

Advertising at nrc>

Media kit 2025



In this media kit

<u>Advertising with NRC</u>	3
<u>Print</u>	5
<u>NRC Weekend</u>	5
<u>NRC Weekdays</u>	5
<u>NRC Magazine</u>	11
<u>NRC De Week</u>	14
<u>Online</u>	15
<u>nrc.nl</u>	15
<u>Newsletters</u>	19
<u>Digital Impact Pages</u>	21
<u>Best practices Digital Impact Pages</u>	23
<u>Audio</u>	27
<u>Branded content</u>	32
<u>Job Market Communication</u>	36
<u>Arts and culture</u>	41
<u>Family notices</u>	45
<u>Zadkine</u>	51

Advertising with NRC

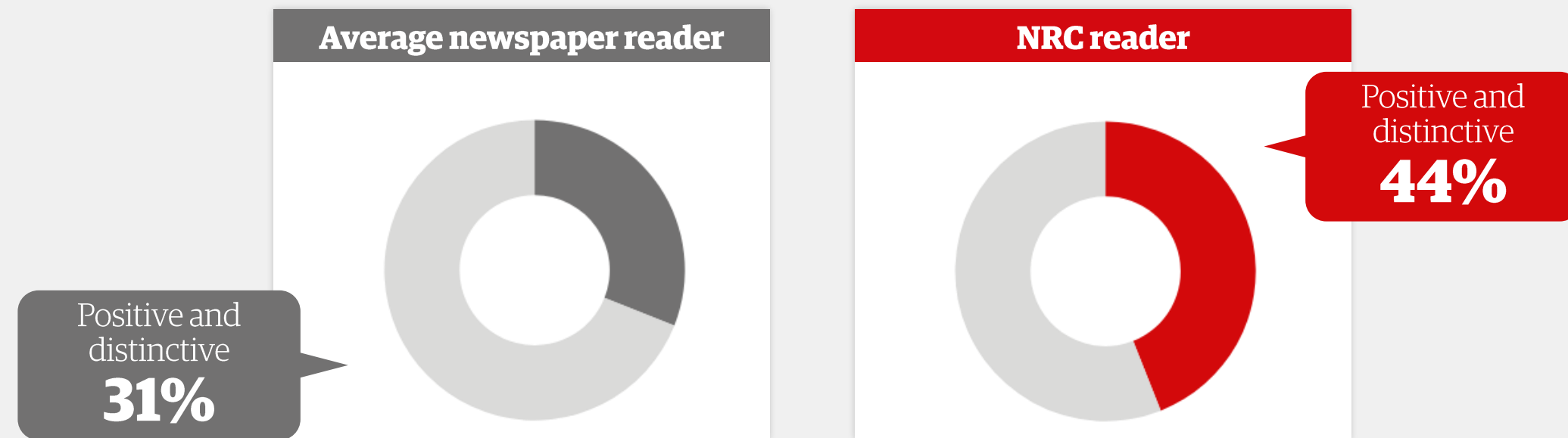
NRC lets facts speak for themselves

NRC is committed to critical and independent journalism. With a broad perspective, our journalism looks beyond the issues of the day. We vigorously investigate and verify facts.

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

The added value of a trusted news brand

An advert within the trusted NRC content environment produces a higher advertising impact score



Follow NRC's journalism

Online




nrc.nl
NRC-app
Digital newspaper

Krant



NRC (newspaper)
NRC Magazine (monthly)
NRC De Week (abroad)

Audio



NRC-podcasts

NRC reaches a 3 million influential audience



High potential professionals

64% hbo+

38% avg nl



Affluent Consumers

45% W1

25% avg nl



Culture and Art Enthusiasts

60%

43% avg nl



C-level Executives

7%

3% avg nl



Public Sector Leaders

23%

16% avg nl



Print

NRC Weekend
NRC Doordeweeks
NRC Magazine
NRC De Week

NRC Weekend & NRC Weekdays

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



737.000 readers¹



68 minutes²
Reading time

NRC Weekdays



427.000 lezers¹



50 minutes²
Reading time





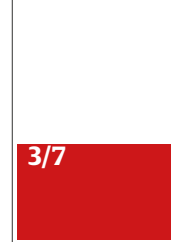
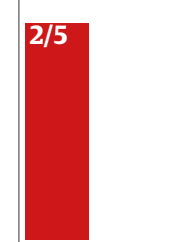

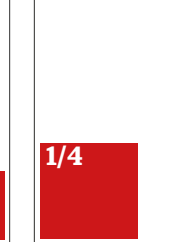
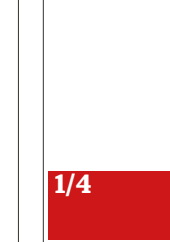


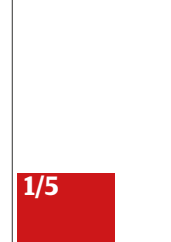
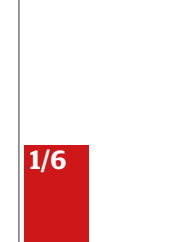

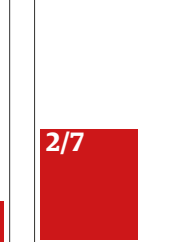
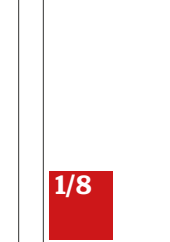


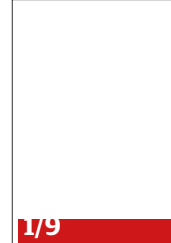

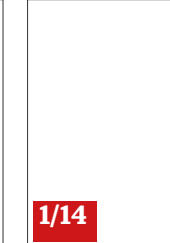
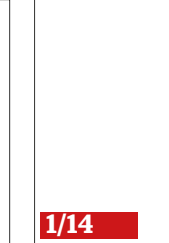
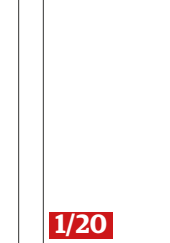

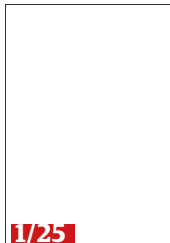
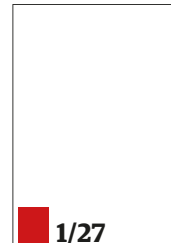

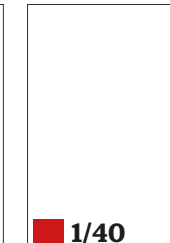
Source: 1) NOM NPMMD GDM 2024-I, 2) NOM DGM HAH 2024

Rates - print



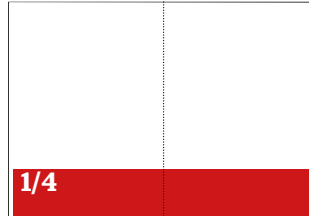
Proportion	Size wxh (in mm)	Rates	
		NRC Weekend	NRC Weekdays
2/1	550 x 398	€ 62.400	€ 50.300
1/1	266 x 398	€ 39.000	€ 31.400
1/2	266 x 190	€ 24.200	€ 19.500
3/7	266 x 166	€ 21.300	€ 17.200
2/5	104 x 375	€ 19.700	€ 15.800
2/7	158 x 190 / 266 x 118	€ 14.900	€ 12.000
1/4	158 x 166 / 212 x 118 / 104 x 238 / 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 wxh (in mm)	Rates	
		NRC Weekend	NRC NRC Weekdays
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
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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
Page 4 to 15	2
Front page sections	2
Backpage sections	2
Economic section	1,5
Other positional guarantee	1,2

Specifications NRC newspaper

Submitting print adverts

You can submit adverts by email to traffic@nrc.nl.

Specifications NRC Weekend and NRC Doordeweeks

Our digital standard for advertising files is Certified PDF (cPDF). An advert must meet the following requirements:

- Submit without registration and crop marks
- Photoshop colour profile for conversion to CMYK: ISOnewspaper26v4
- Job options for exporting to PDF in InDesign: GWG2015_NewspaperAds_CMYK or NewspaperAds_1v4_IND4 (outdated version)
- Submit full-colour adverts in CMYK, 200 dpi, no RGB
- Submit black-and-white adverts in greyscale, not as CMYK or RGB

For technical questions regarding submission of materials, please visit printarena.nl.

Specifications NRC Magazine

Magazine format: 220×285 mm, 440×285 mm

- Submit materials as certified PDF in CMYK
- Submit black-and-white adverts in greyscale, not as CMYK
- Colour profile: PSO_MFC_Paper_eci.icc
- Adobe PDF preset: MagazineAds_1v4.joboptions
- Materials to be submitted with 3mm bleed on all sides, WITHOUT crop marks



LITERATUUR

Met: Coco Mellors, Elizabeth Strout, Mieko Kawakami, Safae el Khannoussi, Jente Posthuma, Bregje Hofstede en Aimée de Jongh

nrc
#30 07/08 | 2024

MAGAZINE

Reservation deadlines

Closing times news section

Position	Publication	Reservation deadline	Deadline for materials
News - NRC Doordeweeks	Monday	Friday 12.00	Friday 15.00
	Tuesday	Monday 12.00	Monday 15.00
	Wednesday	Tuesday 12.00	Tuesday 15.00
	Thursday	Wednesday 12.00	Wednesday 15.00
	Friday	Thursday 12.00	Thursday 15.00
News - NRC Weekend	Saturday	Thursday 12.00	Thursday 15.00

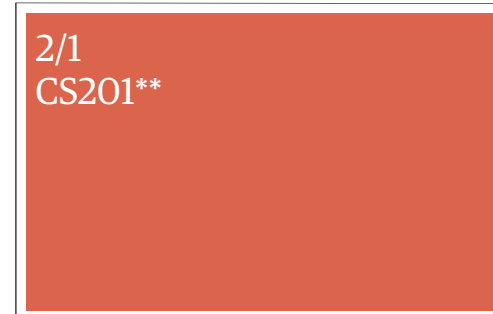
Closing times other sections

Position	Publication	Reservation deadline	Deadline for materials
Science	Saturday	Monday 9.30	Wednesday 10.00
Opinion & Debate	Saturday	Thursday 12.00	Thursday 17.00
Weekend	Saturday	Monday 9.30	Wednesday 10.00
Real Estate	Saturday	Monday 9.30	Wednesday 10.00
Culture (Music)	Monday	Thursday 12.00	Friday 15.00
Culture (Life)	Tuesday	Thursday 12.00	Monday 15.00
Culture (Film)	Wednesday	Friday 12.00	Tuesday 15.00
Culture (Cultural Supplement)	Thursday	Monday 12.00	Tuesday 15.00
Culture (Books)	Friday	Monday 12.00	Tuesday 15.00

NRC Magazine

Formats and rates

Code	WxH (in mm)	Share	Rate (€)
CS201**	440x285*	2/1	€ 40.000
CD101	220x285*	1/1	€ 23.000



Material

Provide materials as certified pdf in CMYK.
The colour profile is: PSO_MFC_Paper_eci.icc.
Preset Adobe PDF: MagazineAds_1v4.joboptions

Please provide the material to
e-mail: traffic@nrc.nl

**Provide materials bleeding, 3mm all around without crop and bleed marks

Contact

Please contact your account directors for more information.

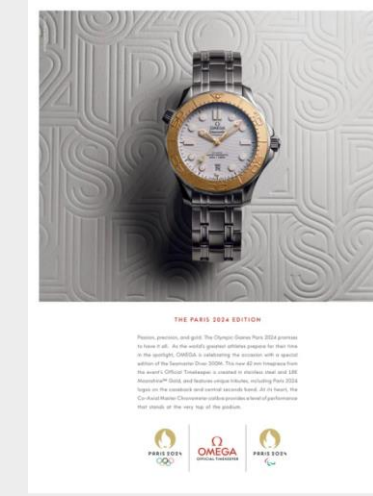
Gertjan Dijkhuizen - M +31(0)6 - 53 46 10 96 | g.dijkhuizen@nrc.nl

Tessa van Kampen - M +31(0)6 - 10 17 27 81 | t.vankampen@nrc.nl



Themes and dates 2025

Edition	Publication	Theme	Reservation deadline	Deadline for materials
#35	Saturday 1 st of February 2025	Love	Monday 13 th of January 2025	Thursday 16 th of January 2025
#36	Saturday 1 st of March 2025	Fashion	Monday 10 th of February 2025	Thursday 13 th of February 2025
#37	Saturday 5 th of April 2025	Design	Monday 17 th of March 2025	Thursday 20 th of March 2025
#38	Saturday 3 rd of May 2025	Garden	Monday 14 th of April 2025	Thursday 17 th of April 2025
#39	Saturday 7 th of June 2025	Suriname	Monday 19 th of May 2025	Thursday 22 nd of May 2025
#40	Saturday 5 th of July 2025	Literature	Monday 16 th of June 2025	Thursday 19 th of June 2025
#41	Saturday 6 th of September 2025	Fashion	Monday 18 th of August 2025	Thursday 21 st of August 2025
#42	Saturday 4 th of October 2025	Design	Monday 15 th of September 2025	Thursday 18 th of September 2025
#43	Saturday 1 st of November 2025		Monday 13 th of October 2025	Thursday 16 th of October 2025
#44	Saturday 7 th of December 2025	Holiday Season	Monday 18 th of November 2025	Thursday 20 th of November 2025



NRC De Week

NRC De Week is a compact printed weekly edition of NRC designed especially for readers outside The Netherlands. With this weekly edition, subscribers abroad stay updated on recent developments in The Netherlands, and can continue to follow world news from a Dutch perspective.

NRC De Week offers a weekly summary of the most important news and related backgrounds, including the in-depth insight and interpretation to which NRC readers are accustomed.

NRC De Week is published weekly on Monday, exclusively to NRC readers abroad. The exact day and time of delivery vary depending on the country and location where the edition is to be delivered.

Rates - NRC De Week

Proportion	Size wxh (in mm)	Rate
1/1	266 x 398	€ 1.850
1/2	266 x 190	€ 1.150



Online

nrc.nl

Newsletters

Digital Impact Pages

Independent journalism and high profile stories

NRC reaches nearly 1,7 million Dutch people¹⁾ on average every month through [nrc.nl](https://www.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



106 million¹
Average pageviews
per month



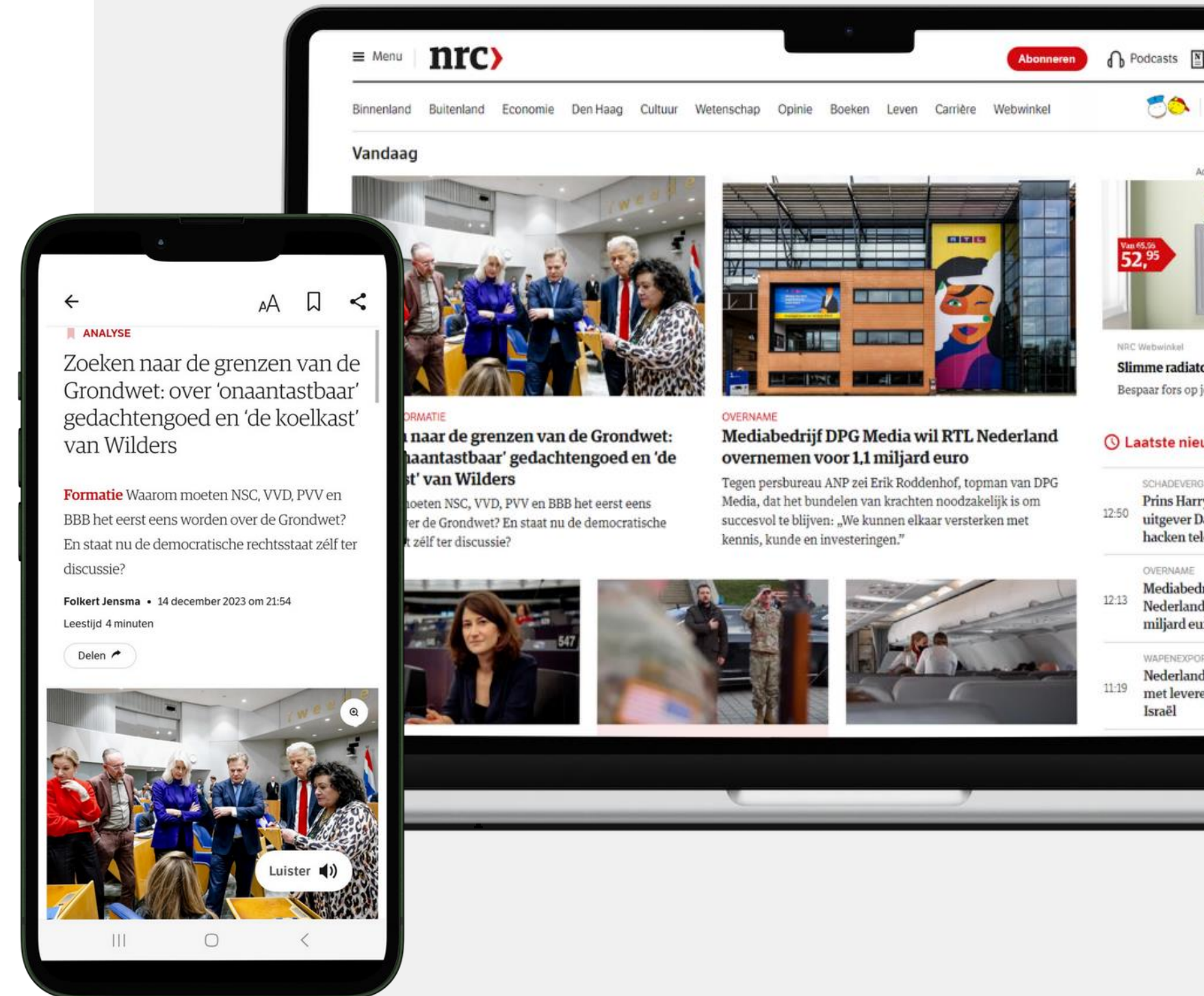
115¹
Affinity in target
group AB1



2,3+ minutes²
Av. time on page



+ 1,1 million
Followers on
social media





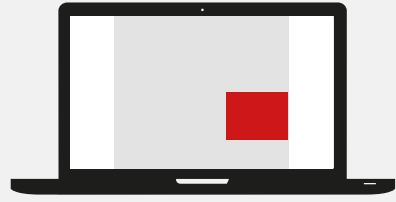

Rates - nrc.nl

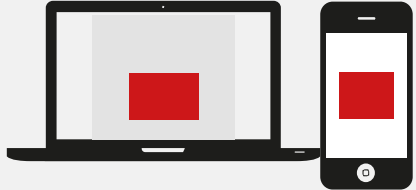
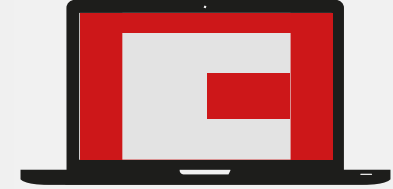
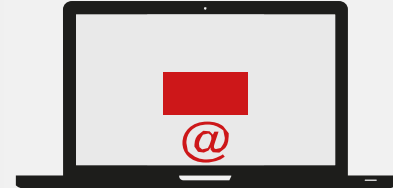
Digital product	Size	Price per 1.000 impressions
Leaderboard	728 x 90	€ 30
Billboard	970 x 250	€ 30
Rectangle	300 x 250 / 336 x 280	€ 30
HalfPage	300 x 600 / 336 x 600	€ 30
Video/Outstream (Article/Mobiel)	640 x 360 / 640 x 480	€ 30

Digital product	Size	Price per day
First Page Takeover	Op aanvraag	€ 15.000
Homepage Takeover	Op aanvraag	€ 6.000
Nieuwsbrief (600x230)	Per dag (alle nieuwsbrieven)*	€ 2.500
	Per nieuwsbrief	Op aanvraag

*= "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

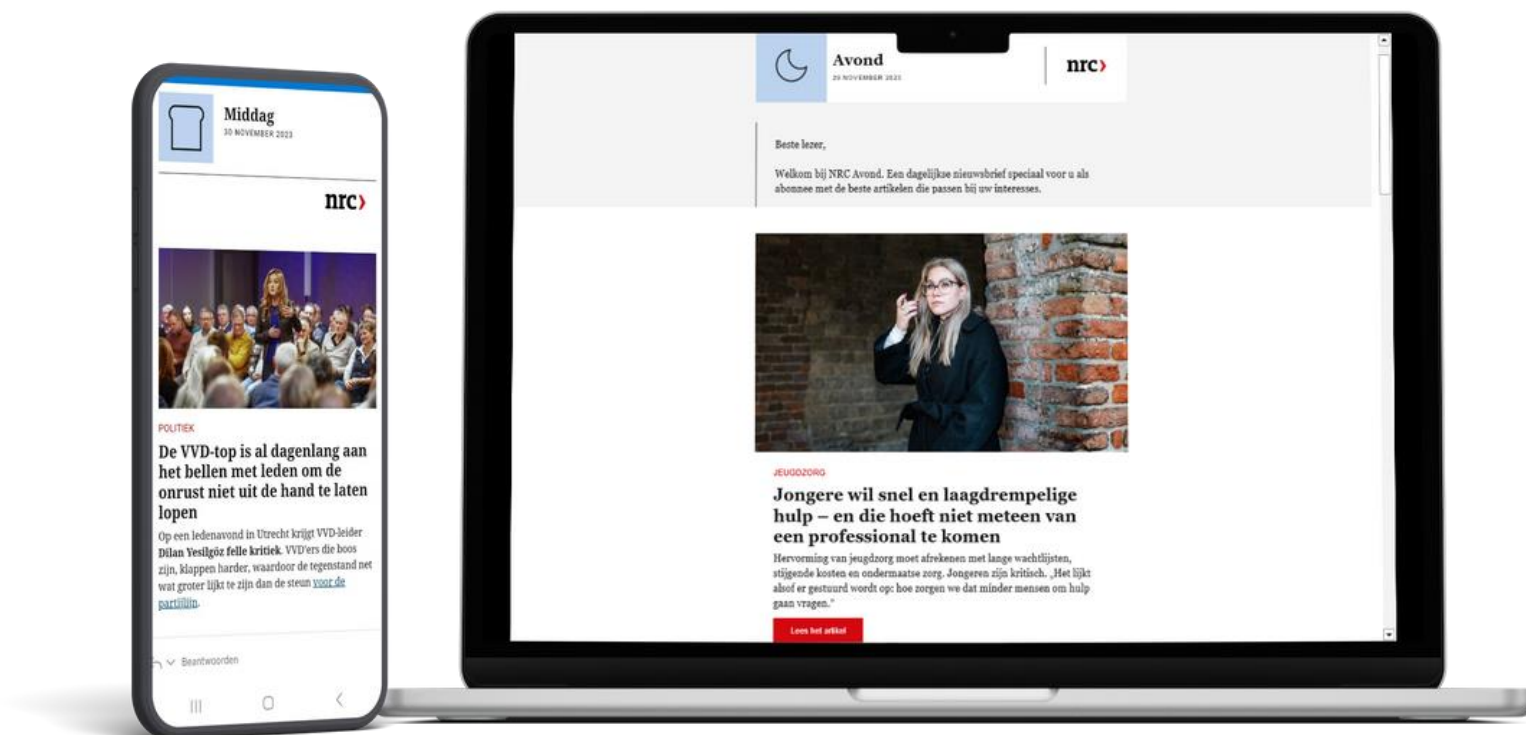
Type	Visuals	Pixels	Specifications
Video Outstream Article / Mobile		16:9 (640x360) 4:3 (640x480)	Max. 30 sec., HD 720P maximum, 5 MB maximum. Submission via VAST tag. Submission via MP4 on request
First Page Takeover / Homepage Takeover		On request	Specs available on request via onlinetraffic@nrc.nl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

Newsletters

Reach more with NRC Newsletters

The NRC editors have a wide variety of daily and weekly newsletters. From general topics in Today (Vandaag) and 5 at 5, to specific topics in Brexit, Smart Living (Slim Leven) or Law & Injustice (Recht & Onrecht), among others. Some of the newsletters, such as AI, De Gelijkmaker and Future Affairs are exclusively available to NRC subscribers, all other newsletters can also be followed by non-subscribers.

Advertising is possible in all newsletters, with the exception of Urgent and De Haagse Stemming. An advertising position in one of our newsletters can only be requested per day, you cannot choose a specific newsletter.



Our daily newsletters



Today

DAILY AT
06:00 O'CLOCK



Afternoon

DAILY AT 12:00
O'CLOCK



5 at 5

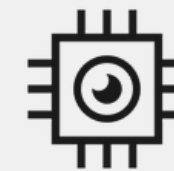
DAILY
AT 17:00 O'CLOCK



Evening

DAILY
AT 21:00 O'CLOCK

A selection of our exclusive newsletters



AI

WEEKLY



De Gelijkmaker (the Equalizer)

WEEKLY



Machtige Tijden (Mighty Times)

WEEKLY



Amerika

WEEKLY



Future Affairs

WEEKLY

Theme-based newsletters



Boeken (Books)

WEEKLY



Cultuurgids (Culture Guide)

WEEKLY



Slim Leven (Smart Living)

WEEKLY



Eten & Gezondheid (Food & Health)

WEEKLY



Internationaal (International)

WEEKLY

See all NRC newsletters at nrc.nl/nieuwsbrieven

Overview newsletters

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Vandaag	Vandaag	Vandaag	Vandaag	Vandaag	Vandaag	Vandaag
Middag	Middag	Middag	Middag	Middag	Wetenschap	Week v/d hoofdredactie
5 om 5	5 om 5	5 om 5	5 om 5	5 om 5	5 om 5	5 om 5
Avond	Avond	Avond	Avond	Avond	Avond	Avond
Economie	Economie	Economie	Economie	Economie		
Internationaal*			Cultuurgids	Boeken		Eten & Gezondheid
Slim Leven				De Podcastclub		

* automated

Total number of newsletters

± 415.000	± 340.000	± 330.000	± 355.000	± 460.000	± 290.000	± 320.000
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Total unique recipients

± 240.000	± 215.000	± 215.000	± 225.000	± 280.000	± 205.000	± 205.000
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For subscribers only

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
De Haagse Stemming	De Haagse Stemming	De Haagse Stemming	De Haagse Stemming	De Haagse Stemming	Machtige Tijden
Voorkennis	Amerika	Film	Voorkennis		Future Affairs
Kijktips	Klimaat		De Gelijkmaker		
Europa			Recht & Onrecht		

*Newsletters and recipients per day as of Oct 16. 2024

Rates

Product		Price per day
Newsletter (600x230)	Per day (all newsletters)*	€ 2.500
	Per newsletter	On request

Privacy

Mediahuis NRC maintains a strict privacy policy (see: www.nrc.nl/privacy).

This requires us to check all banner materials for tracking cookies prior to each campaign.

This includes, for example, the use of Google's DoubleClick, which requires all tracking options to be disabled in the buyer side of the system so that no data is shared with Google.

Cookies that track performance, for example, are not a problem.

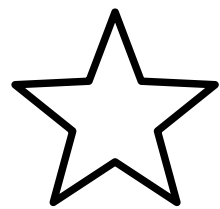
Digital Impact Pages

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

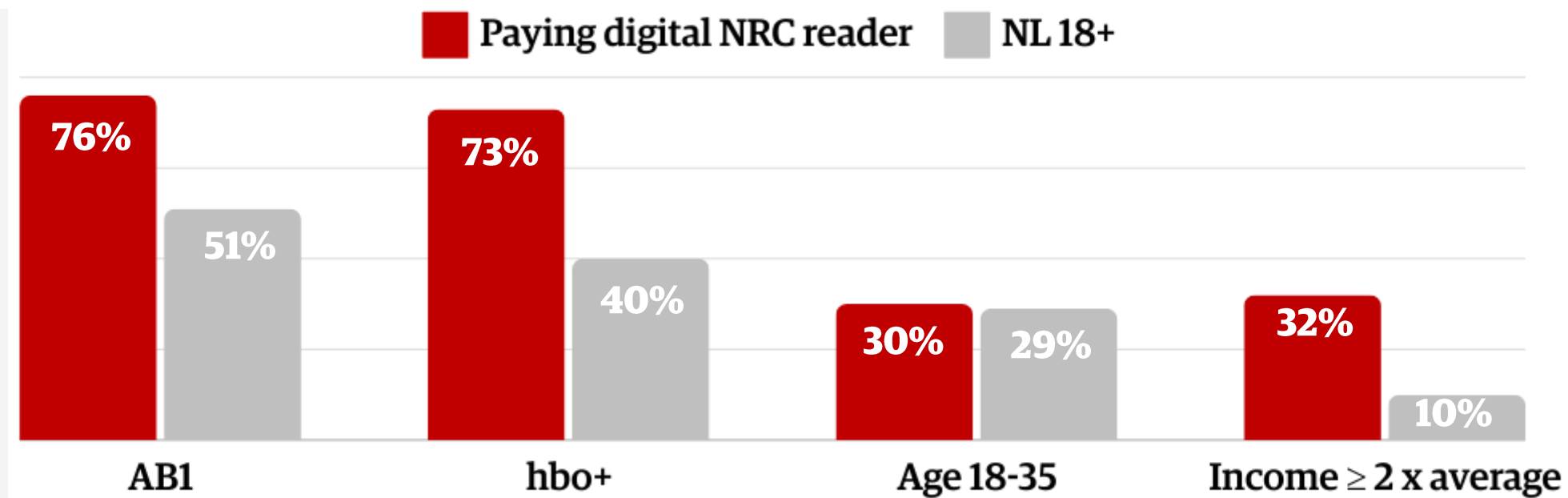
Advertising opportunities and rates

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

Audio

NRC-podcasts

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.

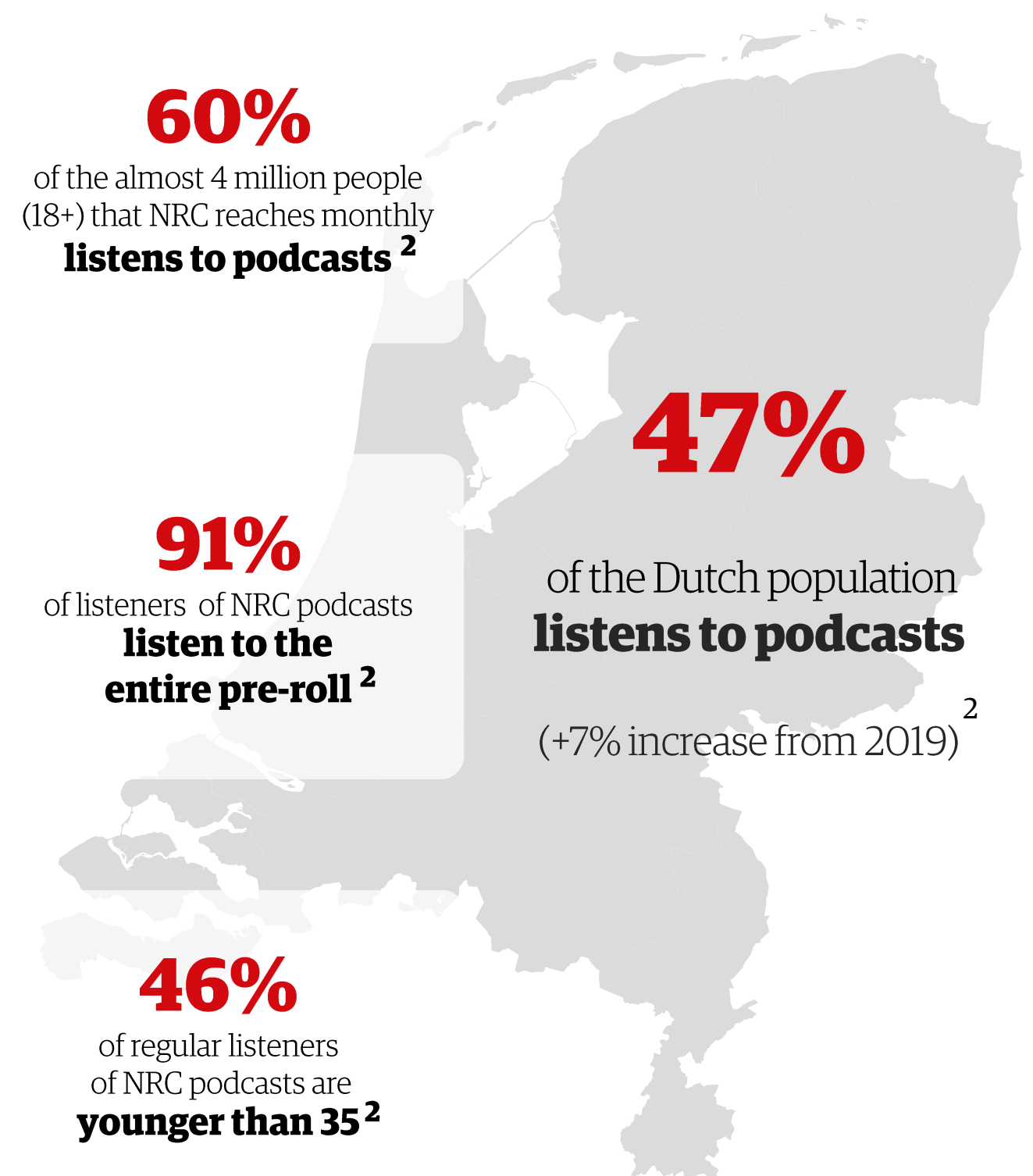
A pre-roll for an NRC podcast reaches listeners several times a week, and ¹research shows that contact frequency is crucial for effectiveness*. Because of this high contact frequency, a pre-roll campaign with NRC can make significant contributions to the results of a campaign in a short period of time.

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.

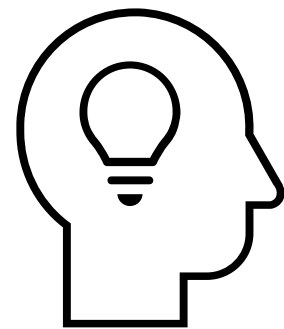
Source: 1)NRC Podcast Effect Monitor, Research into the power of pre-roll advertising for the NRC podcasts (2021-2023) 2) Motivation NRC The world of podcasts 2021



The minimal frequency for maximum impact

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

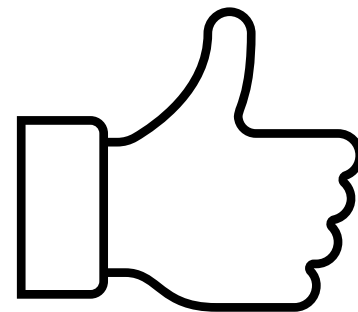
Pre-rolls in NRC podcast generate twice the impact of audio spots in conventional radio ad blocks



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**
—


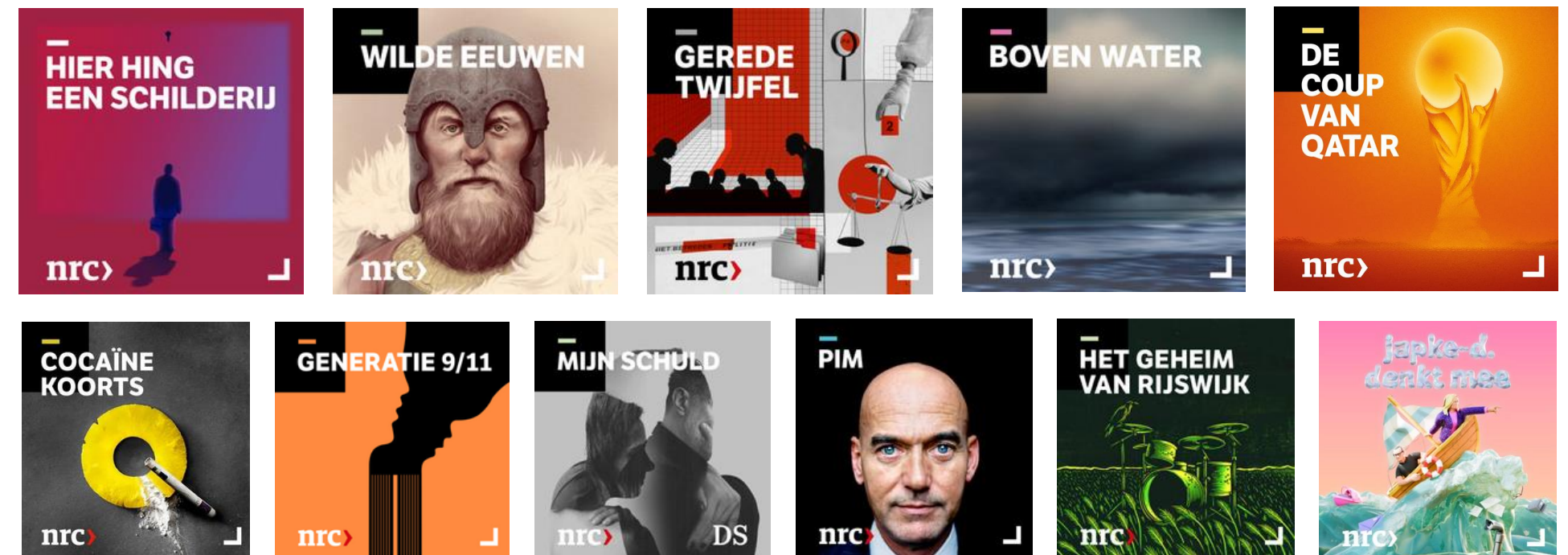


A selection of our other series

- High tolerance for advertising**
—

- Full attention without noise**
—

- On demand: always at the right time**
—




*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

Branded content

mediakit 2025

Branded content - mediakit 2025

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.

A solution for every challenge

The online and offline platforms of NRC offer various opportunities to effectively convey your message. Depending on your objectives, we recommend the most suitable format. This ranges from an accessible advertorial based on your input to an extensive content campaign with the XTR label. Additionally, we have extensive experience in creating branded podcast series.

Explore the overview of [advertising formats at NRC](#).



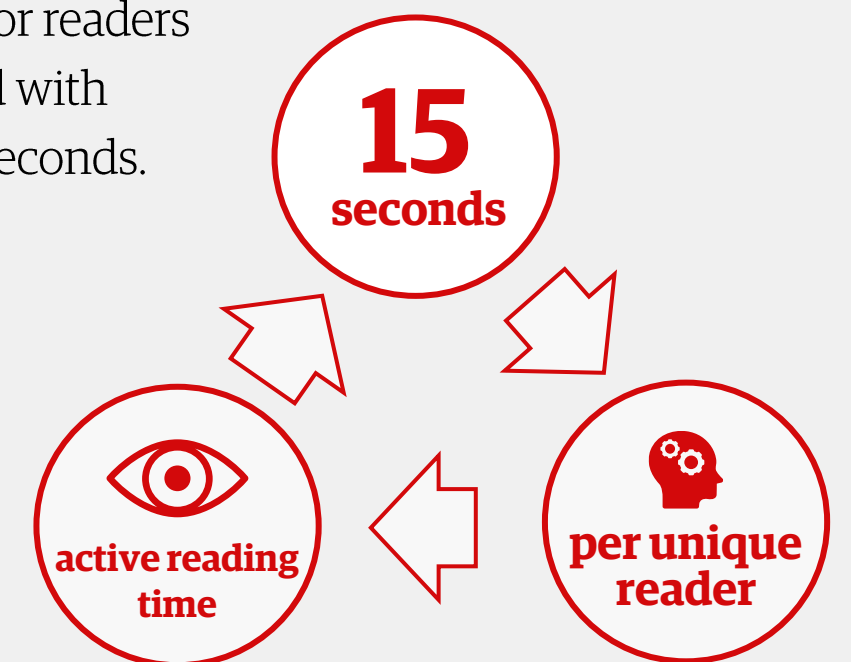
XTR branded content

Custom XTR

For your branding and image objectives, we create content campaigns that inform, inspire, and engage. Together with you as the advertiser, we identify the right editorial themes that align with the needs of your target audience. We collaborate with top concept developers, editors, photographers, and designers to ensure you achieve maximum impact on NRC's affluent and decision-making audience. All content is delivered with the XTR quality label.

XTR Quality View for high quality reach

For online content produced by XTR branded content, you pay based on the XTR Quality View. This means you only pay for readers who have actively engaged with the content for at least 15 seconds.



Branded content - mediakit 2025

XTR branded content at a glance

1. High-quality content, marked with our trusted quality label.
2. Fully produced by our dedicated team.
3. You pay only for effective reach, thanks to the unique XTR quality view

Showcase *Business with purpose*, in collaboration with Interpolis

The collage illustrates various digital content formats for the 'Onderneming van betekenis' campaign. It includes:

- Online partnerpagina:** A laptop displaying a website with multiple articles and images.
- Organische aanjaging homepage nrc.nl:** A laptop and smartphone showing organic search results for the campaign on the NRC homepage.
- Print met QR doorvertaling naar online:** A printed newspaper page with a QR code and a smartphone showing the online version of the article.
- Online verhalen en podcasts:** A laptop displaying a video story and a podcast player interface.
- Aanjaging met banners en podcastspots:** A laptop and smartphone showing banner ads and podcast spots for the campaign.



‘The journalistically 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

”

Rates - XTR branded content

Advertorial

Print, extended online on the page (advertorial.nrc.nl/naam)

Image and text provided by the client	750 euro
Image and tekst provided, edited by NRC*	1.000 euro
Image and text made by NRC	1.500 euro
Online brandpage creating**	from 2.000 euro

Advertorial production:

- 6 weeks (image and tekst provided by brandedcontentteam***)
- 2 weeks (editing)
- 1 week (fully delivered ready-to-publish)

*Create advertorialpage, periodical reports, the advertorials is online for three months, there is a possibility to add links that are redirected on any preferred page and implantation of clicktrackers.

** This is a product we don't produce ourself but is done by Yuna. Its a starting price and need to be discussed with NRC branded contentteam

*** From the moment that concept is approved and interviewcandidates have agreed.

Targeting

Within NRC there are no targeting possibilities within running campaigns. All campaigns are delivered Run of Site

Bij NRC zijn er geen targeting mogelijkheden binnen lopende campagnes. Daarom worden alle campagnes Run Of Site over nrc.nl uitgeserveerd. Mediahuis NRC hanteert een streng privacybeleid (zie nrc.nl/privacy). Hierdoor dienen wij voorafgaand aan elke campagne alle bannermaterialen te controleren op tracking cookies. Hieronder valt bijvoorbeeld ook het gebruik van DoubleClick van Google, waarbij in het systeem aan de buyer kant alle tracking opties uitgeschakeld dienen te zijn, zodat er geen data wordt gedeeld met Google. Cookies die prestaties meemeten zijn geen probleem.

XTR branded content

Print, extended online on the page (nrc.nl/brandedcontent/naam)

Story print extended online	2.000 euro
Extra infographics	from 1.000 euro

Production XTR branded content:

- 6 weeks (making everything from scratch, from the moment that concept is approved and interviewcandidates have agreed)

Job Market Communication

NRC Carrière

NRC Carrière

Achieving ambitions together

NRC Carrière is the leading job market platform for highly-educated professionals, with job postings, journalistic content and practical information about training, education and career advice. Thanks to the relevant journalistic content we offer, we are able to reach both active and passive job seekers and significantly boost the success rate of a job posting.

Monthly reach NRC via print, online and audio

1,5 miljoen

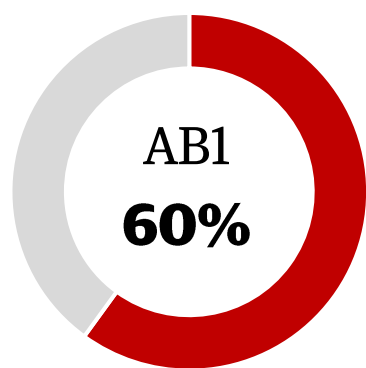
Highly educated (hbo+) people



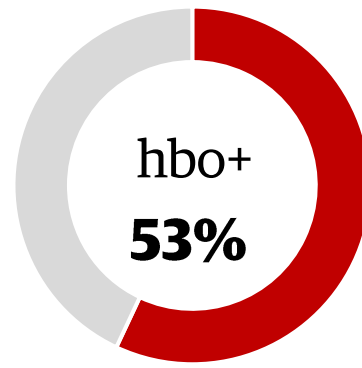
600.000

people who are actively or passively looking for a new job

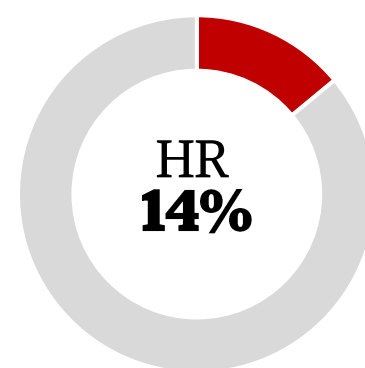
HR decision-makers and highly-educated professionals



Affinity 117



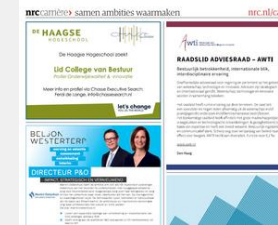
Affinity 137



Affinity 117

Source: NOM DGM 2024-I

Job posting options



Job posting on NRC Weekend cluster page



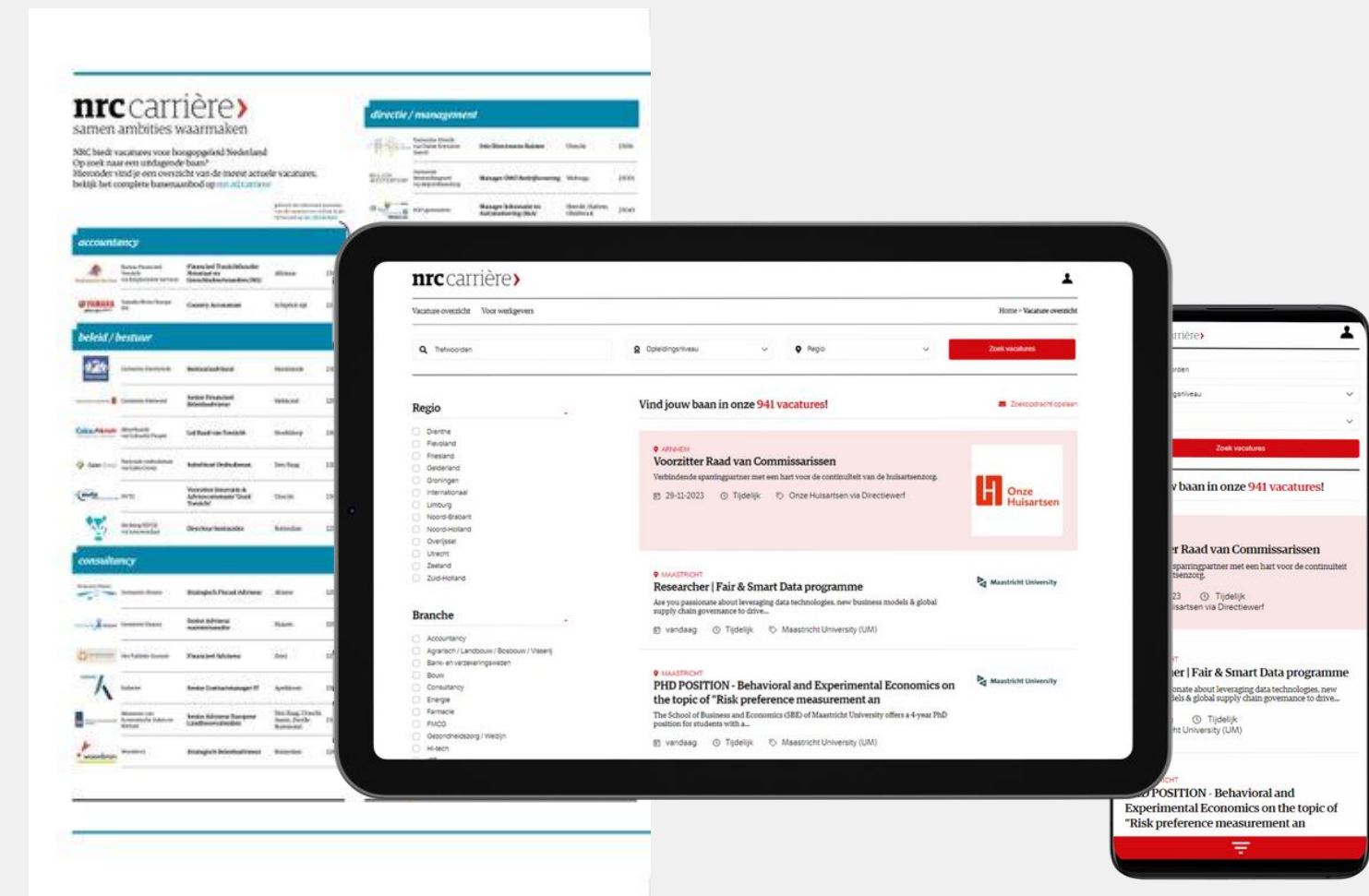
Cross-posting on NRC Doordeeweeks (Wednesday edition)



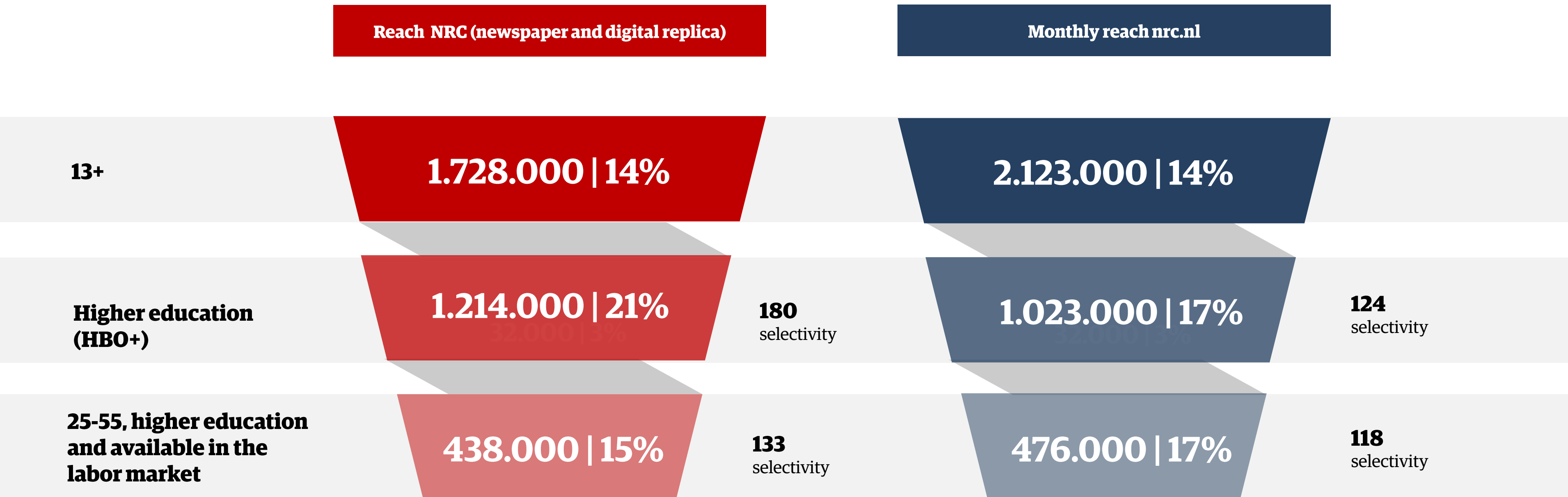
60 days online on nrc.nl/cariere



Job posting ladder in NRC Weekend



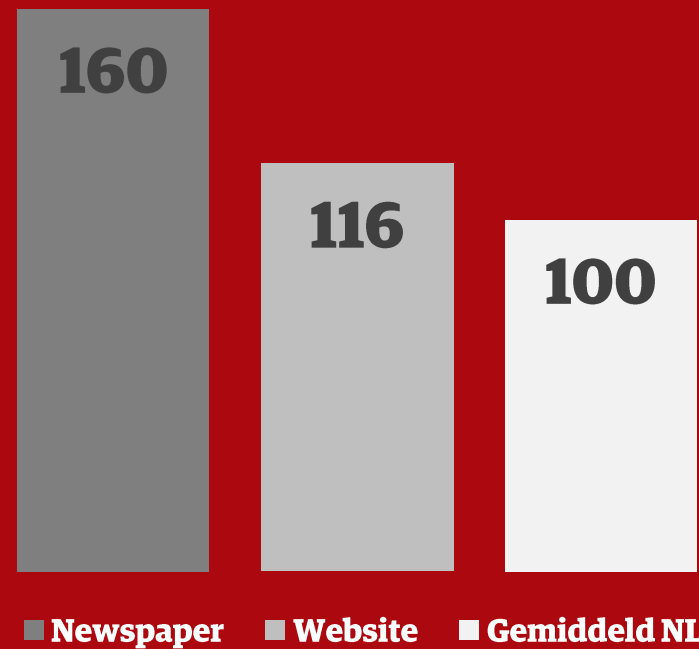
High reach and selectivity among available professionals in the labor market with a higher professional education



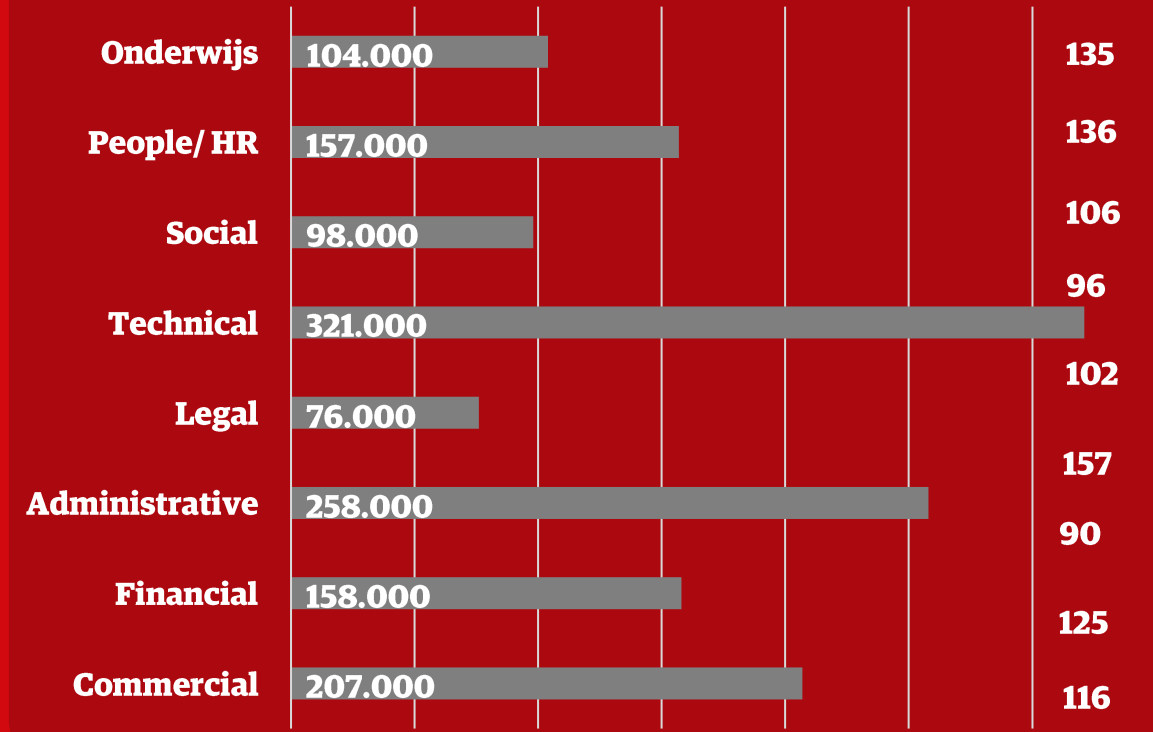
NRC is strong among active and passive job seekers

Active across various industries and types of work

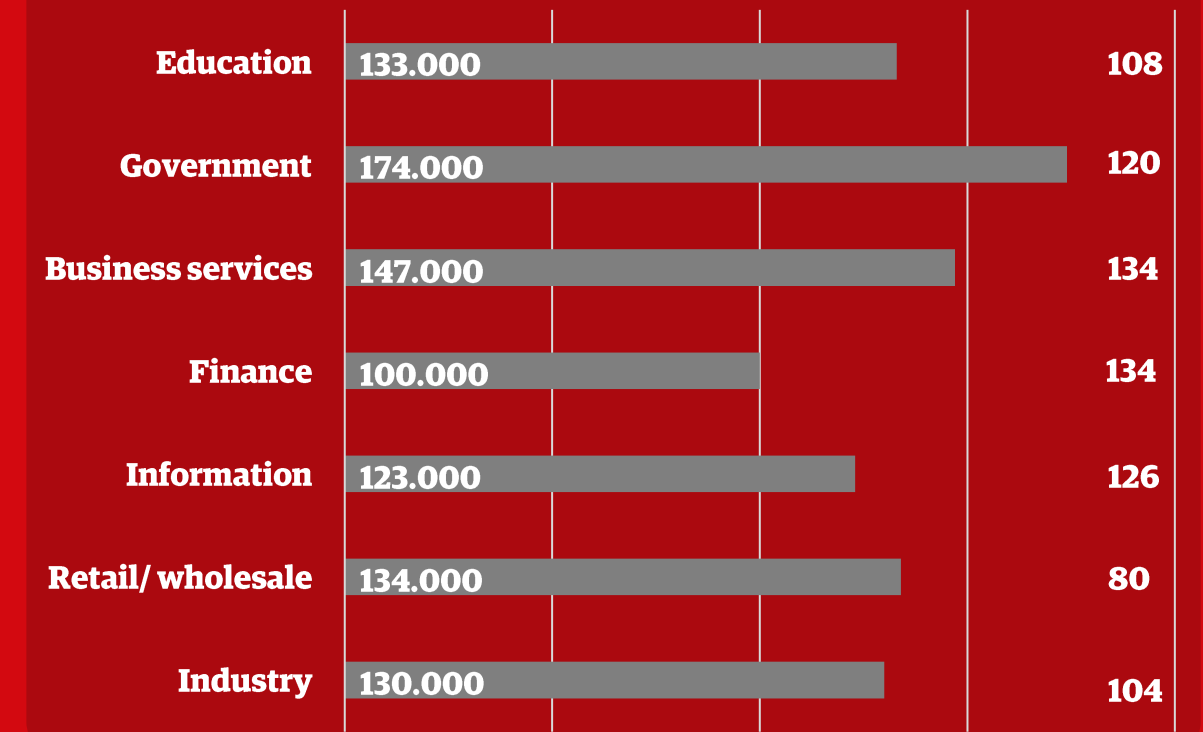
Active of passive job seeker (higher educated)



Type of work - reach and selectivity



Industries - reach and selectivity



Rates - NRC Carrière

Print placement package including combination with online job ad

Your advert will be published on a cluster page in the NRC Weekend Economy section, combined with publication in the Economy section of NRC Doordeweeks (Tuesday to Friday).

Proportion	Size b x h (in mm)	Price Cluster
1/1	266 x 398	€ 39.000
1/2	266 x 190 / 130 x 382	€ 24.200
3/8	266 x 142 / 130 x 286	€ 18.400
3/10	130 x 238	€ 15.200
1/4	130 x 190 / 266 x 94	€ 12.400
2/11	130 x 142	€ 9.200
1/8	130 x 94	€ 6.200

Online job ad

You can also publish your job ad online for a period of 60 days on nrc.nl/carriere. Once the job ad has been posted online, it will be featured in the ladder listings, including a full-colour corporate logo, in NRC Weekend.

Period 60 dagen	Price per job ad
1 job posting	€ 399

Upgrade and expansion options

Type of ad	Period	Price
Top job ad (upgrade)	60 dagen	€ 249

Type of ad	Period	Price
Slim Leven newsletter	1 day	€ 2.500
Advertorial nrc.nl/carriere	1 week	€ 2.500

Arts and culture

Arts and culture

The NRC Reader: Affinity for art, antiques, theater and literature

Readers of NRC stand out for their strong connection to arts and culture. This group regularly visit art and cultural institutions and show an above-average interest in various cultural topics. They not only show a fondness for art, culture and antiques, but also have a deep interest in literature, cabaret, drama/ballet and concerts.

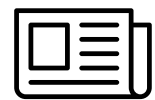


Over 3 million Dutch people reached every month by NRC through print and online



2 million readers of NRC with an interest in art

Advertising opportunities arts and culture



Print

- Cultural commercial inserts (4, 8, or 12 pages)
- Cultural advertorial
- Regular formats
- Art and Book ladder
- Podiumkunsten
- NRC Magazine



Online

- Digital impact pages
- Bannering
- Cultural advertorial
- Article video
- Newsletter banner

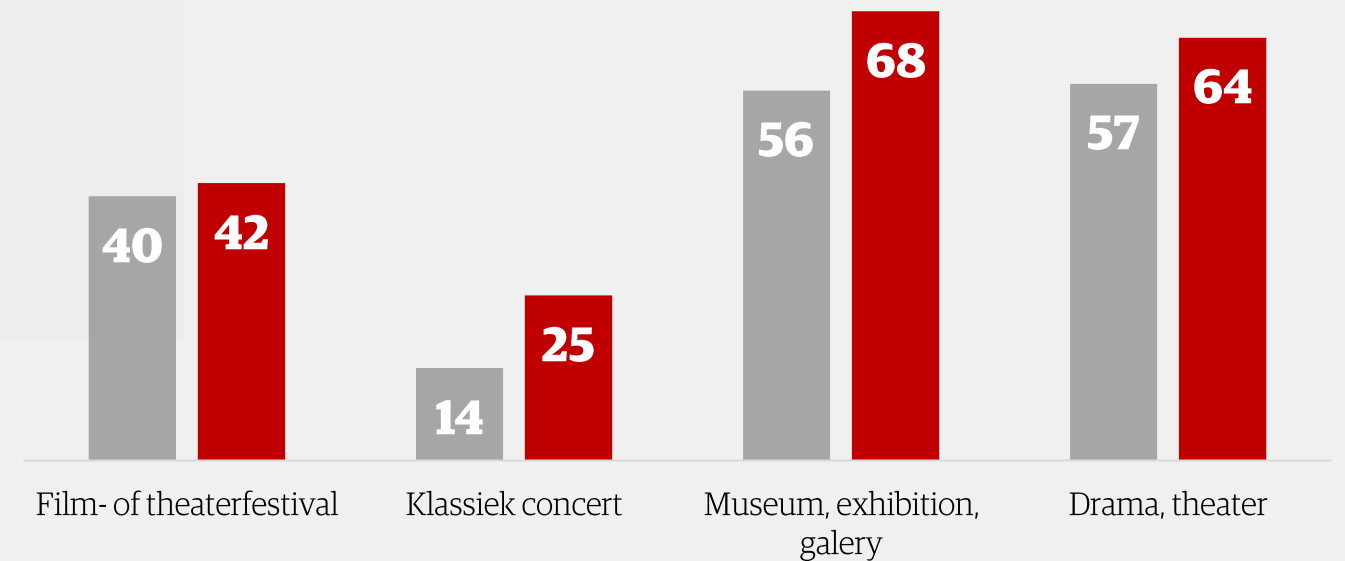


Audio

- Branded podcast
- Podcast-pre-roll
- Production pre-roll

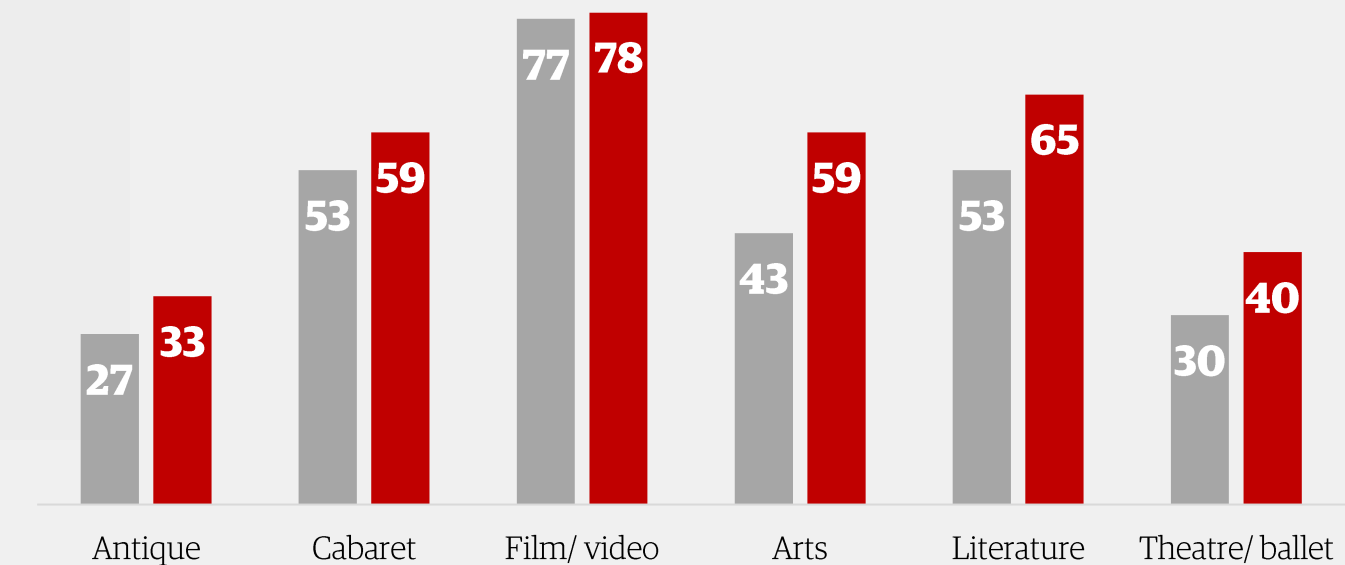
The reader visits... (%)

■ Average NL 13+ ■ NRC Doordeeweeks



The reader is interested in... (%)

■ Average NL 13+ ■ NRC Doordeeweeks



Rates- Arts and culture

Art/Book ladder

The Art Ladder appears weekly in the Culture/Cultural Supplement section and the Book Ladder in the Culture/Books section.

 **Every Thursday and Friday**



Art Ladder	Size b x h (in mm)	Proportion	Rate NRC Doordeweeks
ART-350	50 x 350	1 / 5	€ 3.100
ART-300	50 x 300	1 / 6	€ 2.800
ART-250	50 x 250	1 / 8	€ 2.300
ART-200	50 x 200	1 / 10	€ 1.900
ART-150	50 x 150	4 / 53	€ 1.400
ART-100	50 x 100	1 / 20	€ 950
ART-75	50 x 75	2 / 53	€ 700
ART-50	50 x 50	1 / 40	€ 500

Podiumkunsten (Performing Arts)

On the Performing Arts page in the Culture - Cultural Supplement section on Thursday, you can bring your cultural stage to the attention of NRC readers. See below for the editorial schedule, formats, and rates.

 **Every Thursday**

Podiumkunsten	Size b x h (in mm)	Appearance	Deadline reservation	Deadline material	Rate NRC Doordeweeks
1/4 page	130 x 170	Thursday	Monday 12 pm	Tuesday 3 pm	€ 1.950
1/2 page	265 x 170	Thursday	Monday 12 pm	Tuesday 3 pm	€ 2.300

| MUZIEK | THEATER | KLEINKUNST | CABARET | BALLET | OPERA | DANS |
PODIUMKUNSTEN



Commercial cultural supplement

For large expressions

For major events or broad cultural topics it is possible to publish a commercial cultural supplement (possibly in collaboration with co-publishing advertisers).

A commercial supplement can be published in NRC Doordeweeks and NRC Weekend. The supplement is also placed in the digital edition. This makes for a very unique and impactful advertising opportunity for your story.

This supplement consists of 4 (coverwrap), 8,, 12, or 20 pages. The content and design are to be delivered to NRC.



Submission specifications



Reservation deadline

Max. 14 days before placement date



Deadline for materials

Max. 7 days before placement date

File type and dimensions

PDF file
Without cutting, or registration marks

Size
289 x 415 mm

Typeface
266 x 398 mm

Rates and options

Publication	No. of pages	Net rate
NRC Doordeweeks	4	On request
NRC Doordeweeks	8	On request
NRC Weekend	4	On request
NRC Weekend	8	On request
Extra per mm 2)	6,28	On request
In color according to own formatting 4)	9,42	On request

Extra option: Reprinting

Reprinting of commercial inserts (including or excluding newspaper) is available upon request, depending on the number. Cost for reprinting and delivery of commercial inserts on request.

Deadline: Min. 2 weeks before publication.

Family and financial notices

Family notices

You can publish family notices in NRC Doordeweeks and NRC Weekend every day.

Family notices include birth and wedding announcements, obituaries, in memoriam notices and acknowledgements. You also have the option to publish notices announcing milestone events such as births, weddings, engagements, Valentine's Day messages, birthdays, anniversaries, and congratulations on special occasions and accomplishments such as obtaining a driving licence, diploma, work promotion, retirement, and holidays such as Mother's Day and Father's Day. We do not charge a higher price for family notices published in colour.

Reservations en aanleveren

You can submit announcements of births, weddings, obituaries, in memoriam notices, acknowledgements or special celebratory occasions online to nrcadverteren.nl/familieberichten

Alternatively, you can contact the Family Notices department:



By phone:
[+31\(0\)20 755 3052](tel:+31(0)207553052)



Through email:
familieberichten@nrc.nl

The Family Notices department is available by phone Monday to Friday from 8:30 a.m. to 5:00 p.m.

Publication		Deadline	Price including VAT	Price including VAT
Tuesday to Saturday	Monday to Saturday	By 3 p.m. on the day before publication	€ 6,95 per mm per column	€ 5,74 per mm per column
Monday		By 3 p.m. on the Friday before publication		

Financial notices

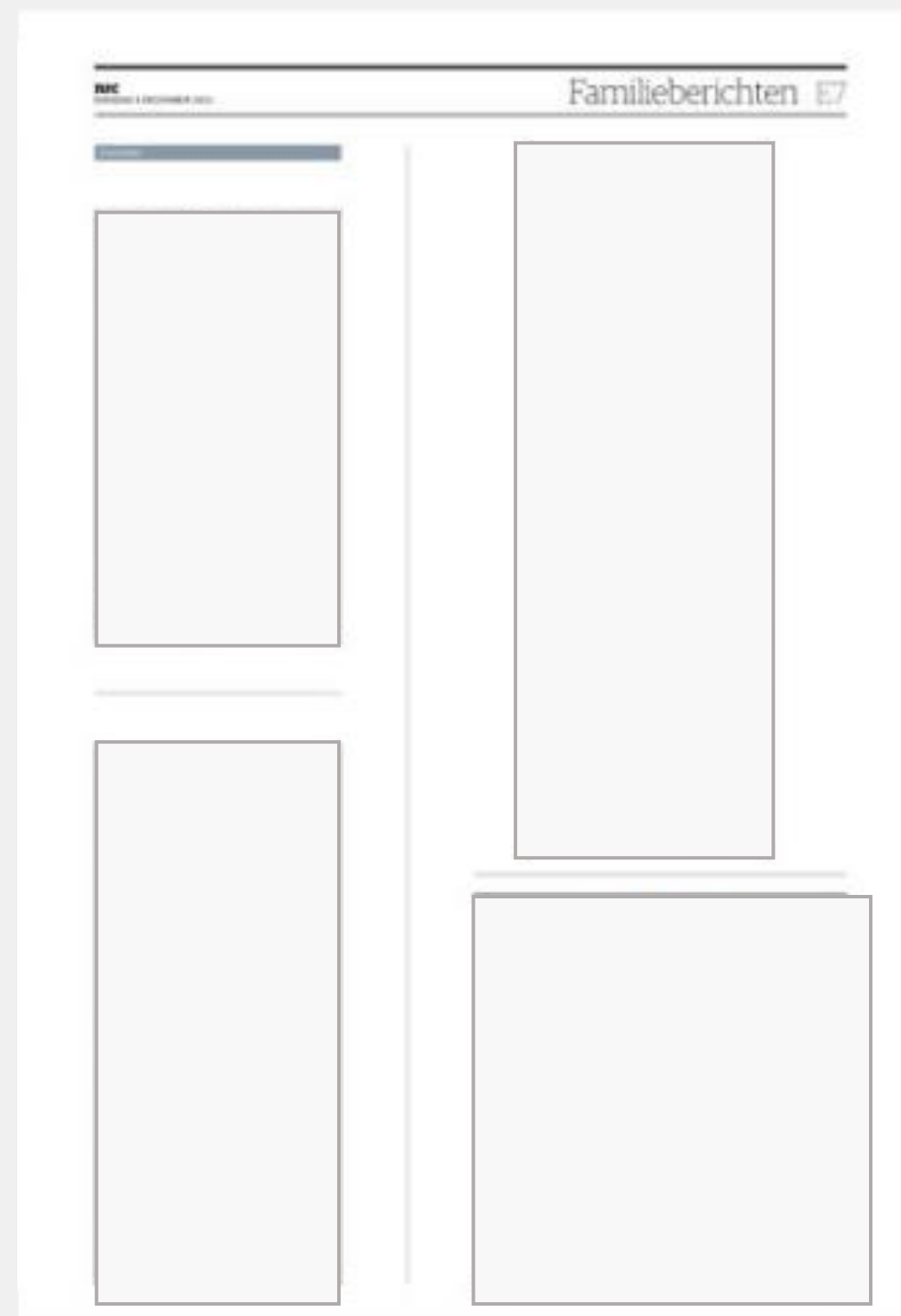
You can submit your financial notices for publication in NRC Doordeweeks and NRC Weekend every day

including merger announcements, details on shareholder meetings, writs, foreclosures or receiverships. Financial notices are published on a page divided into six columns. The width of the columns sections is fixed, and you pay a fixed price per mm per column.

Day	Deadline	Price including VAT	Price including VAT
Tuesday to Friday	By 3:00 p.m. on the day before publication	€ 7,87 per mm per column	€ 6,50 per mm per column
Monday	By 3:00 p.m. on the Friday before publication		
Saturday	By 3:00 p.m. on the day before publication	€ 10,29 per mm per column	€ 8,50 per mm per column

Positioning

Financial notices are published on the Family Notices page. If you would like to place your financial notice elsewhere in the newspaper, e.g. in the Economy section, we recommend placing a repeat advert on one of our editorial pages.



Zadkine

Classified advertisements
NRC Vastgoed

Classified ads

Proposition	Price	Price
	Monday - Friday	Saturday
Excluding design 1)	€ 43,18	€ 46,50
Extra per millimetre 2)	€ 4,30	€ 4,65
Including design 3)	€ 62,80	€ 67,50
Extra per millimetre 2)	€ 6,28	€ 6,76
In colour based on own layout 4)	€ 9,42	€ 10,14

- 1) The advert will be positioned in a compact format spanning a single column (38mm) subject to a minimum of three lines (approx. 10mm), in a default 8-point font.
- 2) One line of approx. 26 characters is 3mm.
- 3) The minimum size of your advert, including copy and design and/or photo/logo, is 10mm. You will receive a quote and proof.
- 4) The colour advert must be submitted in ready-to-print format and will be positioned across a single column (38mm) or two columns (78mm). Price is based on millimetres per column.

NRC Vastgoed

NRC Vastgoed	Size wxh (in mm)	Publication	Deadline reservation	Deadline material	Price
1/1 page	266x352	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	€ 5.516
1/2 page	266x174	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	€ 2.750
1/4 page	266x85	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	€ 1.379
1/8 page	131x85	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	€ 849

The NRC Vastgoed section is created specifically for consumer and business advertisers in the real estate sector. It is published every Saturday in NRC Weekend.

If you are interested in selling your home or you are a real estate agent looking to list a property, please contact us on +31 (0)10 436 91 24, at info@zadkinemedia.nl, or through zadkinemedia.nl

ZADKINE
MEDIA

Tailored advice and inspiration

We look forward to inspiring and informing you so you can explore the possibilities of NRC. Please contact us for a personal consultation.

We will be more than happy to provide you with tailored advice.



sales@nrc.nl



[+31 \(0\)20 755 3053](tel:+31(0)207553053)



adverteren.nrc.nl