

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.

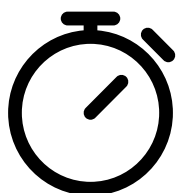
With the most extensive investigative editorial team, NRC delivers unique and high-profile journalistic stories and puts relevant social issues on the agenda.

Reach print newspaper

NRC Weekend



520.000 readers¹



59 minutes¹
Reading time

NRC Doordeweeks

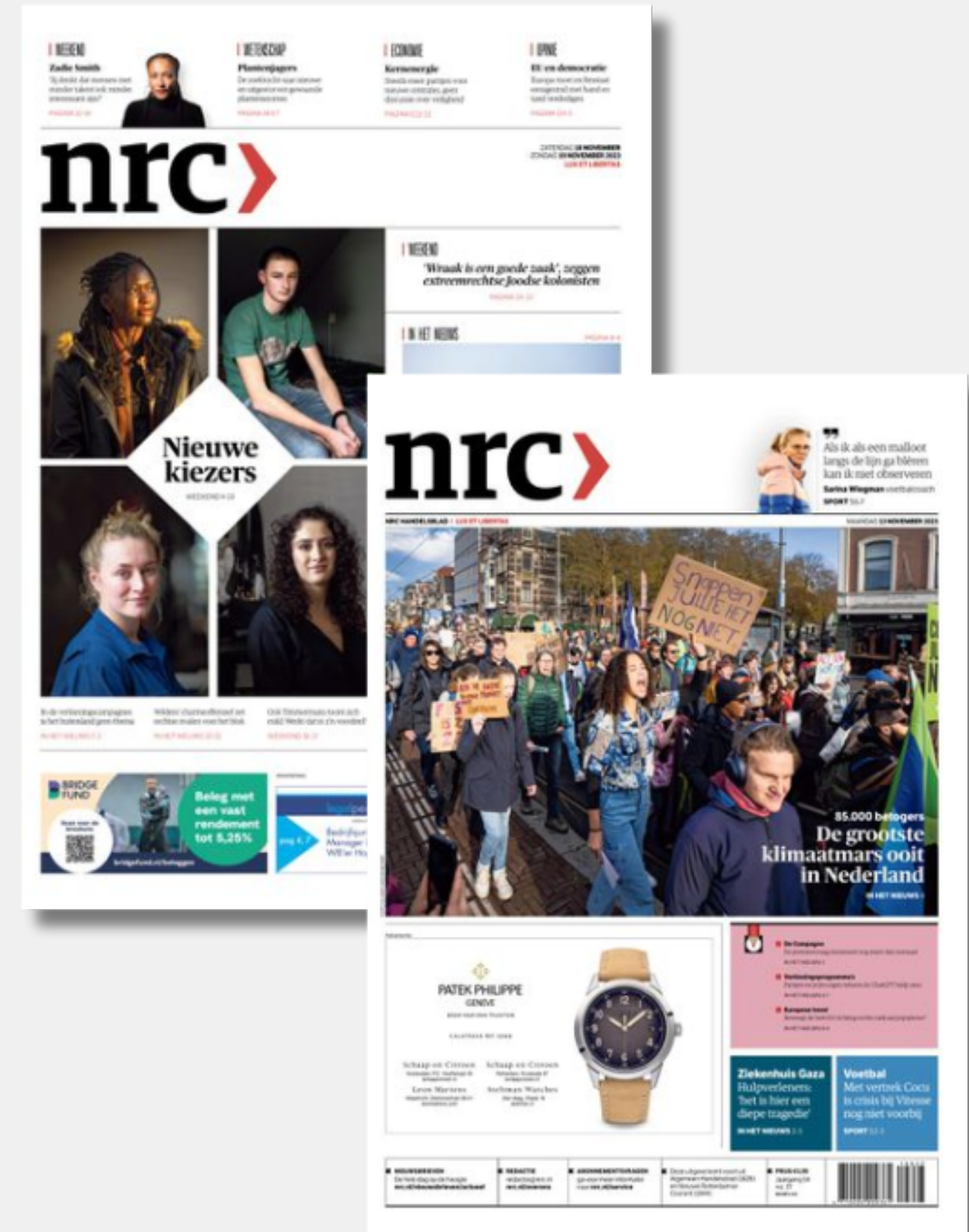


267.000 readers¹



40 minutes¹
Reading time

Source: 1) NOM, NPM 2022-III

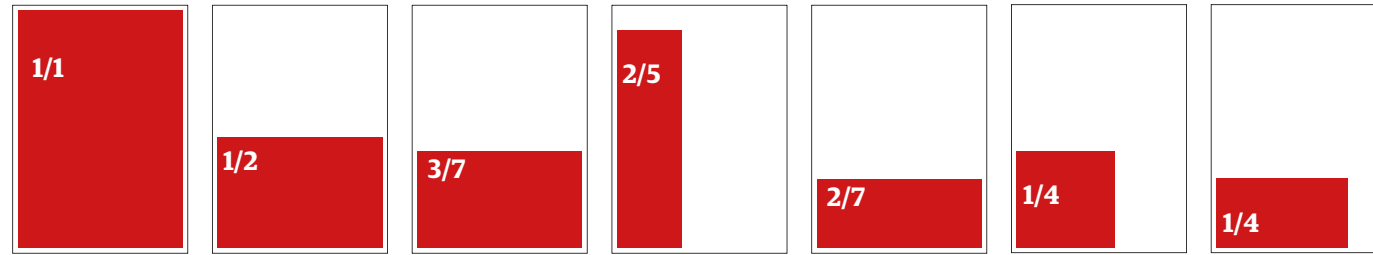


Rates - print

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

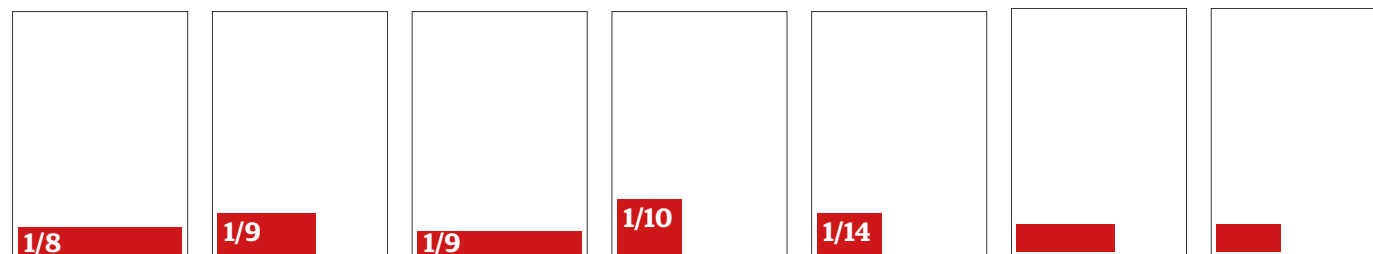
Format visuals



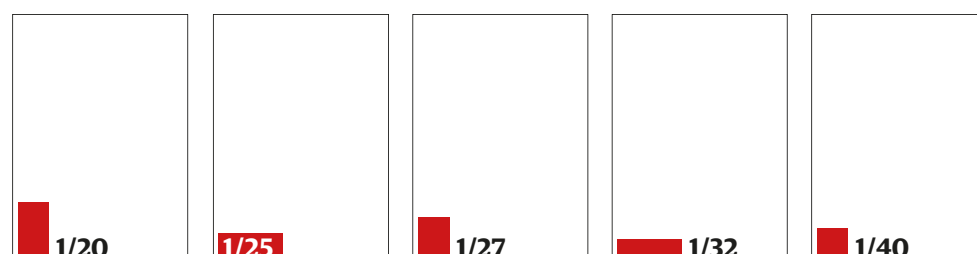
CD101V wxh: 266x398
 CD102VL wxh: 266x190
 CD307VL wxh: 266x166
 CD205VS wxh: 104x375
 CD207VL wxh: 266x118
 CD104B wxh: 158x166
 CD104L wxh: 212x118



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

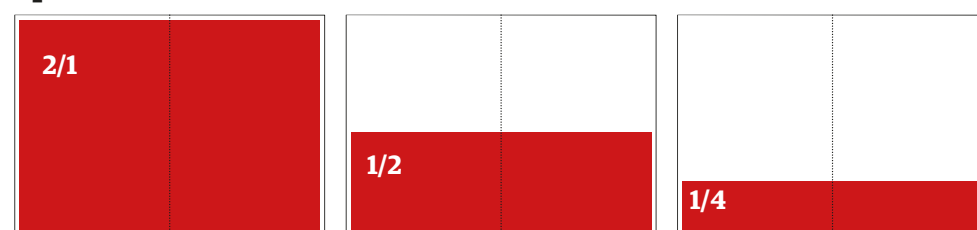


CD108VL wxh: 266x46
 CD109L wxh: 158x70
 CD109VL wxh: 266x40
 CD110BL wxh: 104x94
 CD114BL wxh: 104x70
 CD114L wxh: 158x46
 CD120L wxh: 104x46



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
News NRC Doordeweeks	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
News NRC Weekend	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
Economy/Sport	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
	Economy/Carreer	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
Science		Saturday	Monday 09.30 am
Opinion & debate	Saturday	Thursday 12 pm	Thursday 5 pm
Weekend	Saturday	Monday 09.30 am	Wednesday 10 am
Real estate	Saturday	Monday 09.30 am	Wednesday 10 am

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

