

Job Market Communication

NRC Carrière

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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

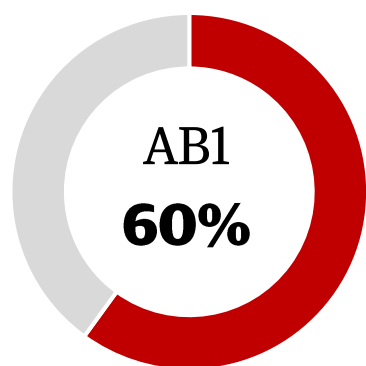
Highly educated (hbo+) people



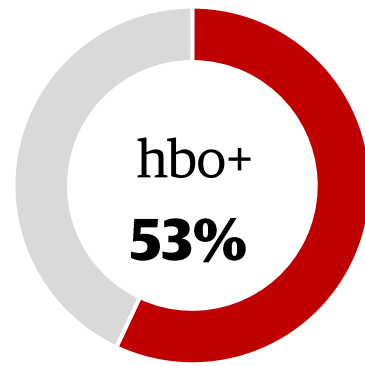
600.000

people who are actively or passively looking for a new job

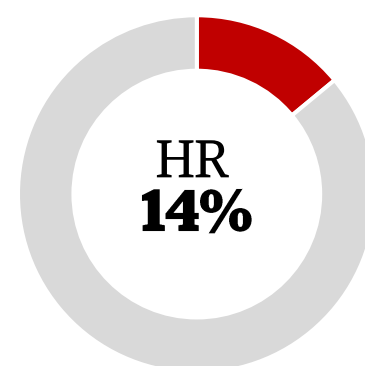
HR decision-makers and highly-educated professionals



Affinity 117



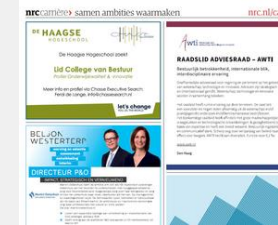
Affinity 137



Affinity 117

Source: NOM DGM 2024-I

Job posting options



Job posting on NRC Weekend cluster page



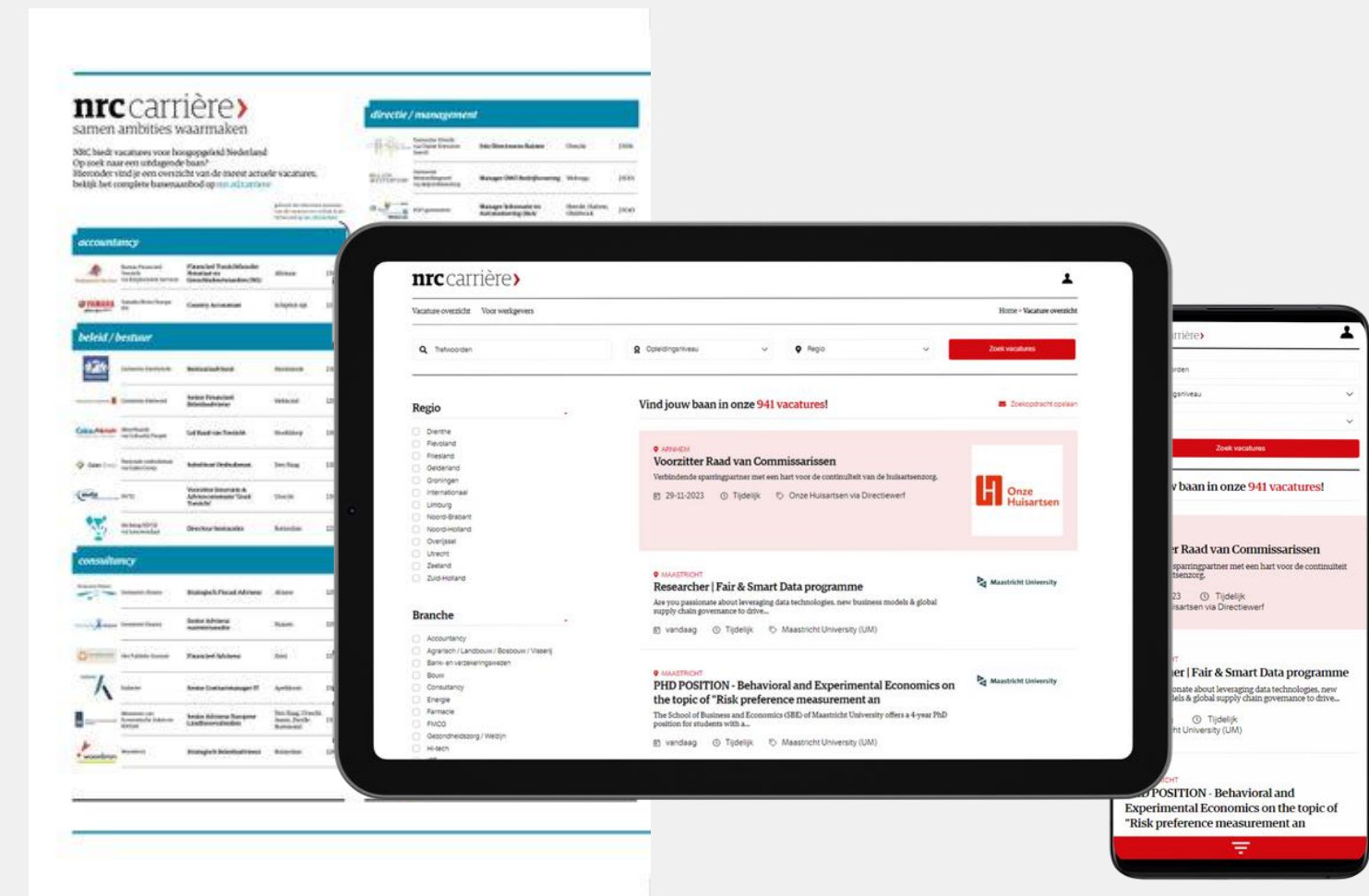
Cross-posting on NRC Doordeweeks (Wednesday edition)



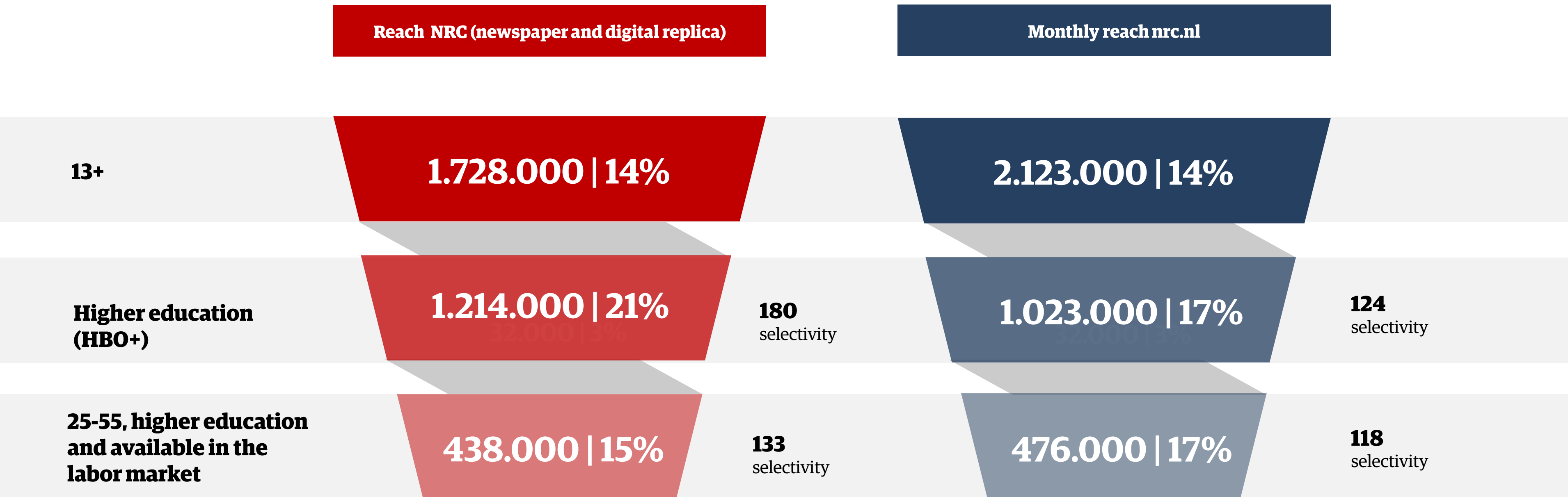
60 days online on nrc.nl/carrière



Job posting ladder in NRC Weekend



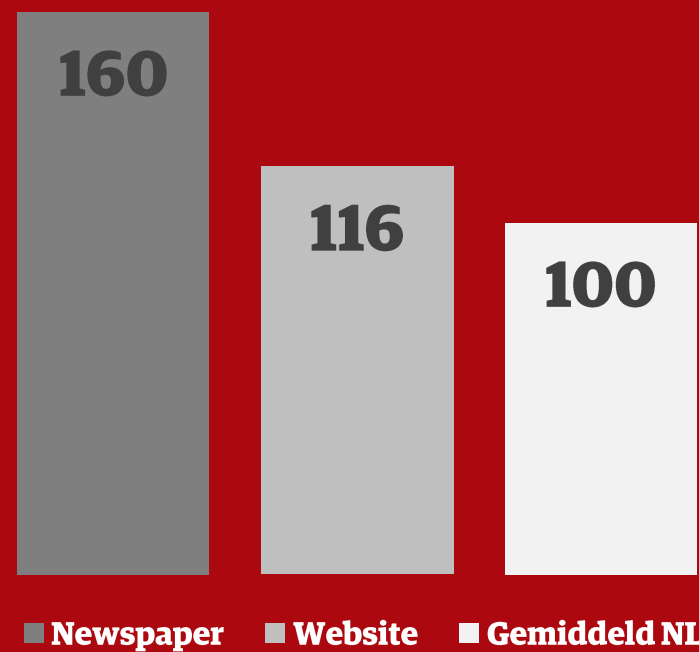
High reach and selectivity among available professionals in the labor market with a higher professional education



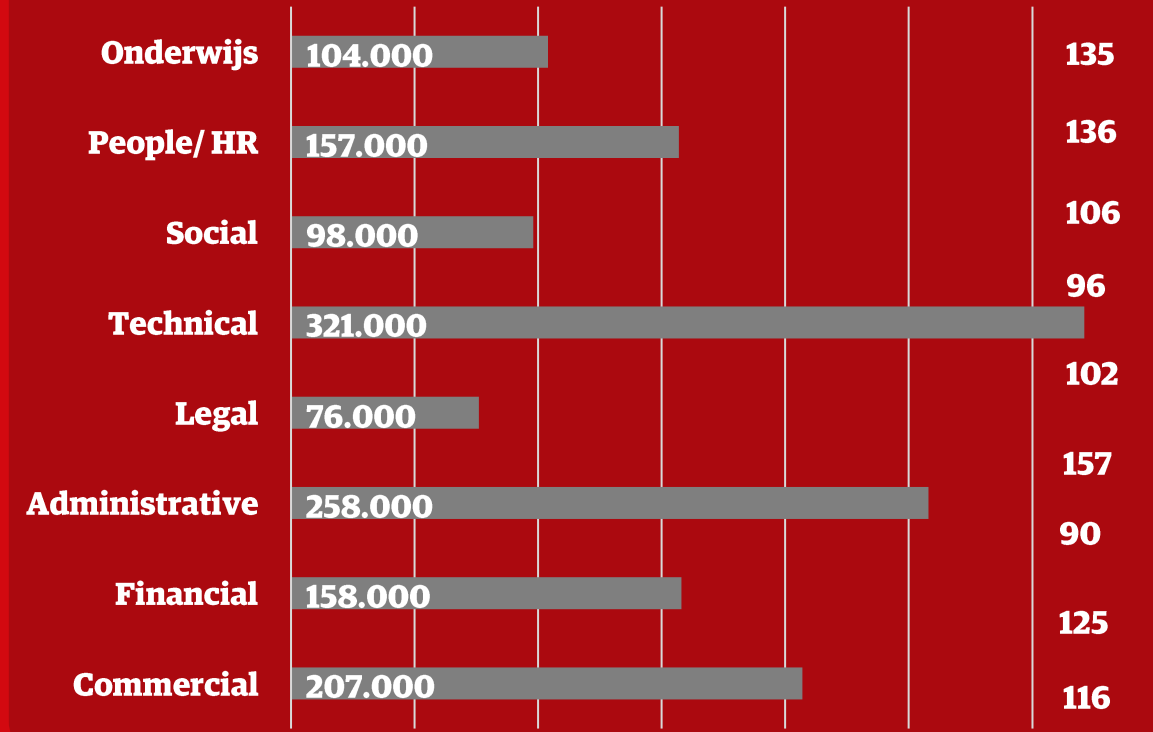
NRC is strong among active and passive job seekers

Active across various industries and types of work

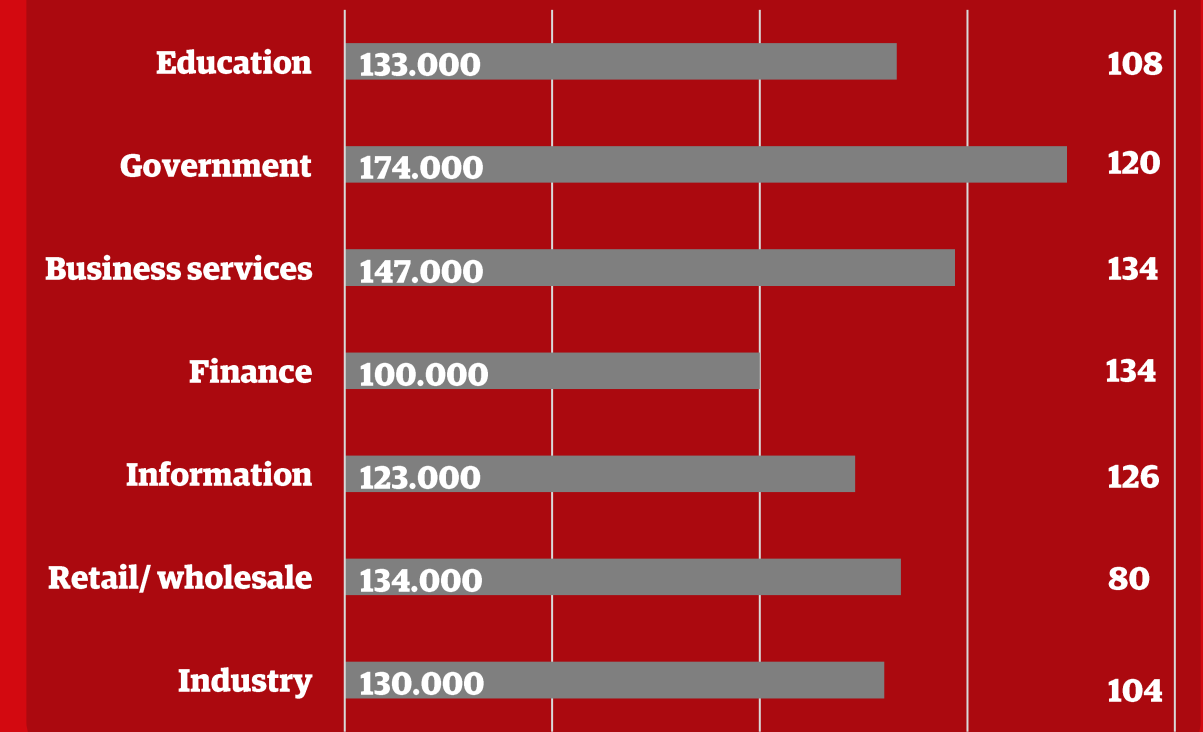
Active of passive job seeker (higher educated)



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