

Independent journalism and high-profile stories

NRC reaches nearly 2.5 million Dutch people¹⁾ on average every month through 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.

The reach of nrc.nl



82 million¹
Av. pageviews
per month on nrc.nl



108¹
Selectivity in target
audience AB1

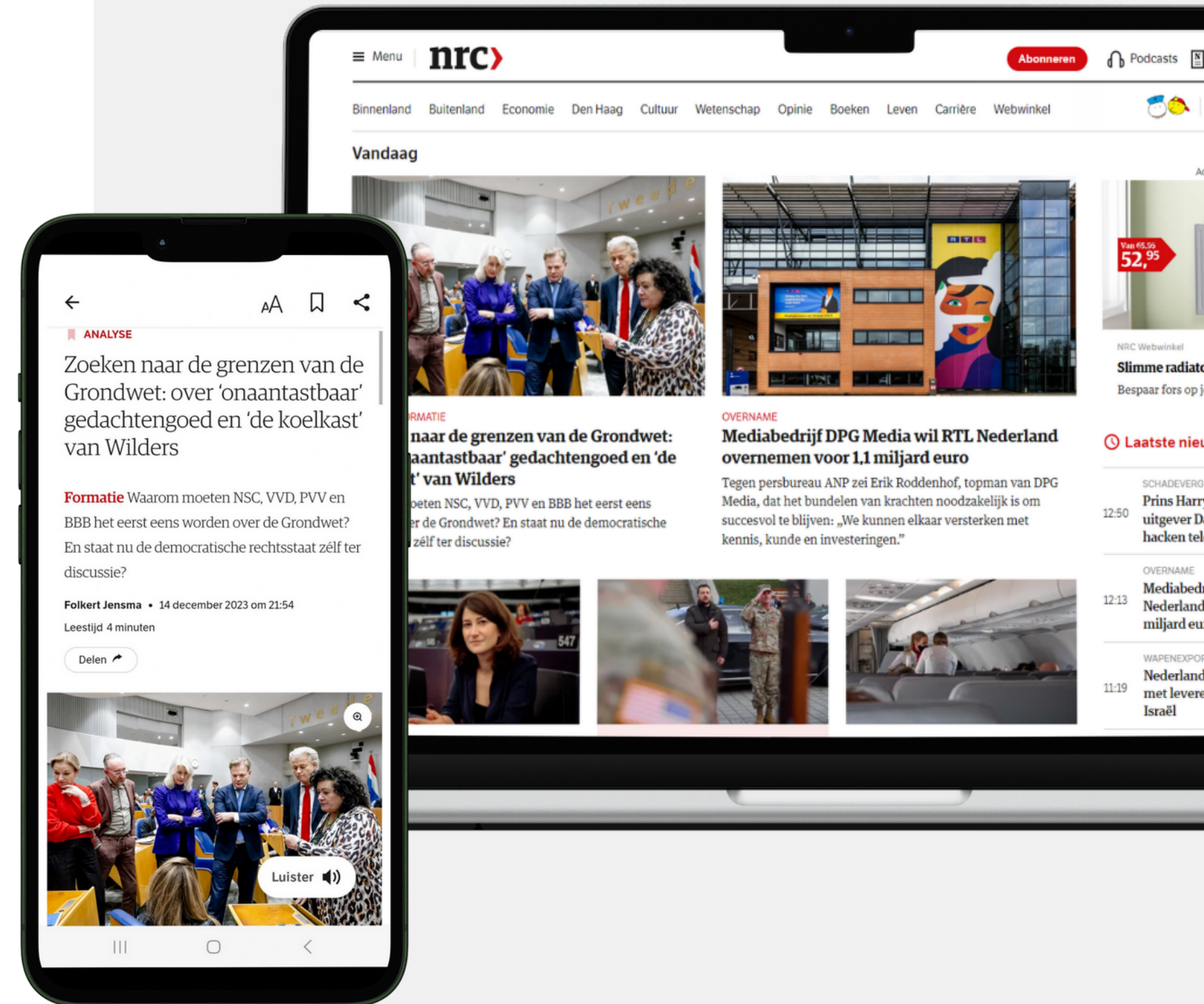


2,3+ minutes²
Av. time on page



+ 1 million
Followers of NRC
on social media

Source: 1) NOM NMO Online, 2) Google Analytics



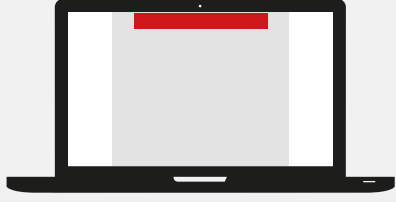

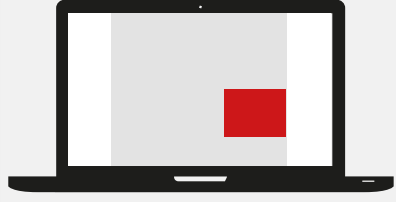

Rates - nrc.nl


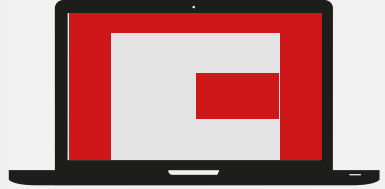
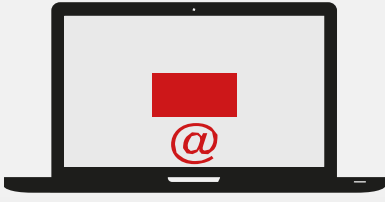
Digital product	Size	Price per 1.000 impressions
Leaderboard	728 x 90	€ 30
Billboard	970 x 250	€ 30
Rectangle	300 x 250 / 336 x 280	€ 30
HalfPage	300 x 600 / 336 x 600	€ 30
Video/Outstream (Article/Mobiel)	640 x 360 / 640 x 480	€ 30

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

*= "Per day" is only guaranteed on the top position in 5 om 5 or Today (440.000 sent, 200.000 unique users)

Visuals and specifications

Type	Visuals	Pixels	Specifications
Leaderboard		728 x 90	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
Billboard		970 x 250	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
Rectangle Desktop / Mobile		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
HalfPage		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

Type	Visuals	Pixels	Specifications
Video Outstream Article / Mobile		16:9 (640x360) 4:3 (640x480)	Max. 30 sec., HD 720P maximum, 5 MB maximum. Submission via VAST tag. Submission via MP4 on request
First Page Takeover / Homepage Takeover		Op aanvraag	Specs available on request via onlinetraffic@nrc.nl
Newsletter		600 x 230	Max. 100 kb/.png/.jpg/.gif (commonly used image files)