

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

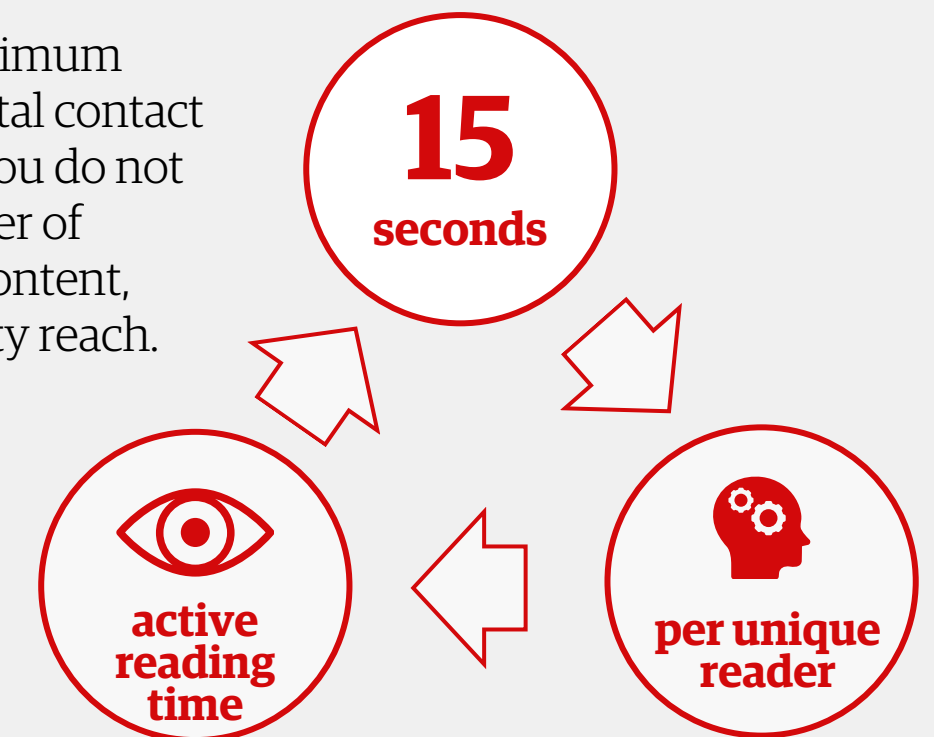
A solution for every issue

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.

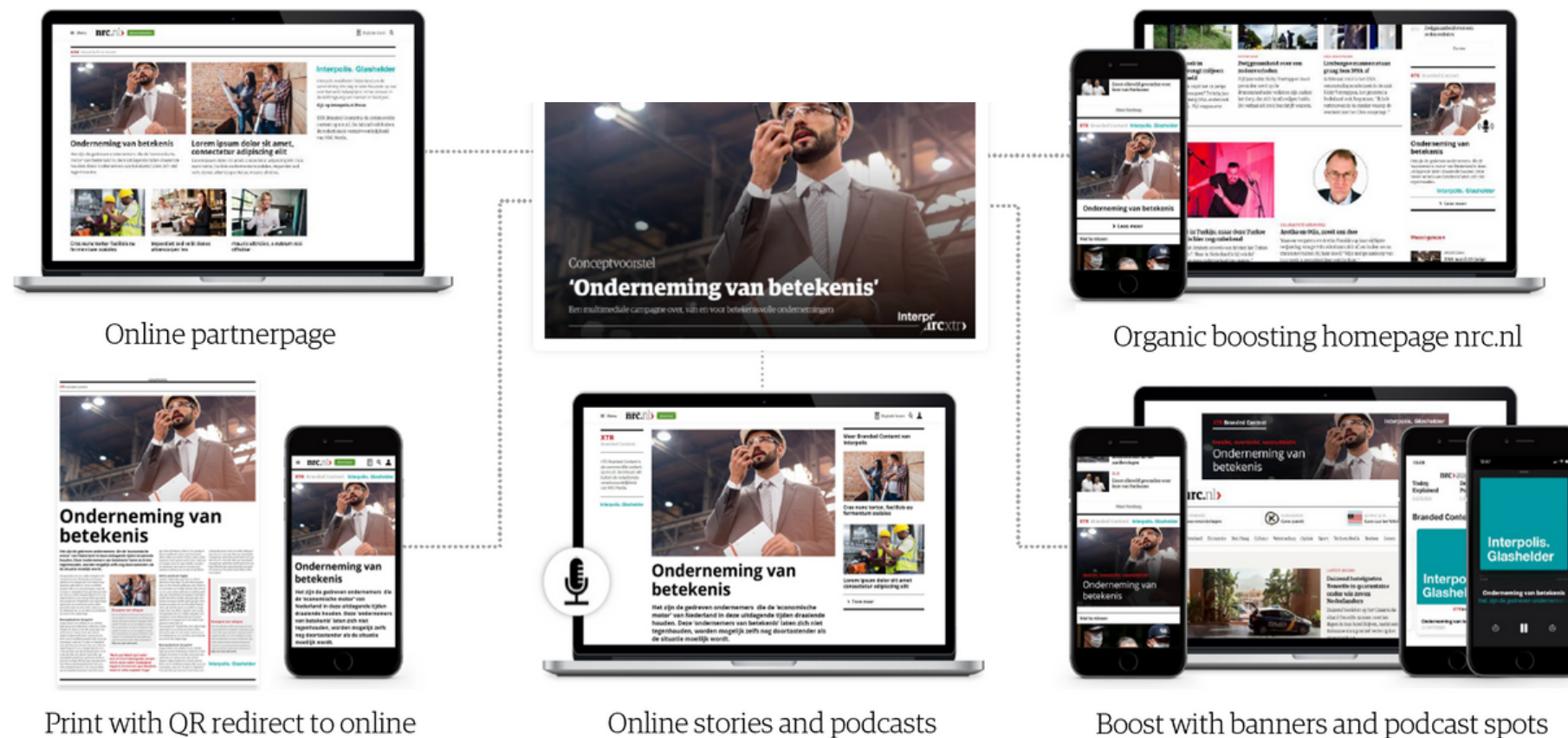


Branded content

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

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Rates - Branded content

Type of ad	Start-up costs* (€)	Production costs writing/ editing (€)	Production costs banners per size	Booster package
Advertorial	€ 2.500	€ 500 - 1.500	€ 500	€ 30 CPM
Brand page	€ 3.000	N.V.T	€ 500	€ 30 CPM
Branded podcast			On request	
Customization			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). 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.