

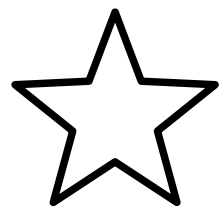
Digital Impact Pages

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

Increase brand interest



Index score = exposed vs non-exposed group score

Discover the power of NRC's digital newspaper for your brand

In today's rapidly changing world, trustworthy journalism is essential. At NRC, we see this every day. Our journalism reaches more people than ever. At NRC, we are moving with the times and digitizing our newspaper as our society changes. With our unique clickable ads in the digital newspaper, it's easier than ever to reach digital readers and maximize impact.



**Watch the animation
for more information**

Digital Impact Page



Call-to-action

Clickable content: direct readers to the advertiser's landing page with one click

Quality leads

Generate valuable leads within the trusted journalistic context of NRC's affluent audience

High impact

Maximum attention: boost brand awareness and interest with proven results

ARTIS ZOO

CTR 1,2%



Digital Impact Pages - Rates

Submission

- Submit to traffic@nrc.nl / without bleed and crop marks
- Format: PDF 260x390mm per page
- 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

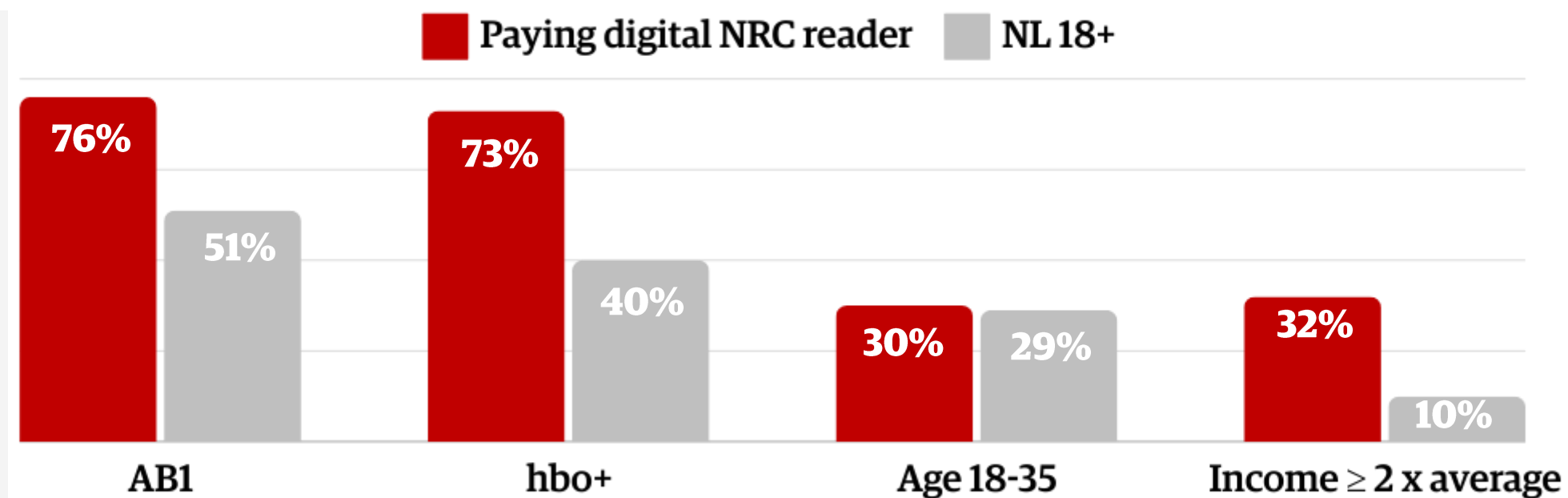
Advertising opportunities and rates

Size	NRC Weekend	NRC Weekdays
1/1 pagina	€ 8.500	€ 5.500
2/1 pagina	€ 11.250	€ 8.500
4/1 pagina	€ 15.000	€ 10.000

Best practices Digitale Impact Pages

This ad format combines the power of newspaper trust with the interaction and conversion of the NRC digital platform. The results include a strong positive impact on key brand KPIs, purchase intent and ultimate conversion, all among NRC's highly selective target audience.

Profile



Research

The impact of the Digital Impact Pages in the digital edition of NRC Weekend was researched by GfK Netherlands. All figures in the following cases are derived from this research.



**NATIONALE
OPERA &
BALLET**

**KUNSTMUSEUM
DEN HAAG**

★★★★★
SILVERJET
matt