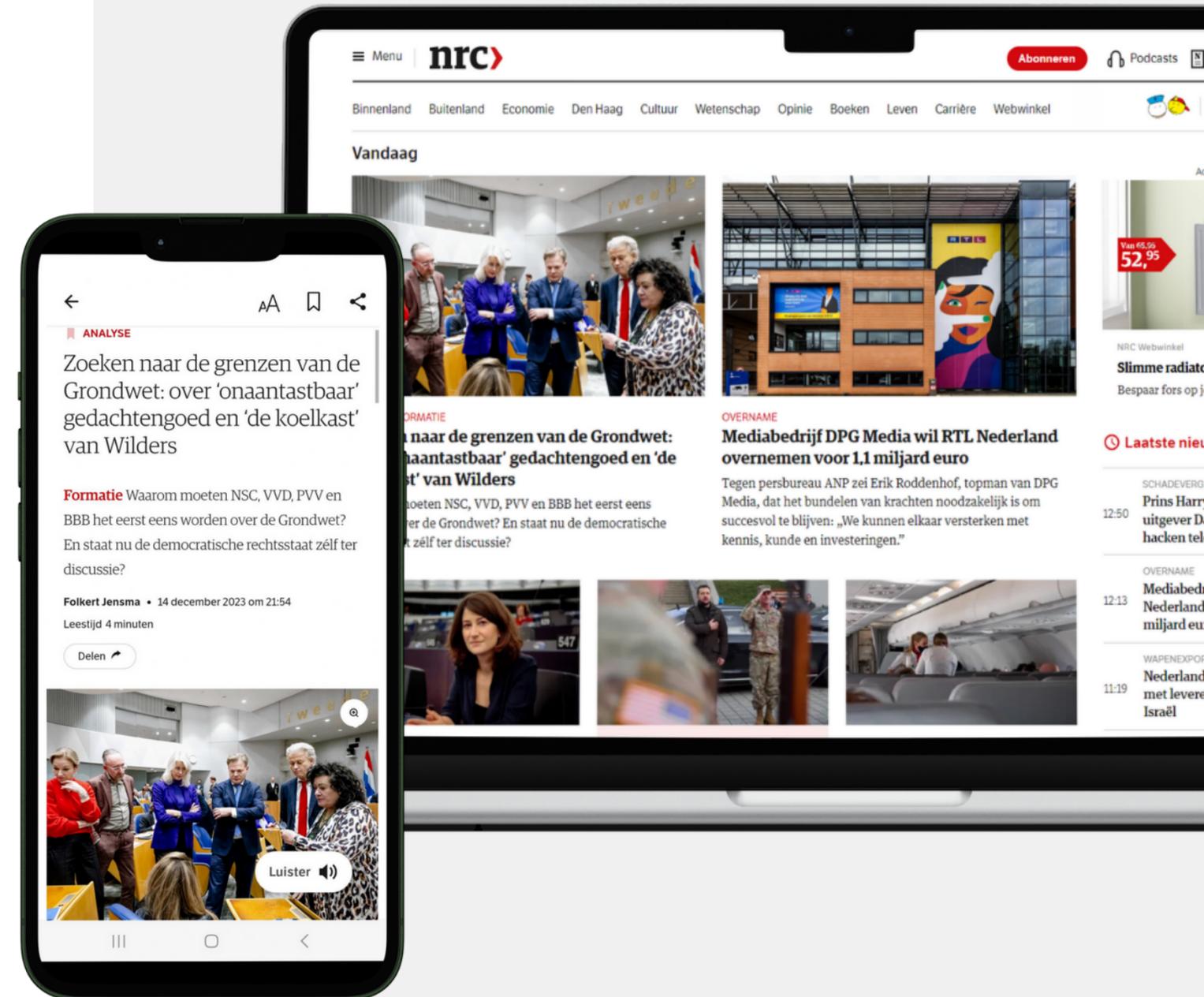


**4,5+ minuten<sup>2</sup>**  
Gem. time on page

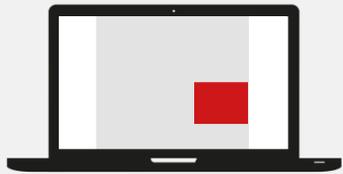


**+ 1 miljoen**  
Volgers van NRC  
op sociale media

Source: 1) NOM, NPM 2022-III, 2) Google Analytics



# Visuals and specifications

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

# Rates - nrc.nl

Digital product	Size	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/Mobiel)	640 x 360 / 640 x 480	€ 30

Digital product	Size	Price per day
First Page Takeover	On request	€ 15.000
Homepage Takeover	On request	€ 6.000
Nieuwsbrief (600x230)	Per day (all newsletters)*	€ 2.500
	Per newsletter	On request

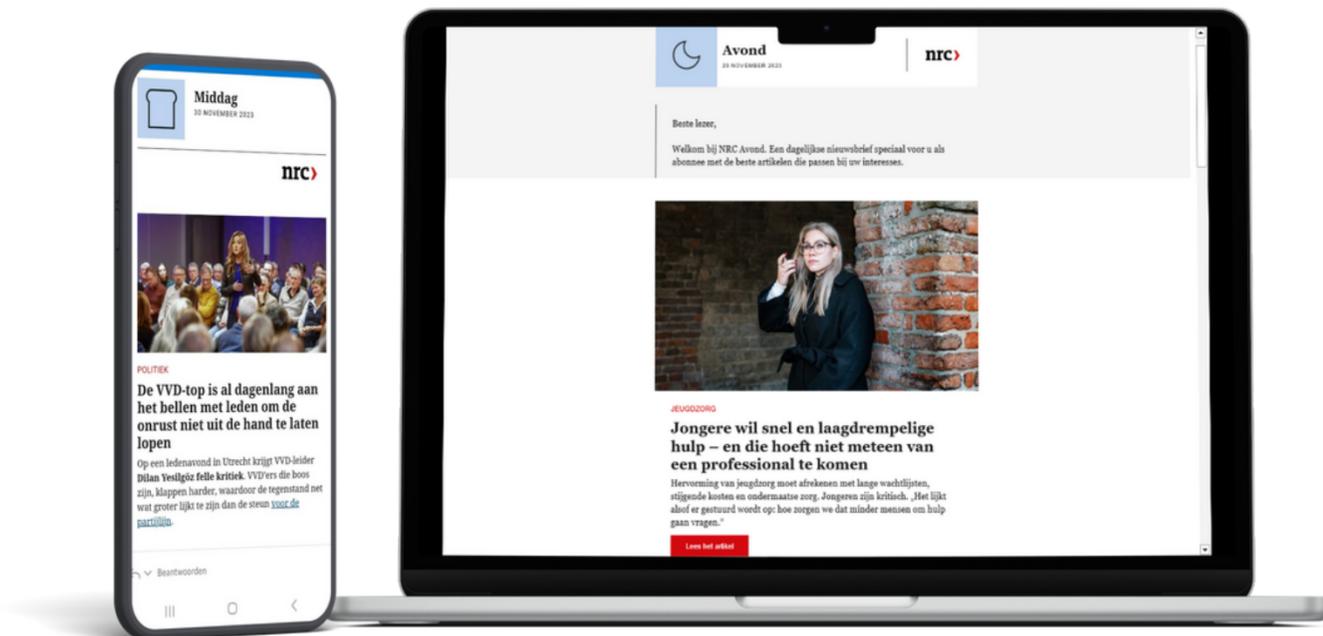
\*= "Per dag" garanderen we alleen de toppositie bij de 5om5 en de Vandaag (samen goed voor ruim 440.000 nieuwsbrieven waarvan 200.000 unieke gebruikers)

# Newsletters

## Reach further with NRC Newsletters

The NRC editors have a wide variety of daily and weekly newsletters. From general topics in Today (Vandaag) and 5 at 5, to specific topics in Brexit, Smart Living (Slim Leven) or Law & Injustice (Recht & Onrecht), among others. Some of the newsletters, such as AI, De Gelijkmaker and Future Affairs are exclusively available to NRC subscribers, all other newsletters can also be followed by non-subscribers.

Advertising is possible in all newsletters, with the exception of Urgent and De Haagse Stemming. An advertising position in one of our newsletters can only be requested per day, you cannot choose a specific newsletter.



## Our daily newsletters



### Today

DAILY AT  
06:00 O'CLOCK



### Afternoon

DAILY AT  
12:00 O'CLOCK



### 5 at 5

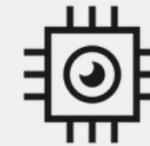
DAILY  
AT 17:00 O'CLOCK



### Evening

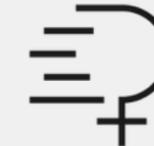
DAILY  
AT 21:00 O'CLOCK

## A selection of our exclusive newsletters



### AI

WEKELIJKS



### De Gelijkmaker

WEKELIJKS



### Machtige Tijden

WEKELIJKS



### Amerika

WEKELIJKS



### Future Affairs

WEKELIJKS

## Theme-based newsletters



### Boeken

WEKELIJKS



### Cultuurgids

WEKELIJKS



### Slim Leven

WEKELIJKS



### Eten & Gezondheid

WEKELIJKS



### Internationaal

WEKELIJKS

See all NRC newsletters at [nrc.nl/nieuwsbrieven](https://nrc.nl/nieuwsbrieven)

# Overview newsletters

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Vandaag	Vandaag	Vandaag	Vandaag	Vandaag	Vandaag	Vandaag
Middag	Middag	Middag	Middag	Middag	Wetenschap	Week v/d hoofdredactie
5 om 5	5 om 5	5 om 5	5 om 5	5 om 5	5 om 5	5 om 5
Avond	Avond	Avond	Avond	Avond	Avond	Avond
Internationaal*			Cultuurgids	Boeken		Eten & Gezondheid
Slim Leven				De Podcastclub		
				Economie*		

\* automated

## Total number of newsletters

± 500.000	± 420.000	± 390.000	± 410.000	± 505.000	± 320.000	± 350.000
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## Total unique recipients

± 300.000	± 260.000	± 255.000	± 255.000	± 310.000	± 230.000	± 235.000
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## For subscribers only

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
De Haagse Stemming	Machtige Tijden				
Voorkennis	Amerika	Film	Voorkennis	Europa	Future Affairs
Kijktips	Klimaat		De Gelijkmaker		
			Recht & Onrecht		

\*Newsletters and recipients per day as of Oct. 17, 2023

## Rates

Product		Price per day
Newsletter ad (600x230)	Per day (all newsletters)*	€ 2.500
	Per newsletter	On request

## Privacy

Mediahuis NRC maintains a strict privacy policy (see: [www.nrc.nl/privacy](http://www.nrc.nl/privacy)).

This requires us to check all banner materials for tracking cookies prior to each campaign.

This includes, for example, the use of Google's DoubleClick, which requires all tracking options to be disabled in the buyer side of the system so that no data is shared with Google.

Cookies that track performance, for example, are not a problem.

# Digital Impact Pages

## Advertising with impact, exclusively in the digital NRC newspaper

Share your message through Digital Impact Pages, a new form of advertising in the digital newspaper of NRC. A single click redirects the viewer of this impactful form of advertising to the advertiser's landing page. Digital Impact Pages combine the power of trust in the NRC news brand with the interaction with the digital NRC platform. The result is a high branding impact and valuable, quality leads.

### Increased brand interest

Research by GfK shows that the use of Digital Impact Pages leads to high advert recognition and significantly higher awareness and interest in the advertised brand.



**Index 126**

Increased brand awareness



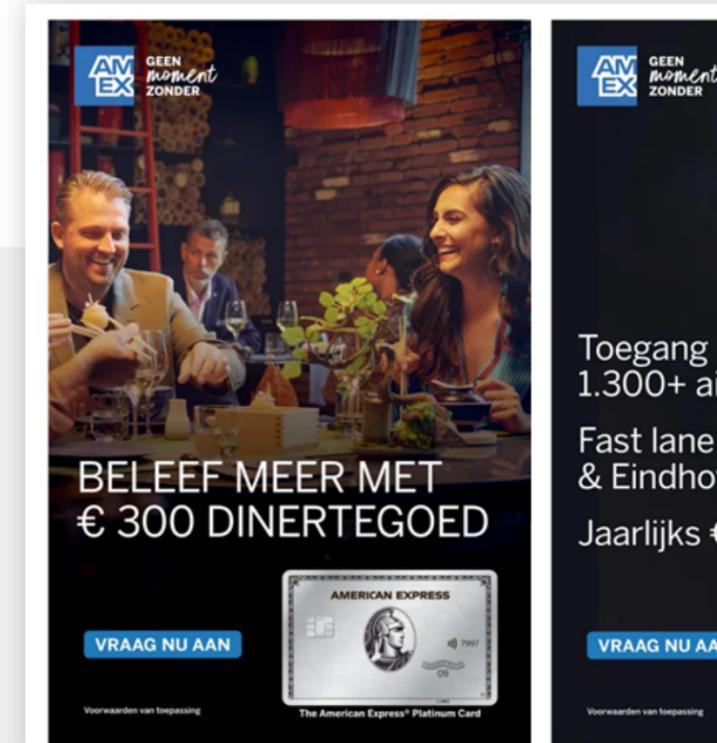
**65%**

Ad recognition



**Index 170**

Toename merkinteresse



Index score = exposed vs non-exposed group score

# Digital Impact Pages- Rates

## Submission

- Submit to [traffic@nrc.nl](mailto:traffic@nrc.nl) / without bleed and crop marks
- Format: PDF 260x390mm per page
- Photoshop colour profile for conversion to CMYK: ISOnewspaper26v4
- Job options for exporting to PDF in InDesign: GWG2015\_NewspaperAds\_CMYK or NewspaperAds\_1v4IND4 (outdated version).
- Submit full-colour adverts in CMYK, 200 dpi, no RGB
- Submit black-and-white adverts in greyscale, not as CMYK or RGB
- One URL, do not include in the PDF

For more information, contact your account manager or [sales@nrc.nl](mailto:sales@nrc.nl)

## Advertising opportunities and rates

Size	NRC Weekend	NRC Doordeweeks
4/1 pages	€ 15.000	€ 10.000
2/1 pages	€ 11.250	€ 8.500
1/1 pages	€ 8.500	€ 5.500

## When to use which format

Branding



E-commerce

E-commerce + branding



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# Audio

NRC-podcasts

# NRC podcasts

## 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<sup>1</sup>. 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.

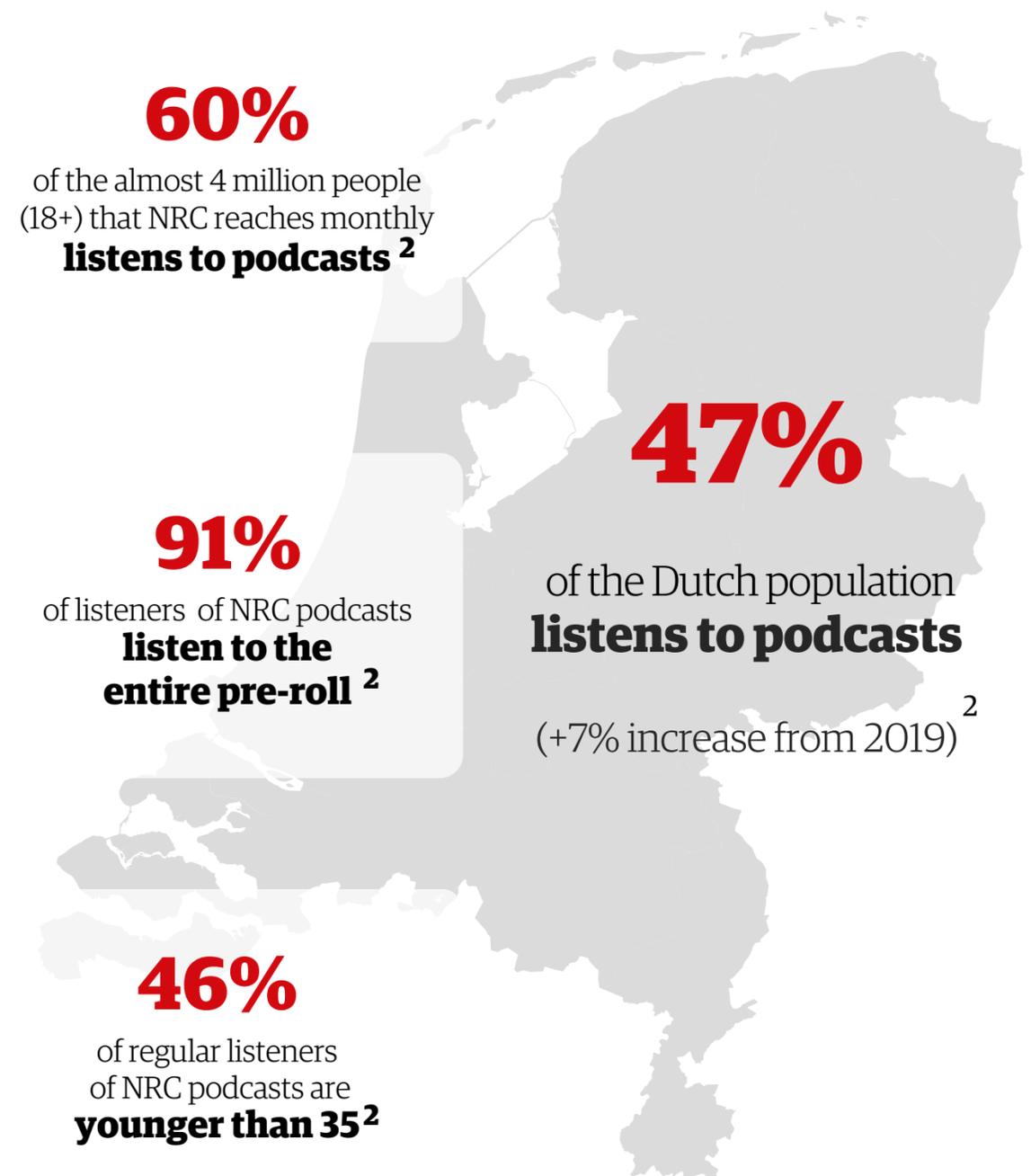
## In the listener's ear at any moment

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.

Source: 1)NRC Podcast Effect Monitor, Research into the power of pre-roll advertising for the NRC podcasts (2021-2023)

2) Motivation NRC The world of podcasts 2021



# The power of podcasting

**Intimate and personal**

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**Strong bond with medium (fans)**

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**Niche content**

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**High tolerance for advertising**

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**Full attention without noise**

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

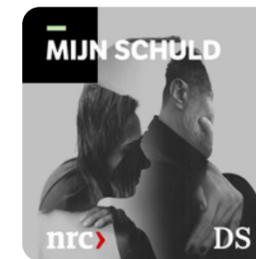
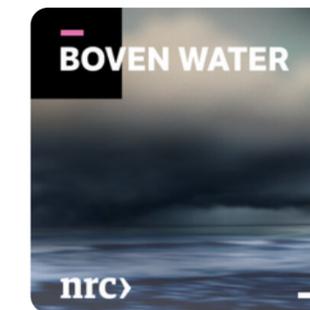
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## NRC's regular podcast series



## A selection of our other series



\*Source: NRC Podcast Effect Monitor, Onderzoek naar de kracht van pre-roll-advertising voor de NRC-podcasts (2021-2023)

# Rates - podcasts

## Purchase based on CPM - all podcasts

Type of advert	Content	Price
Pre-rolls	Cost per 1,000 impressions	€ 35

## Branded podcasts

Type of advert	Content	Price
Branded podcasts	Podcasts fully custom-made by XTR branded content	On request

# Branded content

# Branded content

## XTR branded content

The XTR 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.

## 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.



XTR

Advertorial

Brandpage

Podcast

# XTR branded content

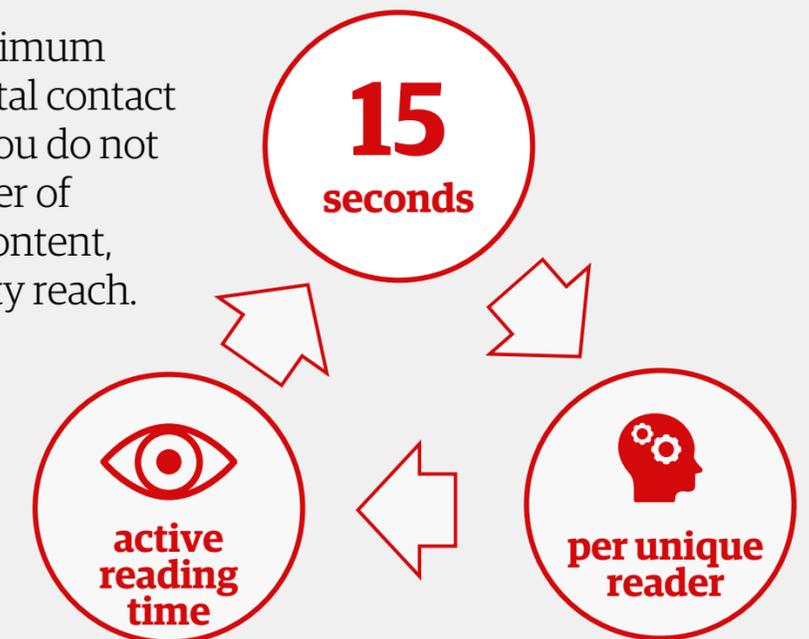
## A solution for every issue

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.

## 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.

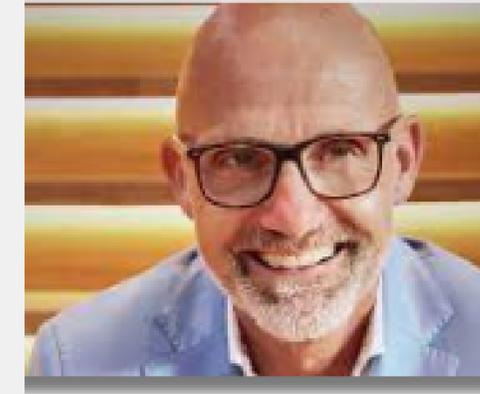
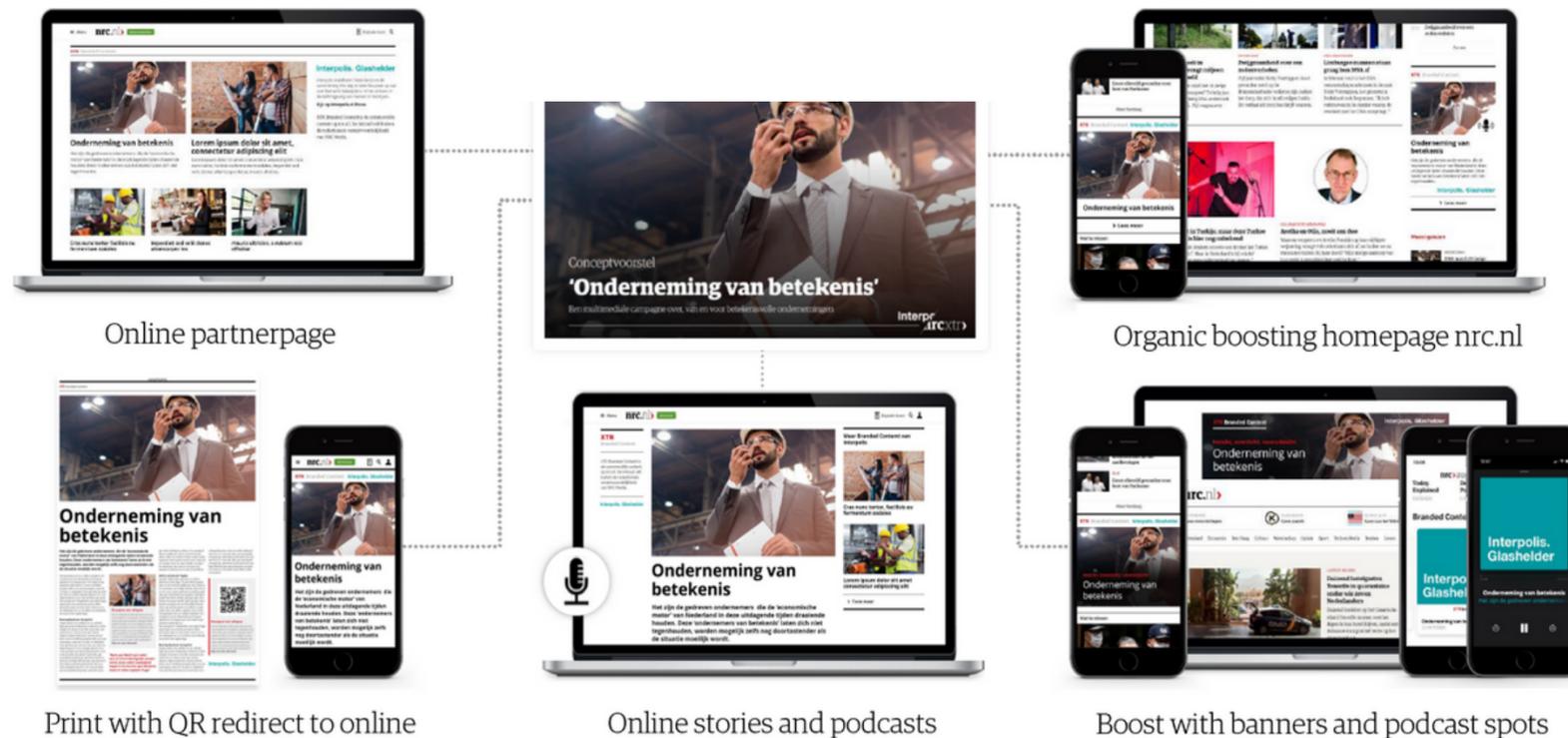


# Branded content

## Choose XTR branded content

- Content within journalistic theme
- Produced from start to finish by our dedicated team
- Pay only for effective reach through our unique Quality View
- Quality labeled XTR branded content

## Case 'Onderneming van betekenis' - Interpolis



'The journalisticly independent and substantive expertise of XTR 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

”

# Rates - Branded content

Type of ad	Start-up costs*	Booster package
Advertorial	€ 2.500	€ 30 CPM
Brand page	3.000	€ 30 CPM
Branded podcast	On request	
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.

# Research

# Research

## Using tailored research, we bring out the best in every campaign

NRC reaches over 3.7 million Dutch consumers every month through print, digital and audio. We offer our advertisers the option to measure the impact of campaigns on the NRC platform among the NRC target audience in order to quantify the campaign's contribution to the objectives. In doing so, we also answer the question of how the use of cross-media promotion can create synergy and where the opportunities lie in optimising the campaign results achieved.



What does the campaign contribute to my objectives?



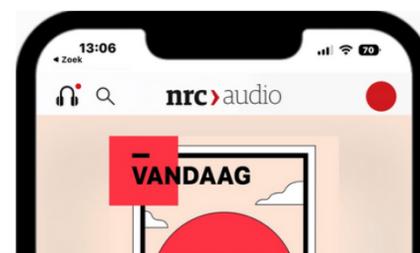
What is the communication power of my advert?



What is the added value of the NRC target audience?

## NRC Podcast Effect Monitor

Survey of NRC podcast listeners provides insight into the effect of pre-rolls and demonstrates the power of this relatively new advertising medium. The results of the NRC Podcast Effect Monitor show that a pre-roll campaign on the NRC podcast network can very effectively increase brand awareness, improve brand image and effectively deliver the brand message.



## NRC Quality View: Three preconditions for quality

The NRC Quality View ensures the quality of digital contact with branded content. As per our definition, readers who actively read an article for at least 15 seconds count as a Quality View reader. We only charge for the Quality View readers. To determine whether the reader is actively reading, we look at interactions such as click behaviour and scroll movements. When determining the Quality View, we calculate the reading time per unique reader rather than the average reading time of all readers, which is the common practice. This important distinction ensures the maximum quality of digital contact and provides the best results for our advertisers. Our definition and billing method go beyond the market standard.

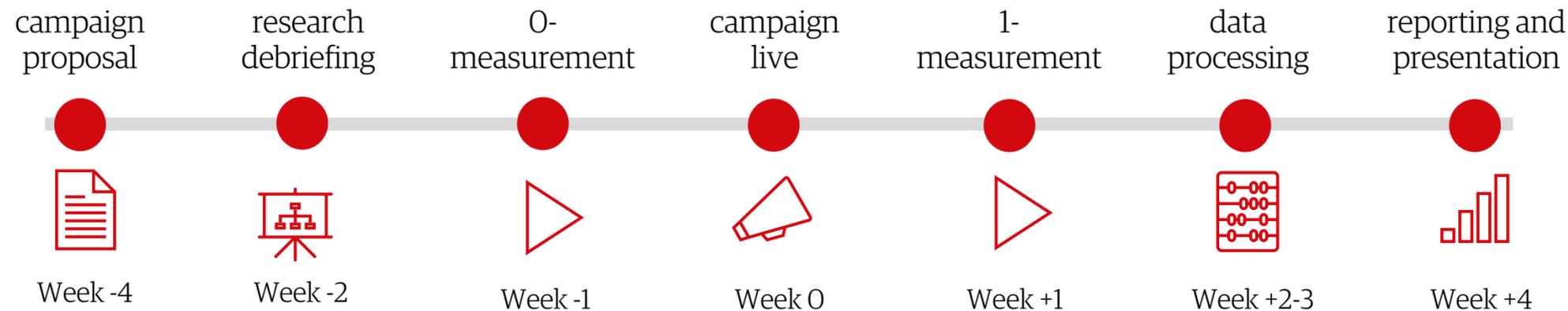


# NRC Panel

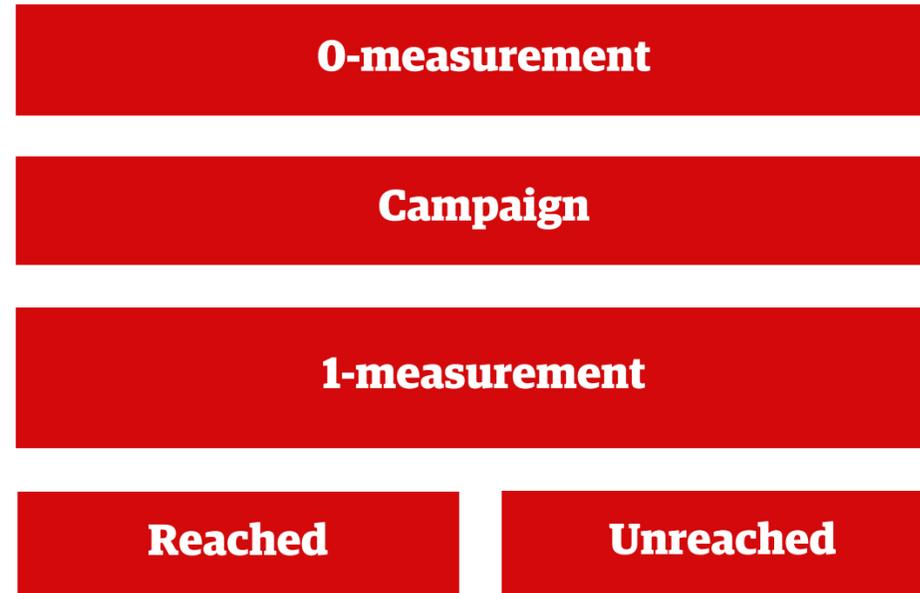
## NRC Panel

Market research agency GfK manages the NRC Panel, which provides direct access to over 8,000 readers and listeners who frequently follow NRC's brand of journalism. The panel offers a unique opportunity to assess the impact of campaigns and adverts across the different platforms, e.g. a cross-media campaign using different resources and medium types. NRC Panel represents the voice of the NRC target audience about your campaign. With a sample size of n=900, the results provide a representative impression of the impact a campaign has on the NRC target audience.

## Timeline of the research process



## Onderzoeksopzet effectmeting



## Advantages of the NRC Panel

- The NRC Panel consists of frequent, active NRC consumers (print, digital, podcasts)
- Much is already known about the NRC consumers on the panel; this profile information can be added to the research
- Market research agency GfK manages the panel and conducts the research using high-quality sampling, analysis and reporting

## Would you like to know more about the added value of a trusted news brand?

We not only measure the impact of advertising but also conduct research into the NRC target audience. What typifies the target audience and how do they consume media? We then translate this knowledge to the most effective media planning and content strategy for our advertisers.

We have also conducted research into how the NRC brand can increase the advertising impact. Marketing research and analytics agency DVJ Insights demonstrates that there is a halo effect; NRC's trustworthiness and brand values have a positive impact on the advertising brand.

# Job Market Communication

NRC Carrière

# 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

**1,9 million**

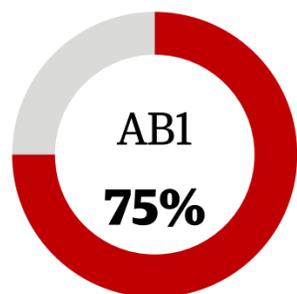
Highly educated (hbo+) people



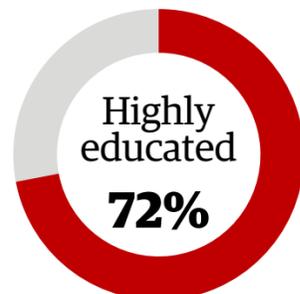
**+1 million**

people who are actively or passively looking for a new job

## HR decision-makers and highly-educated professionals



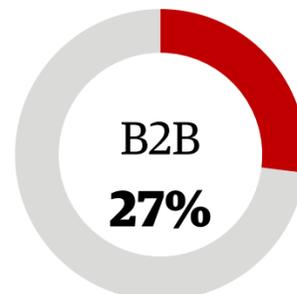
Selectivity 155



Selectivity 193



Selectivity 129



Selectivity 117

## Job posting options



60 days online on nrc.nl/carrière



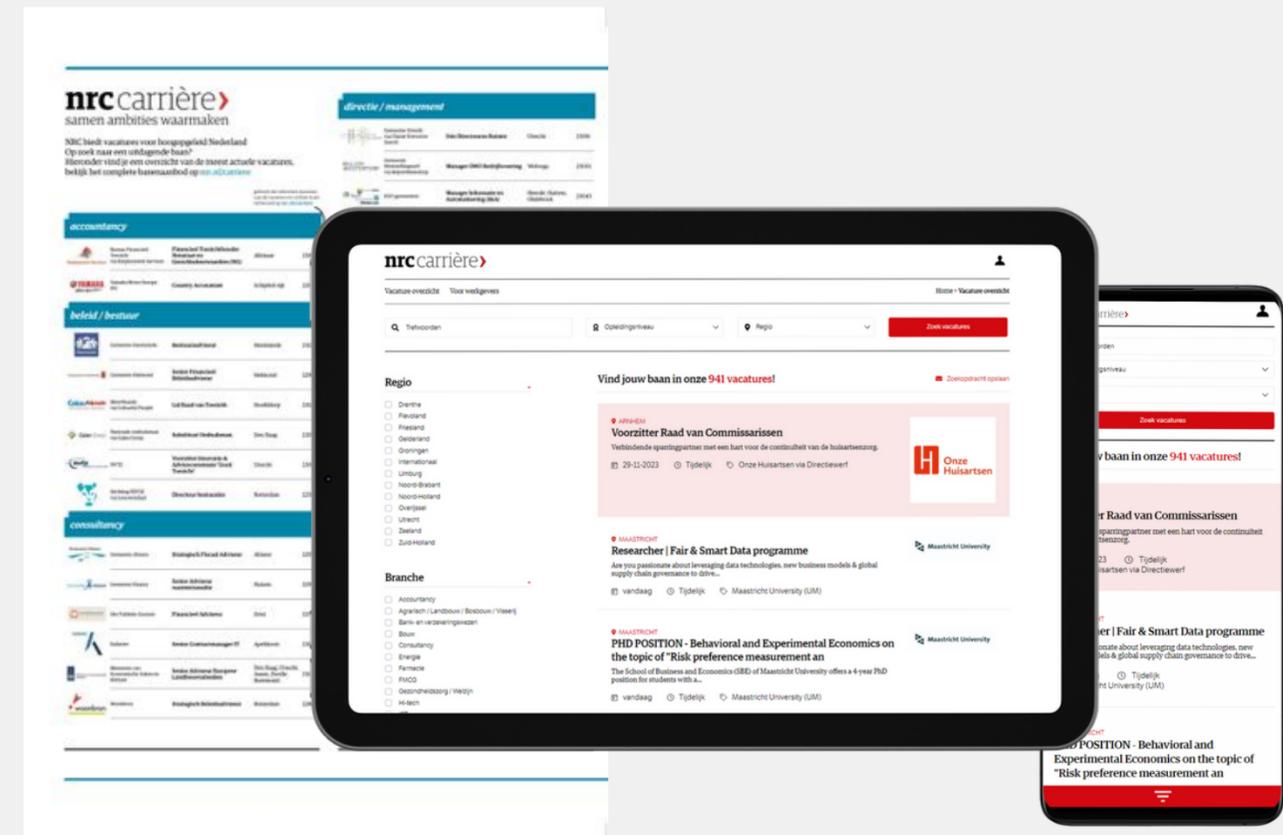
Job posting ladder in NRC Weekend



Job posting on NRC Weekend cluster page



Cross-posting on NRC Doordeeweeks (Wednesday edition)



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

# 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](http://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

# Arts and culture

# Arts and culture

## The NRC Reader: Affinity for art, antiques, theater and literature

Readers of NRC stand out for their strong connection to arts and culture. This group regularly visit art and cultural institutions and show an above-average interest in various cultural topics. They not only show a fondness for art, culture and antiques, but also have a deep interest in literature, cabaret, drama/ballet and concerts.



**Over 4 million Dutch people** <sup>1)</sup>  
reached every month by NRC  
through print and online



**2 million readers** <sup>2)</sup>  
of NRC with an interest in art

## Advertising opportunities arts and culture



### Print

- Cultural commercial inserts (4, 8, or 12 pages)
- Cultural advertorial
- Regular formats
- Art and Book ladder
- Podiumkunsten
- NRC Magazine



### Online

- Digital impact pages
- Regulatory bannering
- Cultural advertorial
- Article video
- Newsletter banner

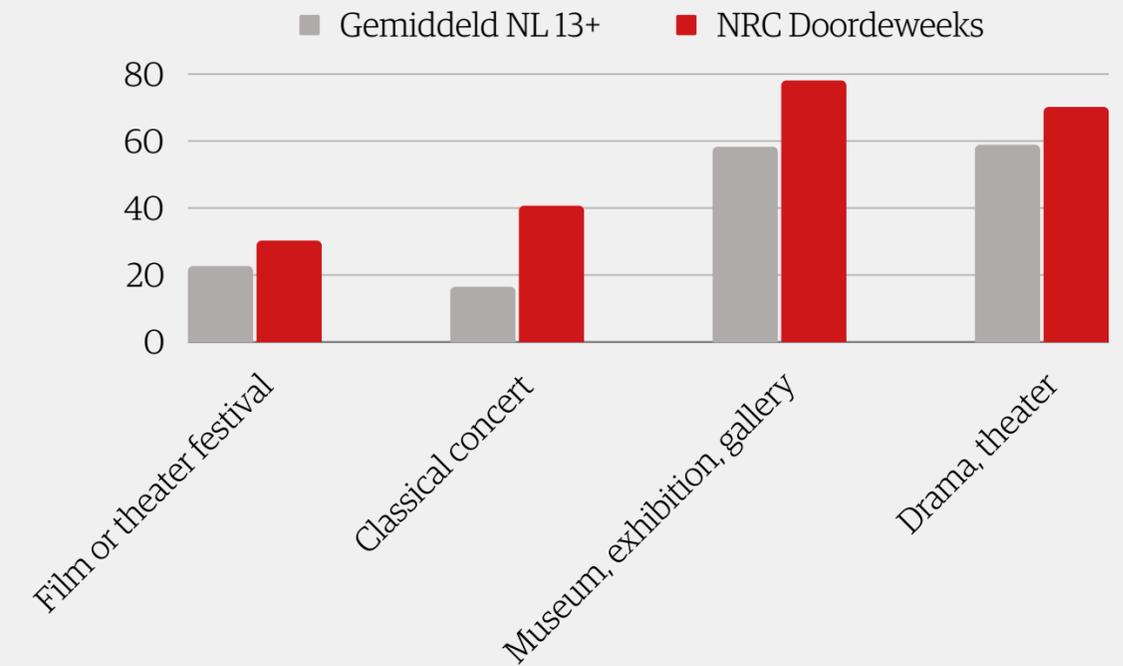


### Audio

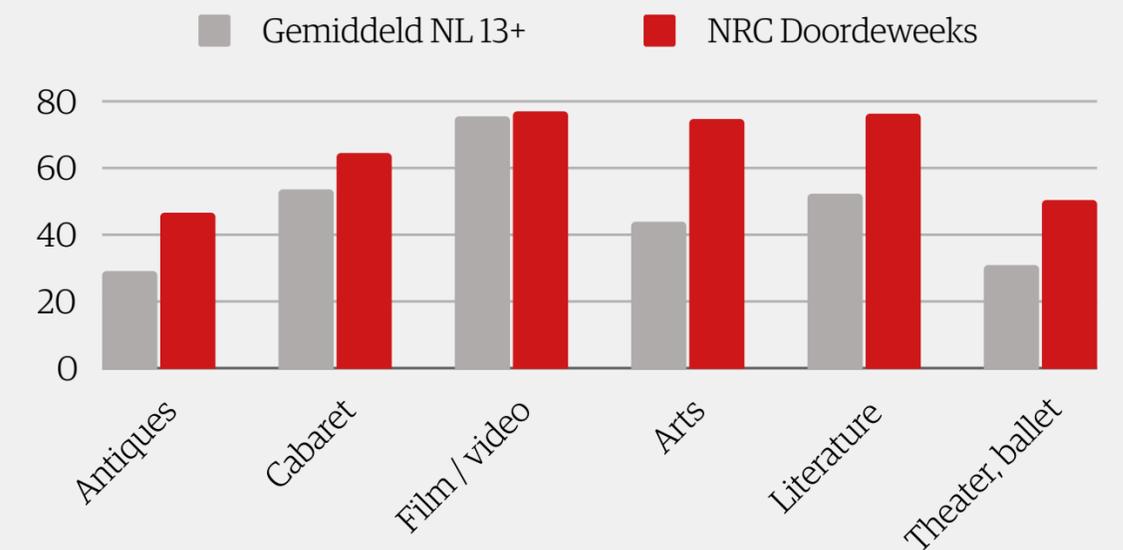
- Branded podcast
- Podcast-pre-roll
- Production pre-roll

Source: 1) NOM 2023-I, 2) NPDM 2022

## The reader visits... (%) <sup>2)</sup>



## The reader is interested in... (%) <sup>2)</sup>



# Rates- Arts and culture

## Art/Book ladder

The Art Ladder appears weekly in the Culture/Cultural Supplement section and the Book Ladder in the Culture/Books section.

 **Every Thursday and Friday**



Art Ladder	Size b x h (in mm)	Proportion	Rate 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

## Podiumkunsten (Performing Arts)

On the Performing Arts page in the Culture - Cultural Supplement section on Thursday, you can bring your cultural stage to the attention of NRC readers. See below for the editorial schedule, formats, and rates.

 **Every Thursday**

Podiumkunsten	Size b x h (in mm)	Appearance	Deadline reservation	Deadline material	Rate NRC Doordeweeks
1/4 pagina	130 x 170	Thursday	Monday 12 pm	Tuesday 3 pm	€ 1.950
1/2 pagina	265 x 170	Thursday	Monday 12 pm	Tuesday 3 pm	€ 2.300

| MUZIEK | THEATER | KLEINKUNST | CABARET | BALLET | OPERA | DANS |  
**PODIUMKUNSTEN**



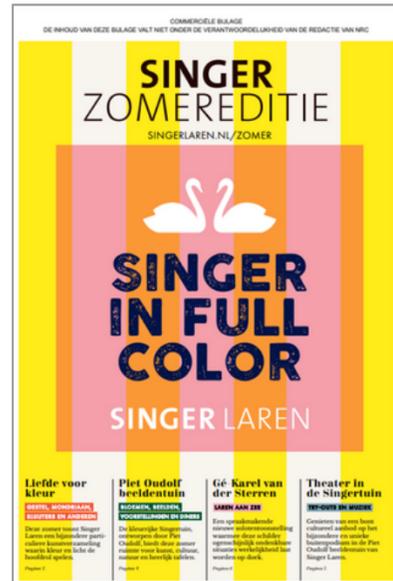
# Commercial cultural supplement

## For large expressions

For major events or broad cultural topics it is possible to publish a commercial cultural supplement (possibly in collaboration with co-publishing advertisers).

A commercial supplement can be published in NRC Doordeweeks and NRC Weekend. The supplement is also placed in the digital edition. This makes for a very unique and impactful advertising opportunity for your story.

This supplement consists of 4 (coverwrap), 8,, 12, or 20 pages. The content and design are to be delivered to NRC.



## Submission specifications



### Reservation deadline

Max. 14 days before placement date



### Deadline for materials

Max. 7 days before placement date

## File type and dimensions



PDF file  
Without cutting, or registration marks



Size  
289 x 415 mm



Typeface  
266 x 398 mm

## Rates and options

Publication	No. of pages	Net rate
NRC Doordeweeks	4	On request
NRC Doordeweeks	8	On request
NRC Weekend	4	On request
NRC Weekend	8	On request
Extra per mm 2)	6,28	On request
In color according to own formatting 4)	9,42	On request

## Extra option: Reprinting

Reprinting of commercial inserts (including or excluding newspaper) is available upon request, depending on the number. Cost for reprinting and delivery of commercial inserts on request.

**Deadline:** Min. 2 weeks before publication.

# **Family and financial notices**

# 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 en aanleveren

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:**  
+31 (0)20 755 3052



**Through email:**  
[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..

Publication		Deadline	Price including VAT	Price including VAT
<b>Tuesday to Saturday</b>	Monday to Saturday	By 3 p.m. on the day before publication	€ 6,95 per mm per column	€ 5,74 per mm per column
<b>Monday</b>		By 3 p.m. on the Friday before publication		

# Financial notices

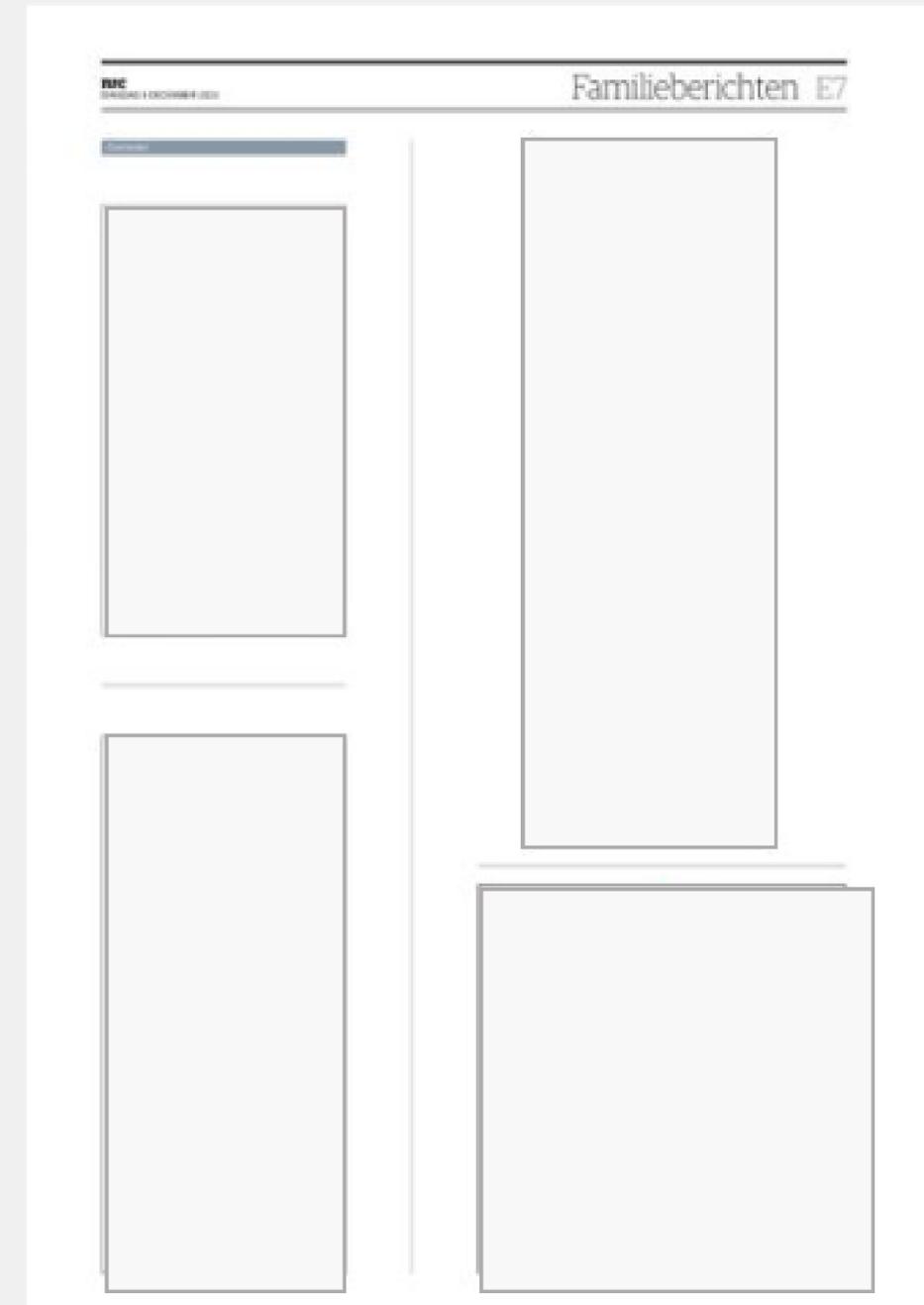
## You can submit your financial notices for publication in NRC Doordeweeks and NRC Weekend every day

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 including VAT
<b>Tuesday to Friday</b>	By 3:00 p.m. on the day before publication	€ 7,87 per mm per column	€ 6,50 per mm per column
<b>Monday</b>	By 3:00 p.m. on the Friday before publication		
<b>Saturday</b>	By 3:00 p.m. on the day before publication	€ 10,29 per mm per column	€ 8,50 per mm per column

## Positioning

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.



# Zadkine

Classified advertisements  
NRC Vastgoed

## Classified ads

Proposition	Price	Price
	Monday - Friday	Saturday
Excluding design 1)	€ 43,18	€ 46,50
Extra per millimetre 2)	€ 4,30	€ 4,65
Including design 3)	€ 62,80	€ 67,50
Extra per millimetre 2)	€ 6,28	€ 6,76
In colour based on own layout 4)	€ 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

NRC Vastgoed	Size wxh (in mm)	Publication	Deadline reservation	Deadline material	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

The NRC Vastgoed 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, at [info@zadkinemedia.nl](mailto:info@zadkinemedia.nl), or through [zadkinemedia.nl](http://zadkinemedia.nl)

**ZADKINE**  
MEDIA

# Tailored advice and inspiration

We look forward to inspiring and informing you so you can explore the possibilities of NRC. Please contact us for a personal consultation.

We will be more than happy to provide you with tailored advice.



[sales@nrc.nl](mailto:sales@nrc.nl)



[+31 \(0\)20 755 3053](tel:+31(0)207553053)



[adverteren.nrc.nl](http://adverteren.nrc.nl)