

# Advertising at nrc>

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Media kit 2025

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# Advertising with NRC

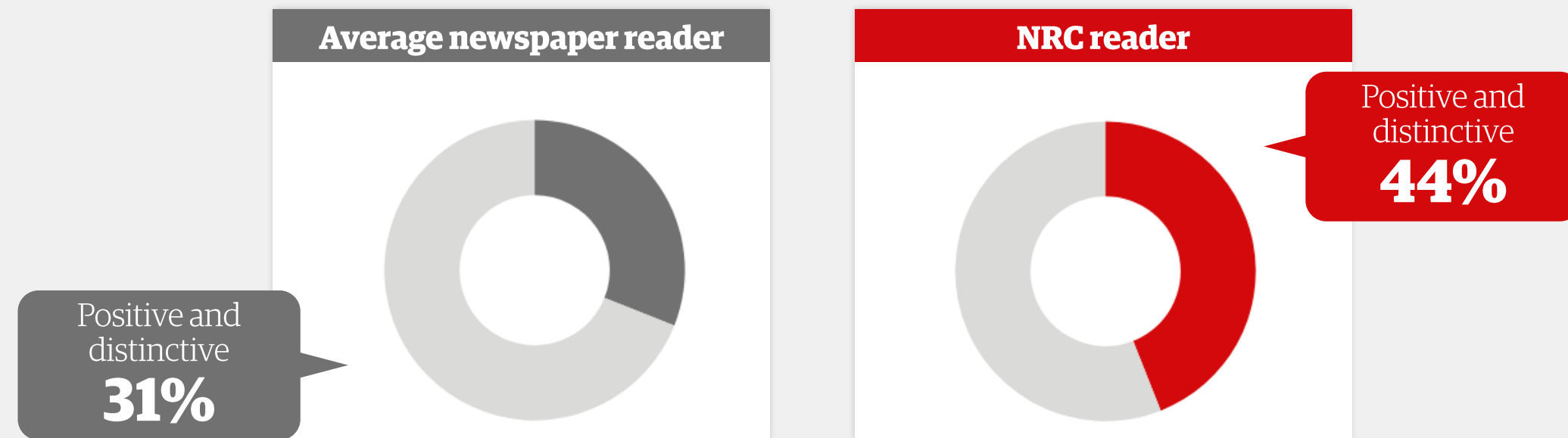
## NRC lets facts speak for themselves

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 readers**<sup>1</sup>



**68 minutes**<sup>2</sup>  
Reading time

NRC Weekdays



**427.000 lezers**<sup>1</sup>



**50 minutes**<sup>2</sup>  
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

**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](mailto: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](http://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



# Reservation deadlines

## Closing times news section

Position	Publication	Reservation deadline	Deadline for materials
<b>News - NRC Doordeweeks</b>	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
<b>News - NRC Weekend</b>	Saturday	Thursday 12.00	Thursday 15.00

## Closing times other sections

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



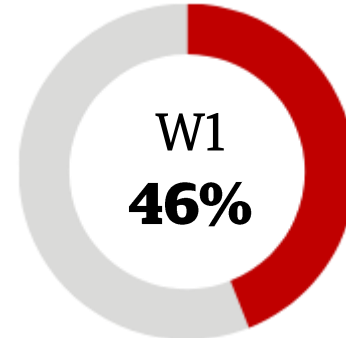
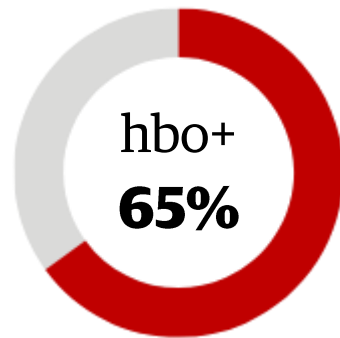
# NRC Magazine

## The monthly styleguide

An aesthetic, international monthly magazine about art, culture, fashion, design, photography, architecture, literature, food & beverage, beauty, cars and etiquette. Geared towards all generations, seekers of life lessons. Trends are reported, style celebrated, traditions cherished.

Articles by the best at NRC and beyond, and a starring role for photography. This, combined with NRC's unique and committed target group, makes NRC Magazine ideal for your commercial message, with proven effectiveness.

**NRC Magazine is the shortest route to well-educated, high-income readers**



**NRC readers are highly interested in**



Society and culture



Fashion



Travel

Source: NOM NPMM DGM 2024-I





# 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](mailto:traffic@nrc.nl)**

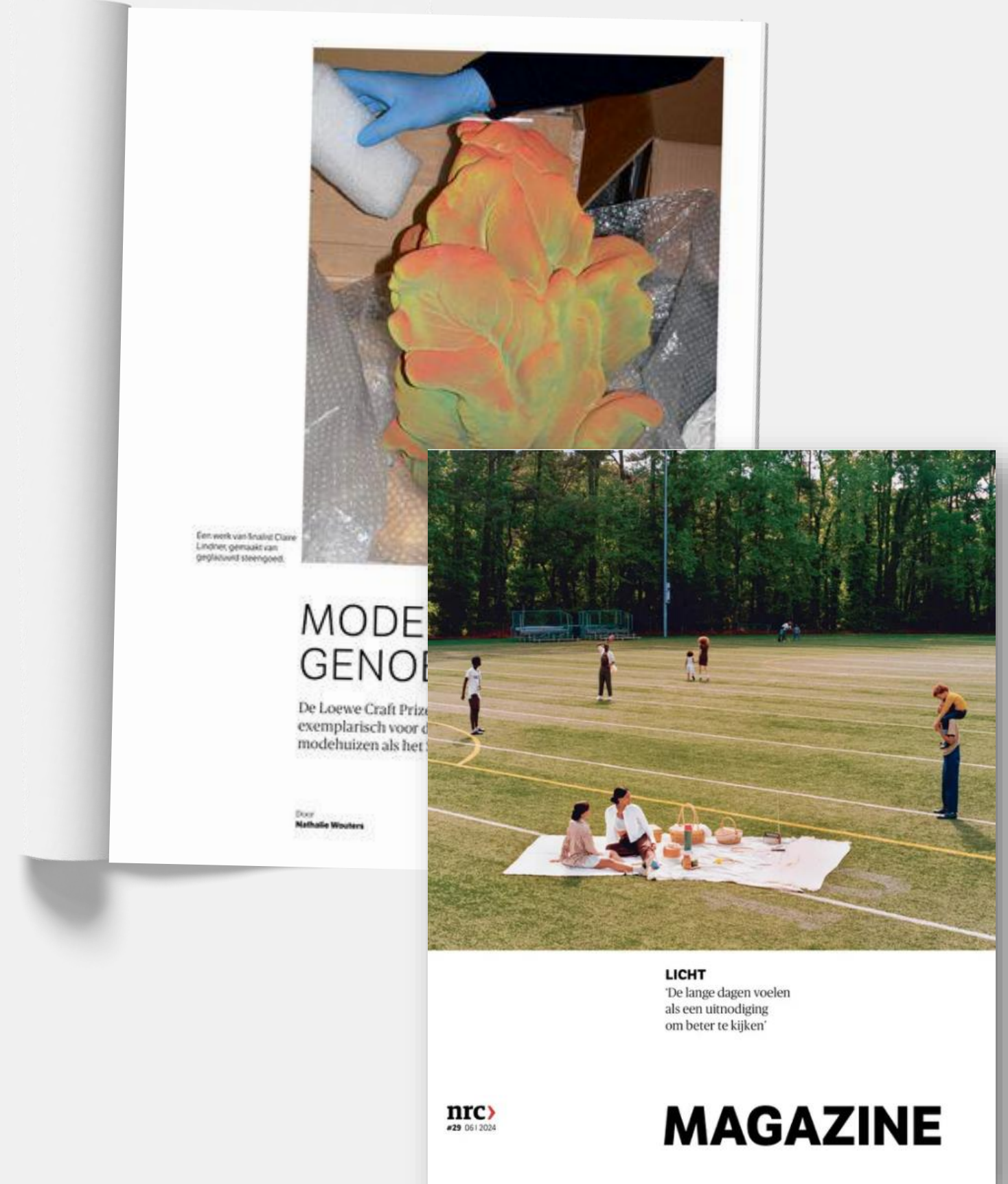
\*\*Provide materials bleeding, 3mm all around without crop and bleed marks

## Contact

Please contact your account directors for more information.

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

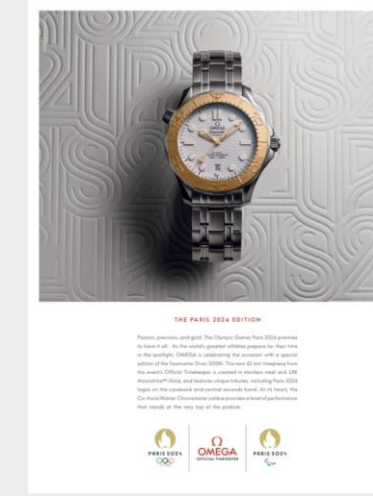
**Tessa van Kampen** - M +31(0)6 - 10 17 27 81 | [t.vankampen@nrc.nl](mailto:t.vankampen@nrc.nl)





# Themes and dates 2025

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



**ADE**  
Martin Garrix  
weer  
populairste  
dj ter wereld

DJ Martin Garrix tijdens zijn optreden op de 29ste editie van het Amsterdam Dance Event (ADE) in de Johan Cruijff ArenA. Verspreid over vijf dagen worden van 16 tot 20 oktober in de hoofdstad meer dan duizend muzikalevenementen op ruim twaalfhonderd locaties plaats. ADE is met honderdduizenden bezoekers het grootste dance-evenement ter wereld. Martin Garrix, de artiestennaam van Martijn Gerard Garritsen (28), werd uitgeroepen tot 's werelds populairste dj'. Het was de vijfde keer dat de Amsterdammer door het publiek werd gekozen tot beste en populairste dj van de wereld. Ook Laidback en Armin van Buuren was al vijf keer de bekendste dj.

Inhoud: Waskovoorzicht pagina 2-3 | Binnenland pagina 4-7 | Buitenland pagina 8-9 | Economie pagina 10-11 | Wetenschap pagina 12-13 | Optiek pagina 14-15 | Sport pagina 16-17 | Reportage pagina 18-25 | Cultuur pagina 26-27 | Boeken pagina 28-29 | Leven pagina 30 | Scripties, sudoku, familieberichten, recept, cartoon pagina 31 | Achterpagina pagina 32

# Online

nrc.nl

Newsletters

Digital Impact Pages



## Independent journalism and high profile stories

NRC reaches nearly 1,7 million Dutch people<sup>1)</sup> 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 million**<sup>1</sup>  
Average pageviews  
per month



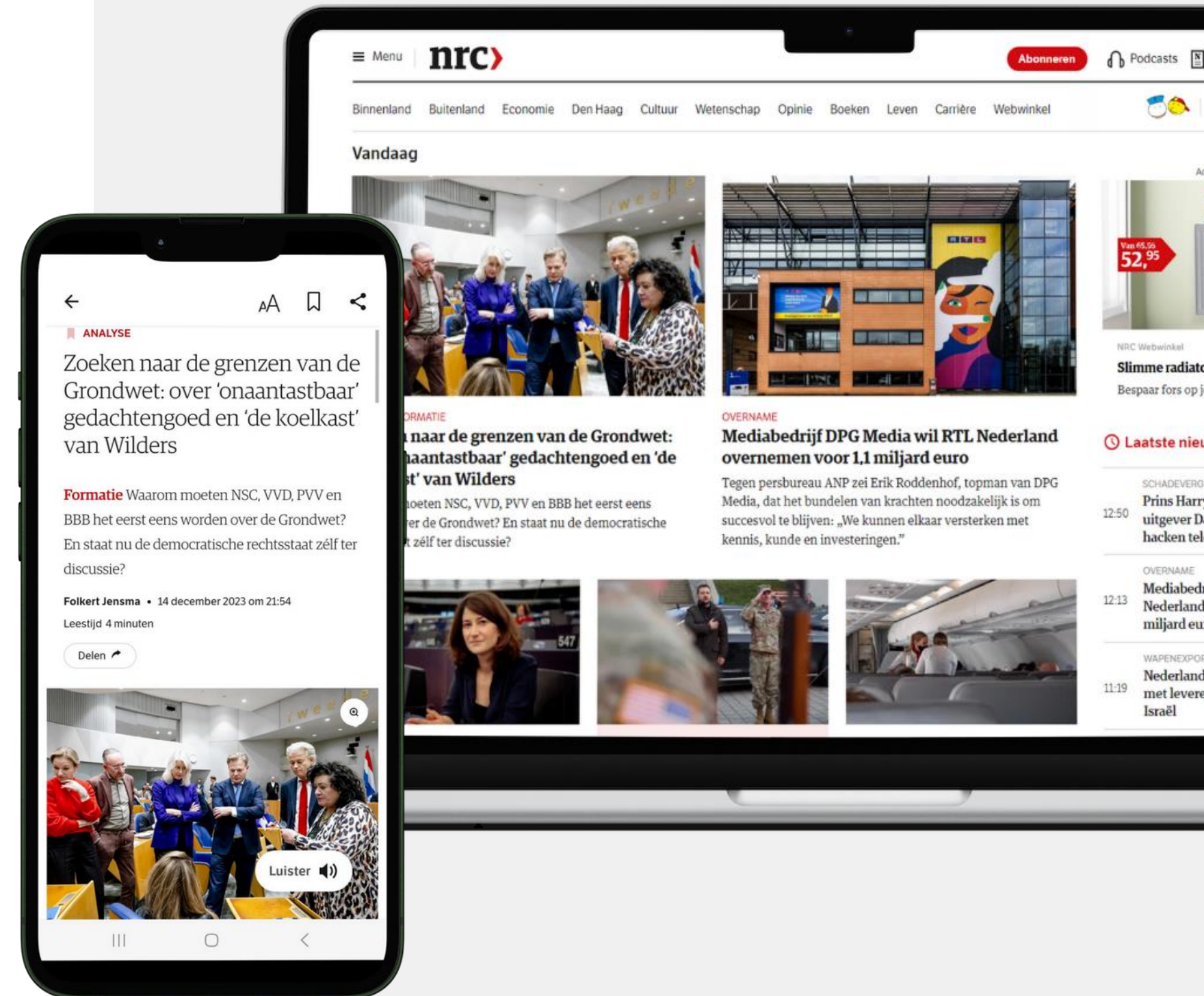
**115**<sup>1</sup>  
Affinity in target  
group AB1



**2,3+ minutes**<sup>2</sup>  
Av. time on page



**+ 1,1 million**  
Followers on  
social media







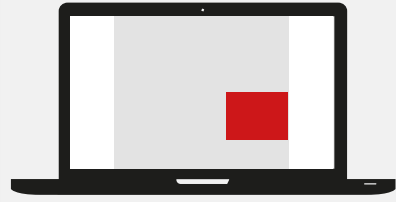

# Rates - nrc.nl

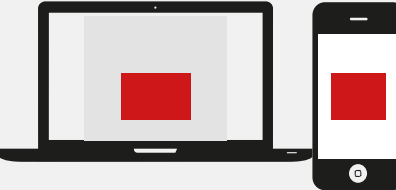
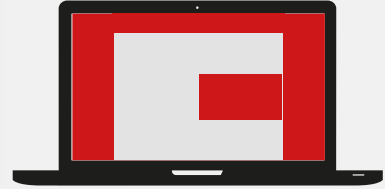
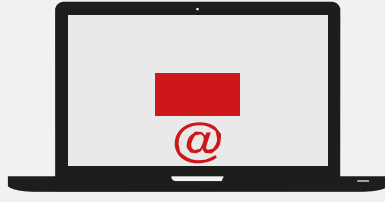
Digital product	Size	Price per 1.000 impressions
Leaderboard	728 x 90	€ 30
Billboard	970 x 250	€ 30
Rectangle	300 x 250 / 336 x 280	€ 30
HalfPage	300 x 600 / 336 x 600	€ 30
Video/Outstream (Article/Mobiel)	640 x 360 / 640 x 480	€ 30

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

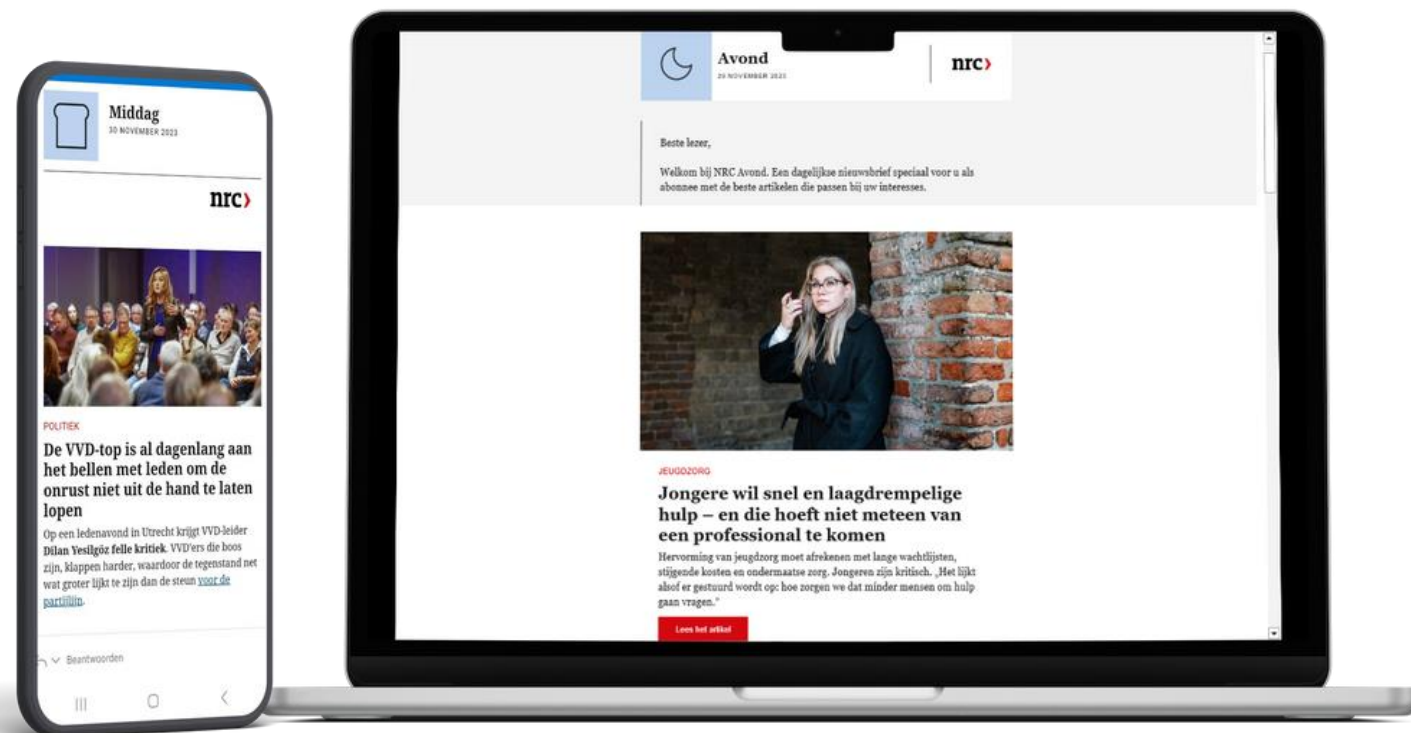
Type	Visuals	Pixels	Specifications
<b>Video Outstream Article / Mobile</b>		16:9 (640x360) 4:3 (640x480)	Max. 30 sec., HD 720P maximum, 5 MB maximum. Submission via VAST tag. Submission via MP4 on request
<b>First Page Takeover / Homepage Takeover</b>		On request	Specs available on request via <a href="mailto:onlinetraffic@nrc.nl">onlinetraffic@nrc.nl</a>
<b>Newsletter</b>		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

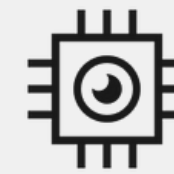
DAILY  
AT 17:00 O'CLOCK



### Evening

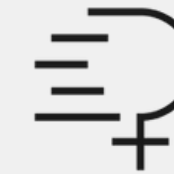
DAILY  
AT 21:00 O'CLOCK

## 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](https://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](http://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.



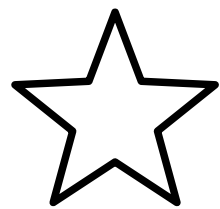
# Digital Impact Pages

## 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](mailto: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](mailto:sales@nrc.nl)

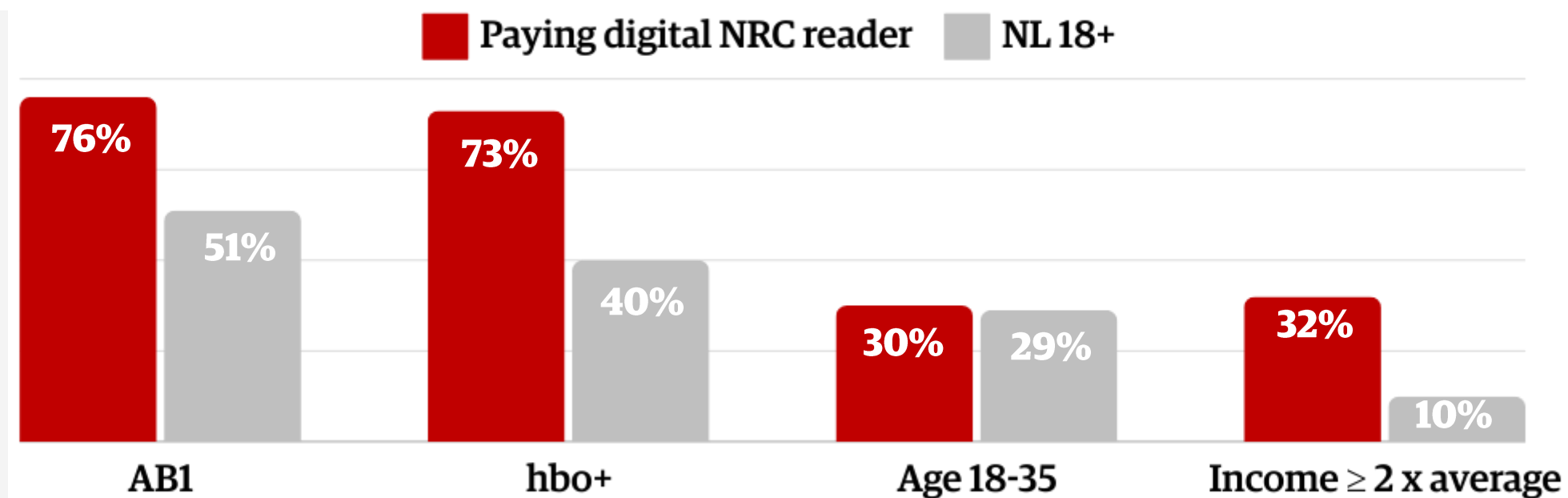
## Advertising opportunities and rates

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



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# 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 research shows that contact frequency is crucial for effectiveness<sup>1</sup>. 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.

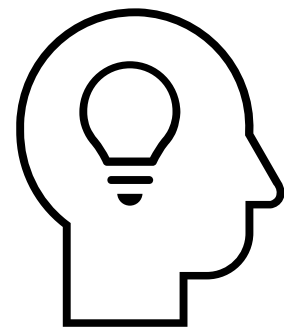
Source: 1)NRC Podcast Effect Monitor, Research into the power of pre-roll advertising for the NRC podcasts (2021-2023) 2) Motivation NRC The world of podcasts 2021



# The minimal frequency for maximum impact

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

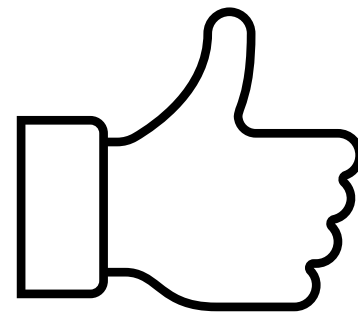
Pre-rolls in NRC podcast generate twice the impact of audio spots in conventional radio ad blocks



**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

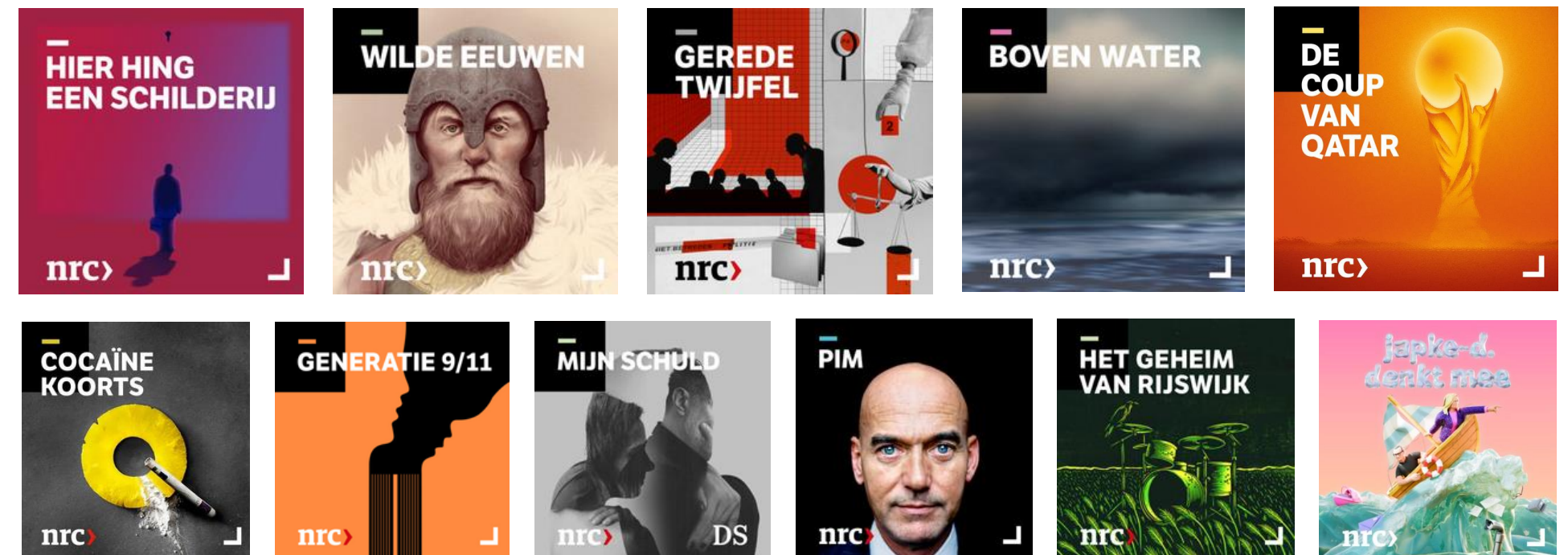
- Intimate and personal**  
—  

- 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](#).



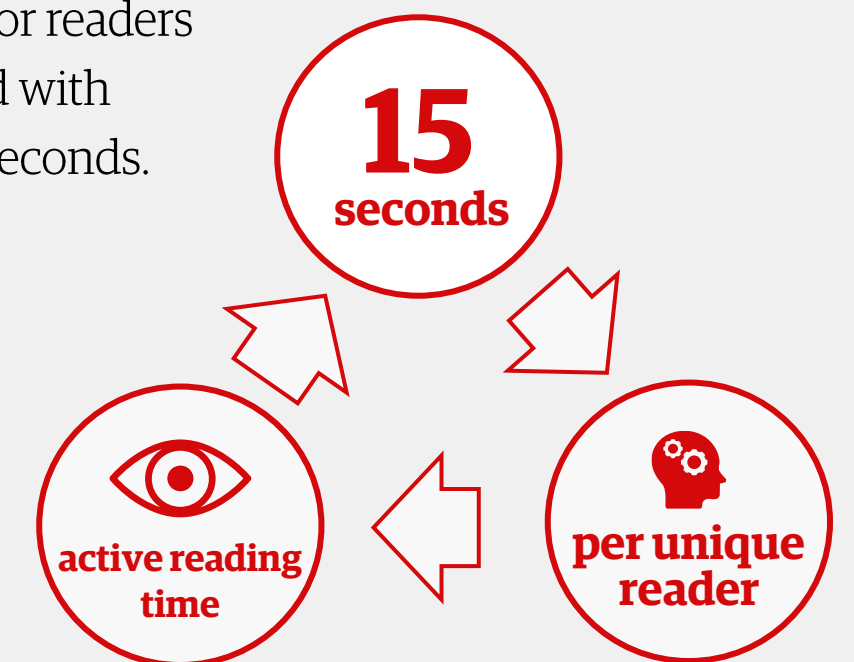
# XTR branded content

## 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.

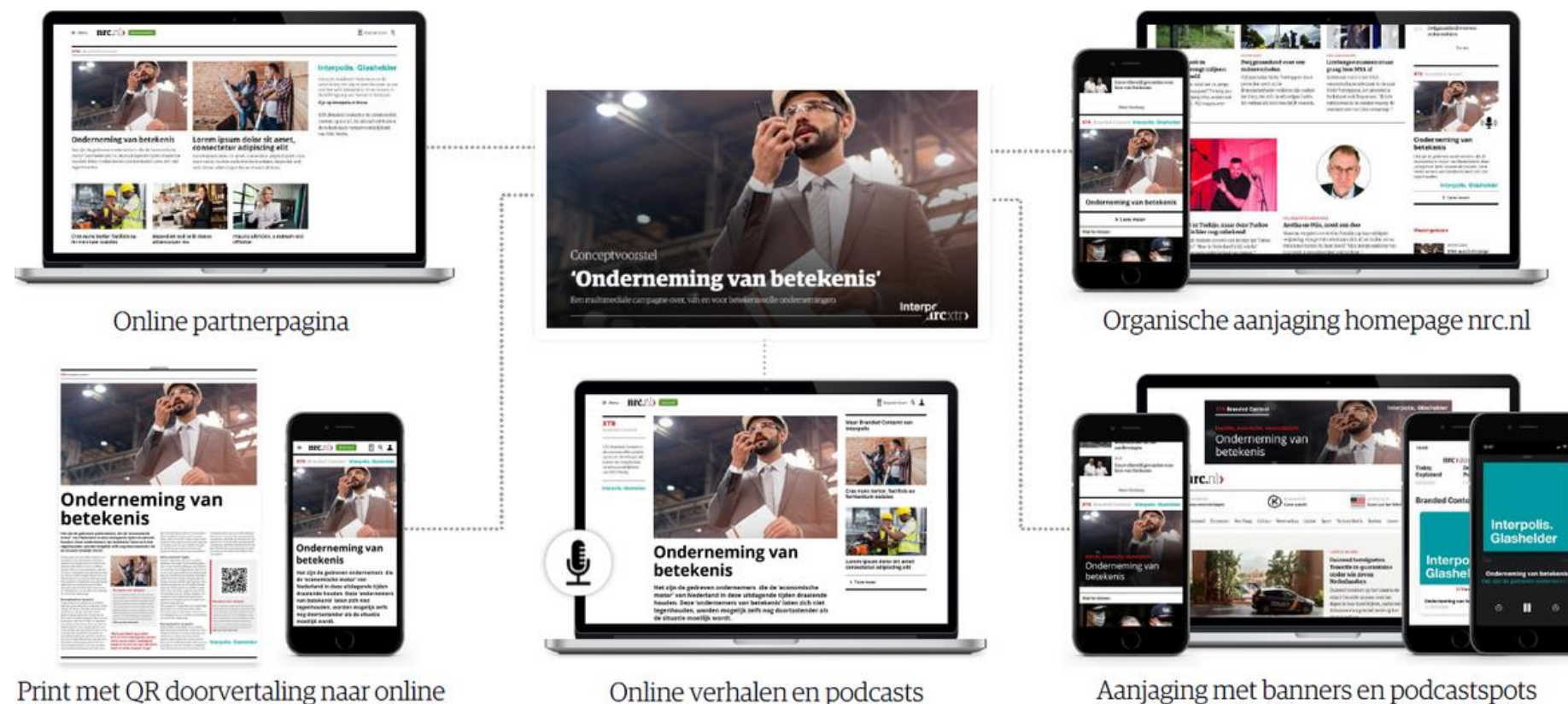


# Branded content - mediakit 2025

## 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 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	<b>750 euro</b>
Image and tekst provided, edited by NRC*	<b>1.000 euro</b>
Image and text made by NRC	<b>1.500 euro</b>
Online brandpage creating**	<b>from 2.000 euro</b>

## 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	<b>2.000 euro</b>
Extra infographics	<b>from 1.000 euro</b>

## 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**

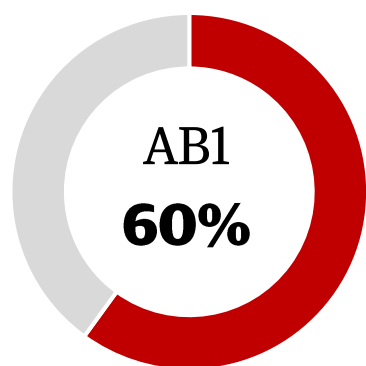
Highly educated (hbo+) people



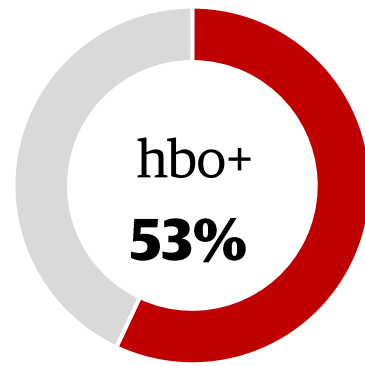
**600.000**

people who are actively or passively looking for a new job

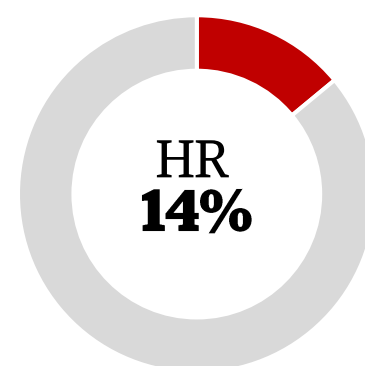
## HR decision-makers and highly-educated professionals



Affinity 117



Affinity 137



Affinity 117

Source: NOM DGM 2024-I

## Job posting options



Job posting on NRC Weekend cluster page



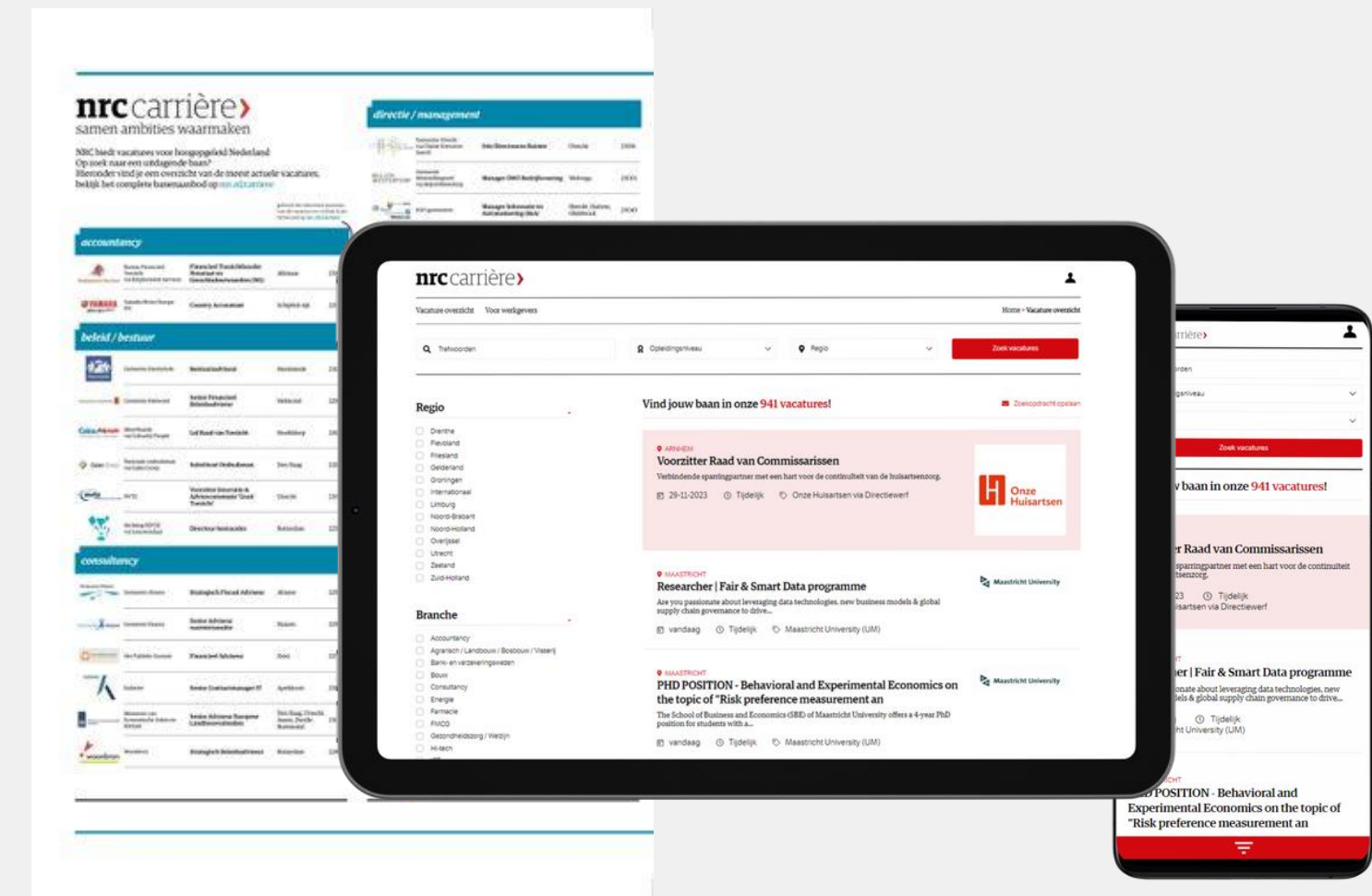
Cross-posting on NRC Doordeeweeks (Wednesday edition)



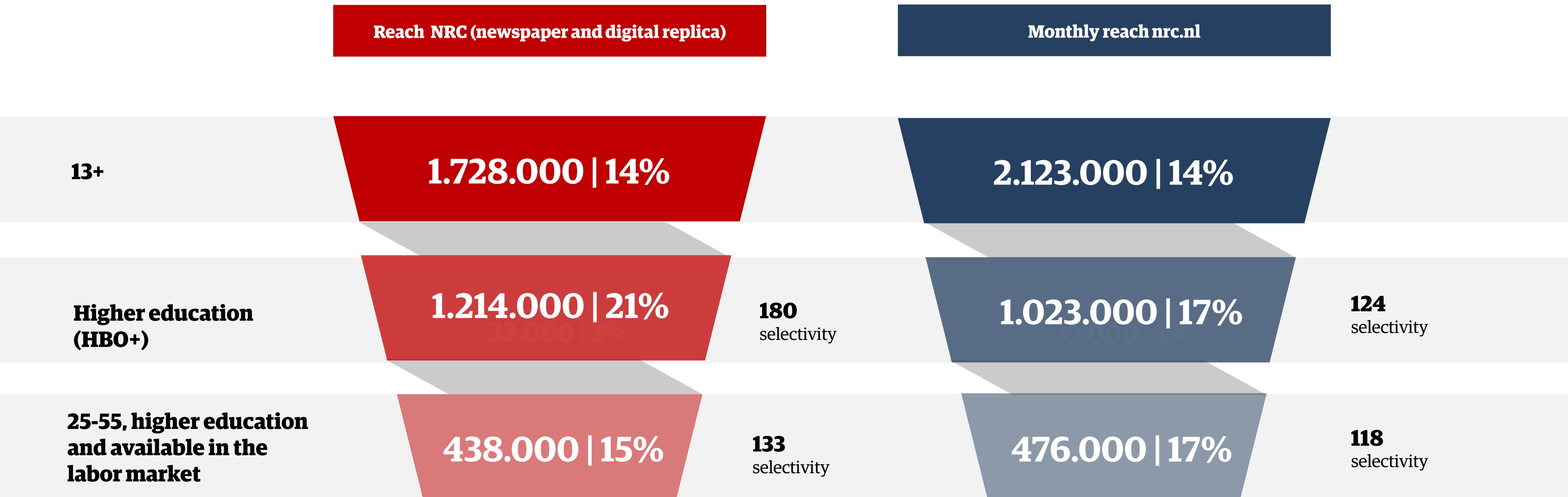
60 days online on nrc.nl/cariere



Job posting ladder in NRC Weekend



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

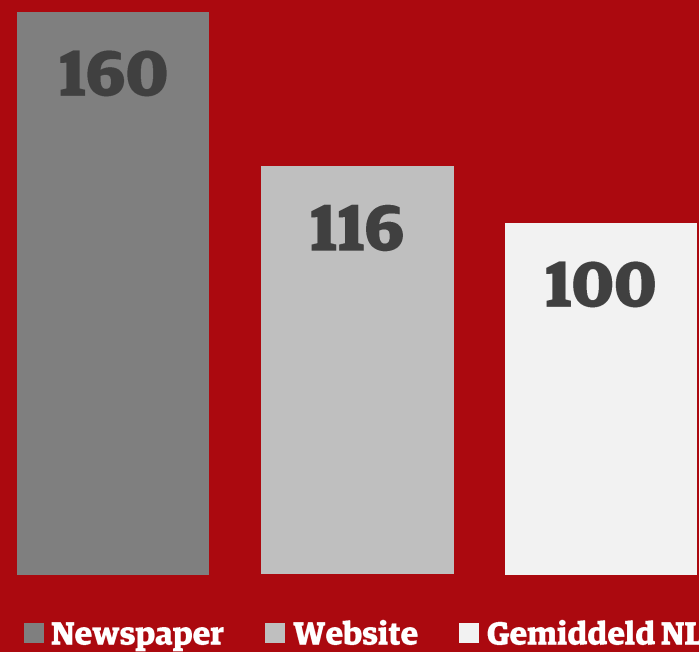




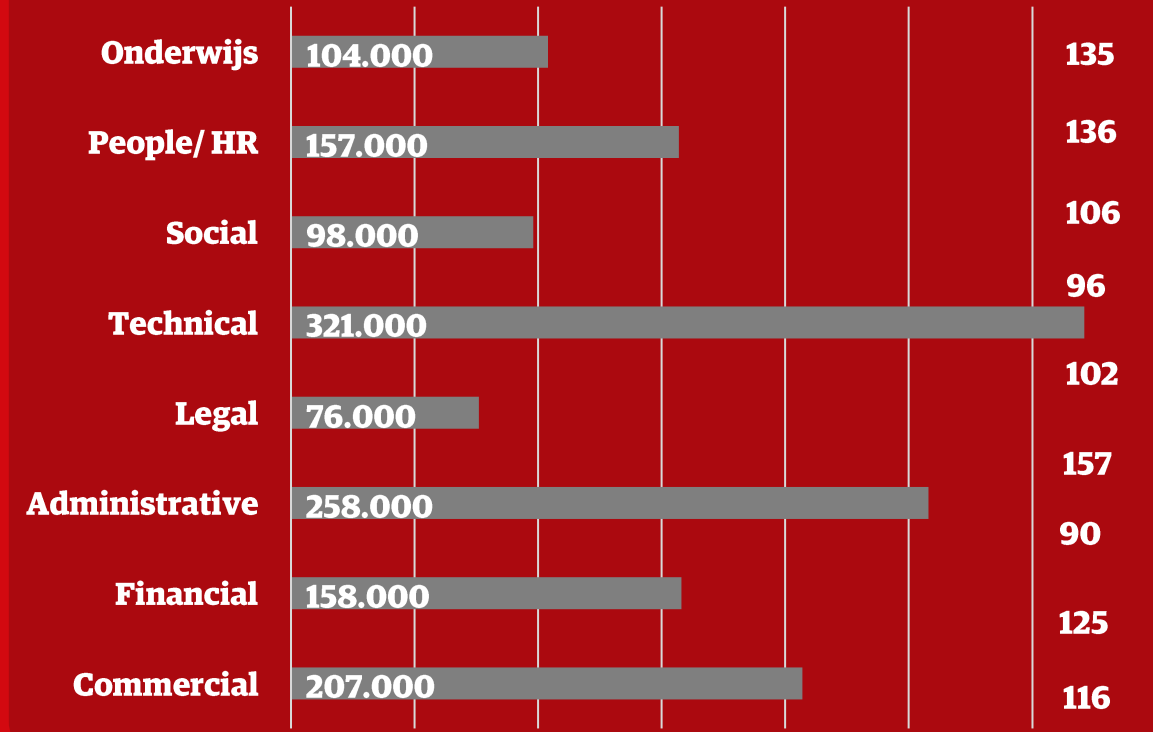
# NRC is strong among active and passive job seekers

## Active across various industries and types of work

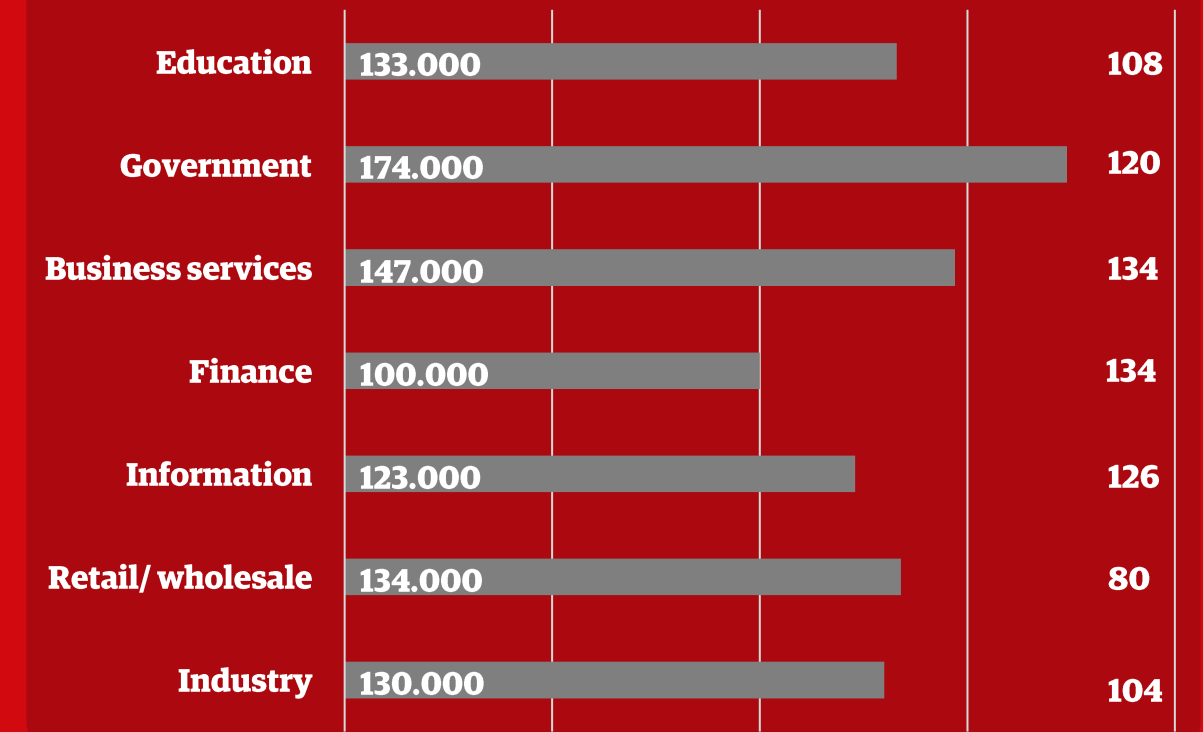
Active of passive job seeker (higher educated)



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](http://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 <a href="http://nrc.nl/carriere">nrc.nl/carriere</a>	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.

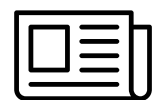


**Over 3 million Dutch people** reached every month by NRC through print and online



**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

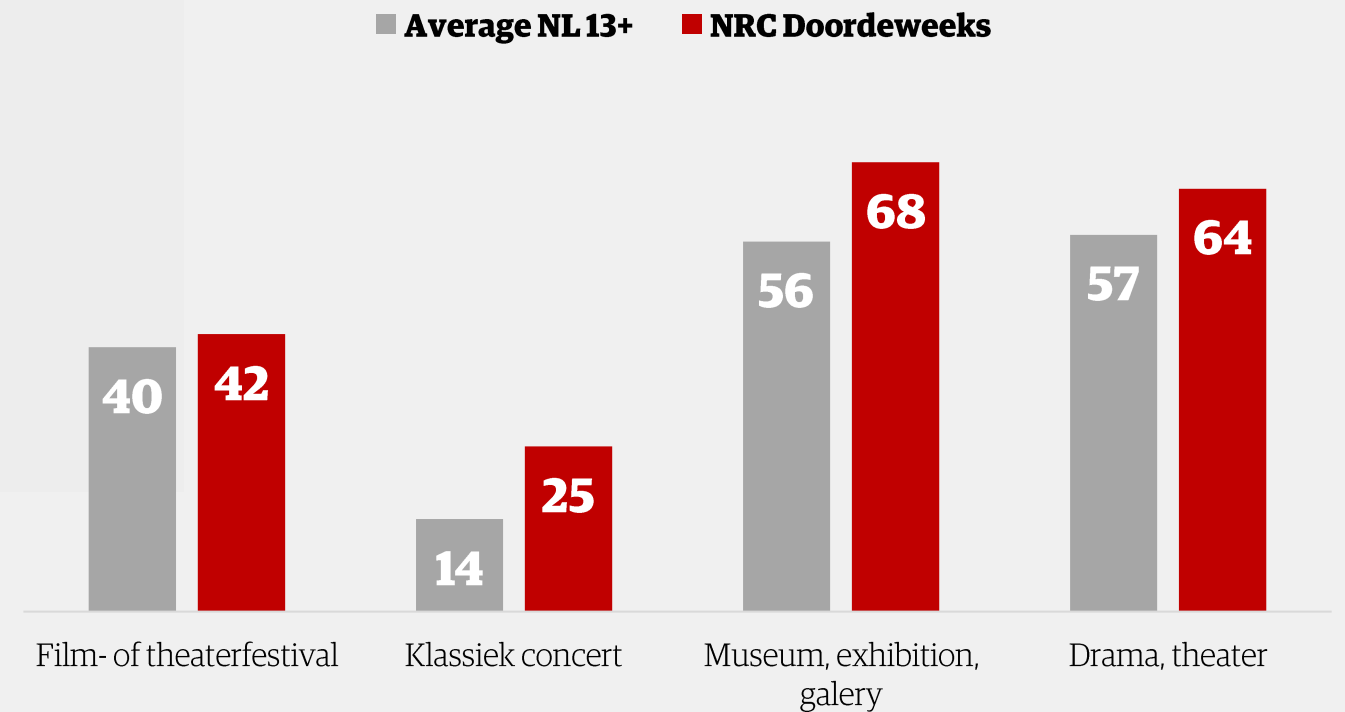
- Digital impact pages
- Bannering
- Cultural advertorial
- Article video
- Newsletter banner



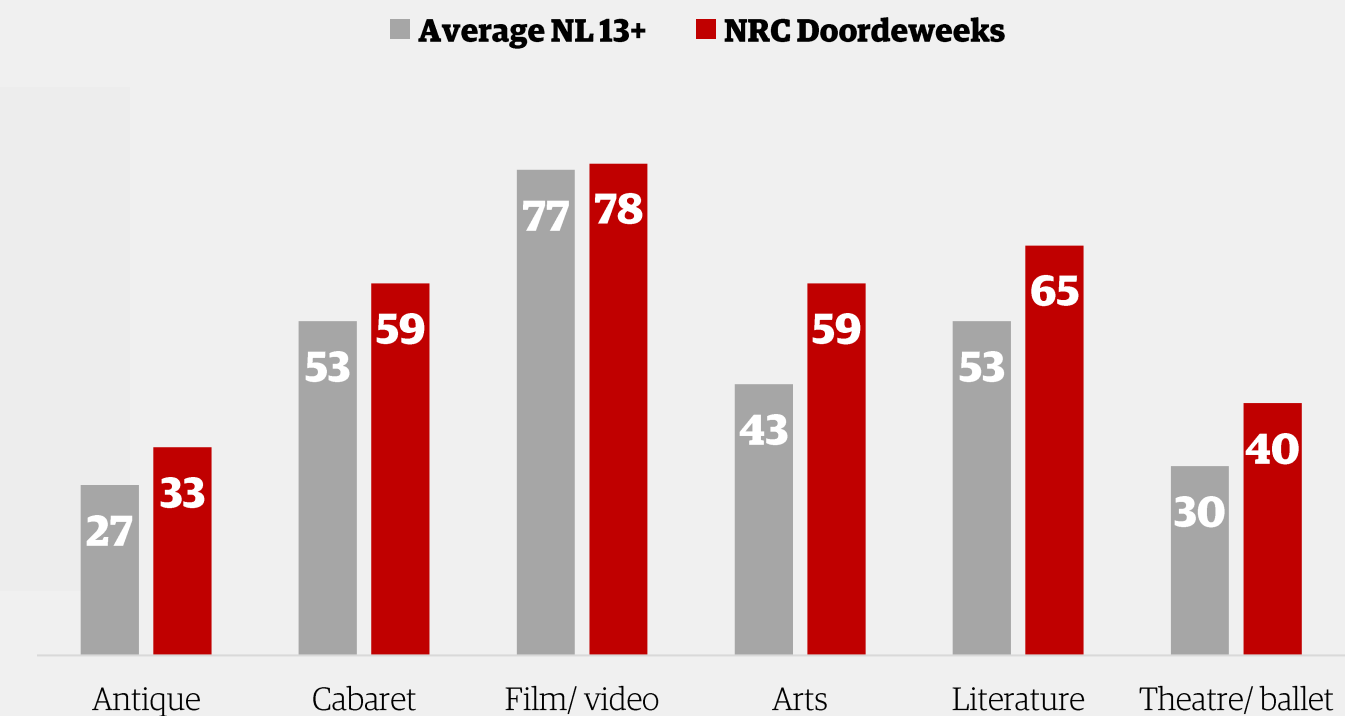
### Audio

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

## The reader visits... (%)



## The reader is interested in... (%)



# 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**





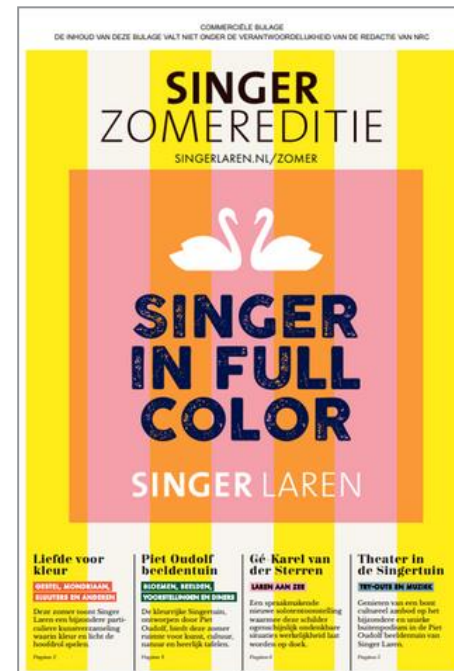
# Commercial cultural supplement

## 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](http://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](mailto: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

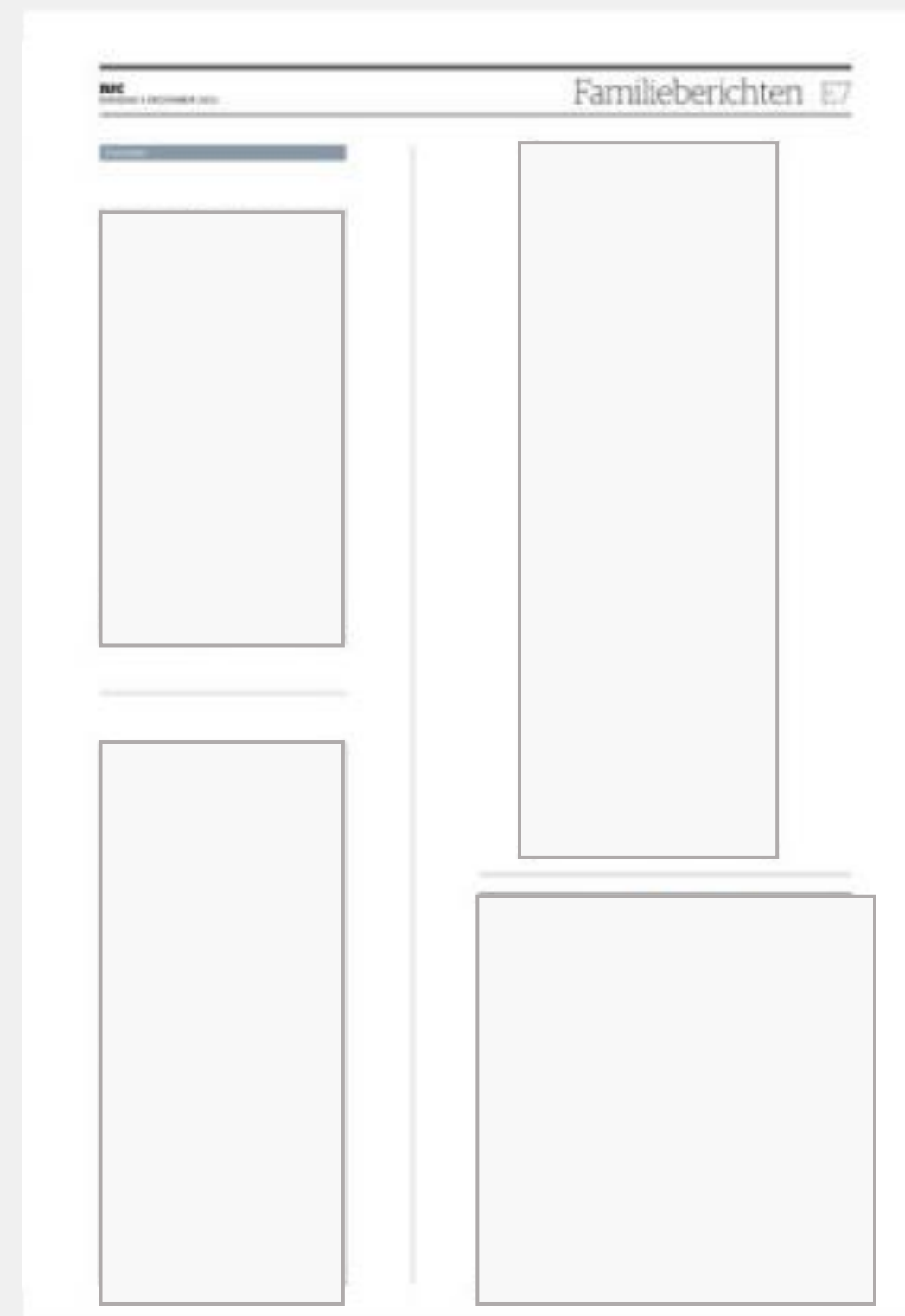
## You can submit your financial notices for publication in NRC Doordeweeks and NRC Weekend every day

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
<b>Tuesday to Friday</b>	By 3:00 p.m. on the day before publication	€ 7,87 per mm per column	€ 6,50 per mm per column
<b>Monday</b>	By 3:00 p.m. on the Friday before publication		
<b>Saturday</b>	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](mailto:info@zadkinemedia.nl), or through [zadkinemedia.nl](http://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](mailto:sales@nrc.nl)



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



[adverteren.nrc.nl](http://adverteren.nrc.nl)