

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 ¹research shows that contact frequency is crucial for effectiveness*. 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.

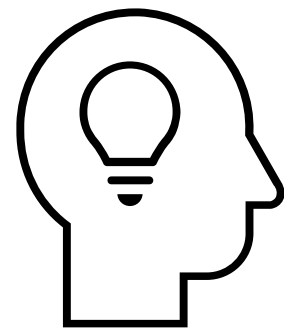
Source: 1)NRC Podcast Effect Monitor, Research into the power of pre-roll advertising for the NRC podcasts (2021-2023) 2) Motivation NRC The world of podcasts 2021



The minimal frequency for maximum impact

A pre-roll campaign at NRC reaches the listener at least 3 times (goal)

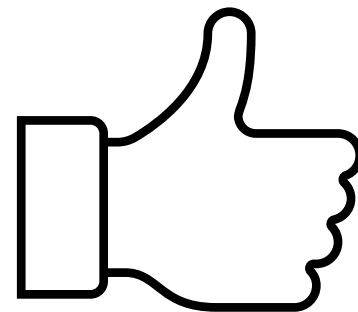
Pre-rolls in NRC podcast generate twice the impact of audio spots in conventional radio ad blocks



30%

Ad recognition

(4 weeks - 750.000 impressions)



7,1

**High appreciation
creative**






51%

**Creative assessment:
reliable**

The power of podcasting


NRC's regular podcast series

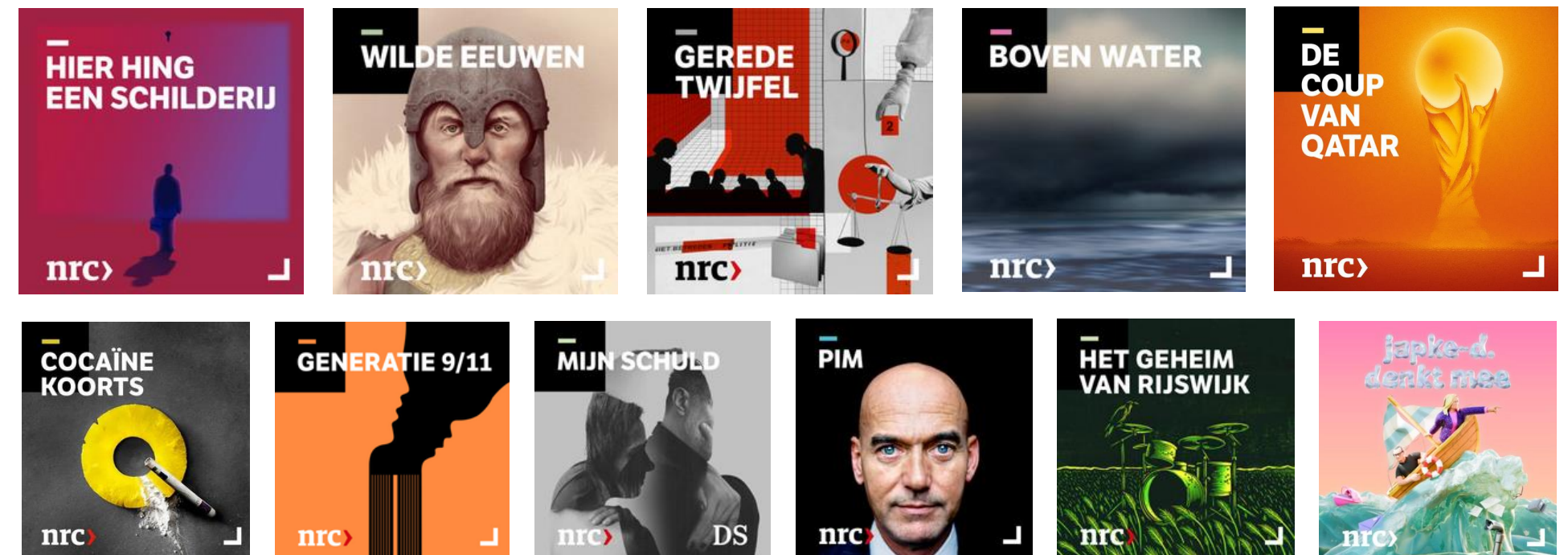
- Intimate and personal**
—

- Strong bond with medium (fans)**
—

- Niche content**
—




A selection of our other series

- 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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*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	Kosten per 1.000 impressies	€ 35
Mid-rolls	Kosten per 1.000 impressies	€ 35
Post-rolls	Kosten per 1.000 impressies	€ 15

Creatie pre-roll

Type of advert	Content	Price
Pre-roll	Pre-roll - stem, muziek en afmixen	€ 750

Branded podcasts

Type of advert	Content	Price
Branded podcast	Podcasts volledig op maat gemaakt door XTR branded content	€ 5.000