

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 GGM 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.

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
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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	Wednesday 15.00