

# Job Market Communication

NRC Carrière

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## Realising ambitions together

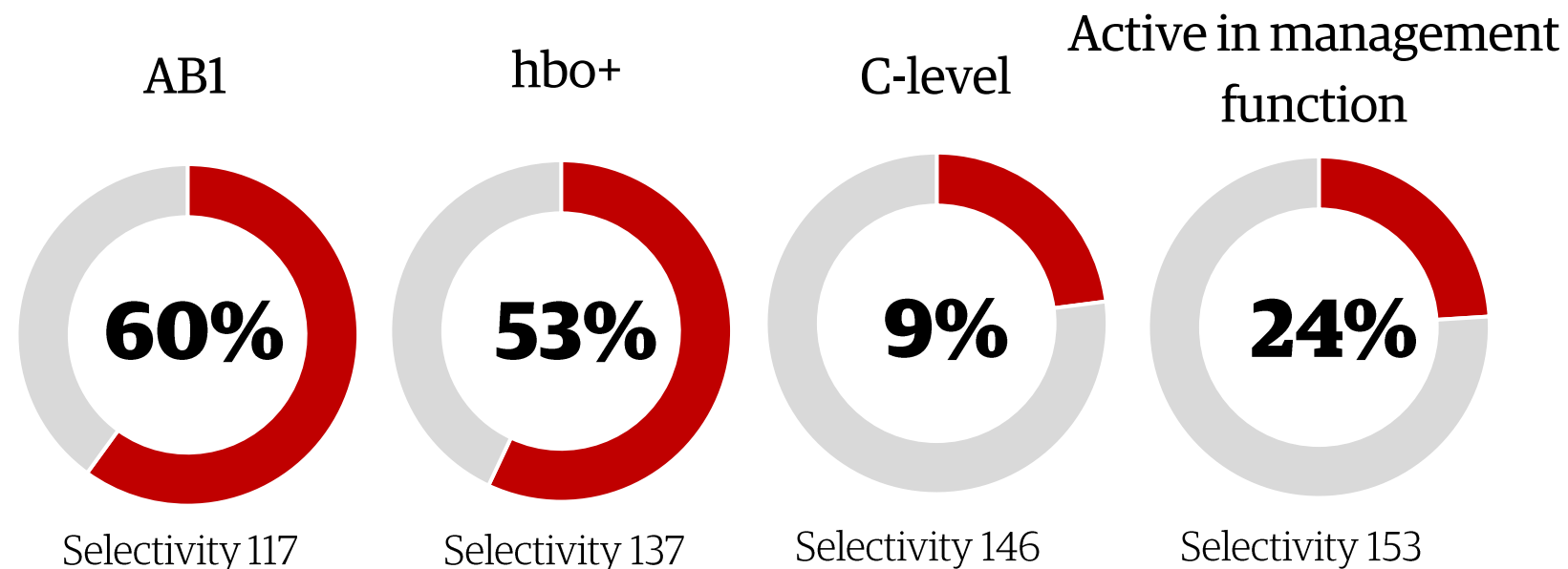
NRC Carrière is the leading job market platform for highly-educated professionals, with job postings, journalistic content and practical information about training, education and career advice. Thanks to the relevant journalistic content we offer, we can reach both active and passive job seekers and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

## Monthly NRC reaches via print, digital and audio

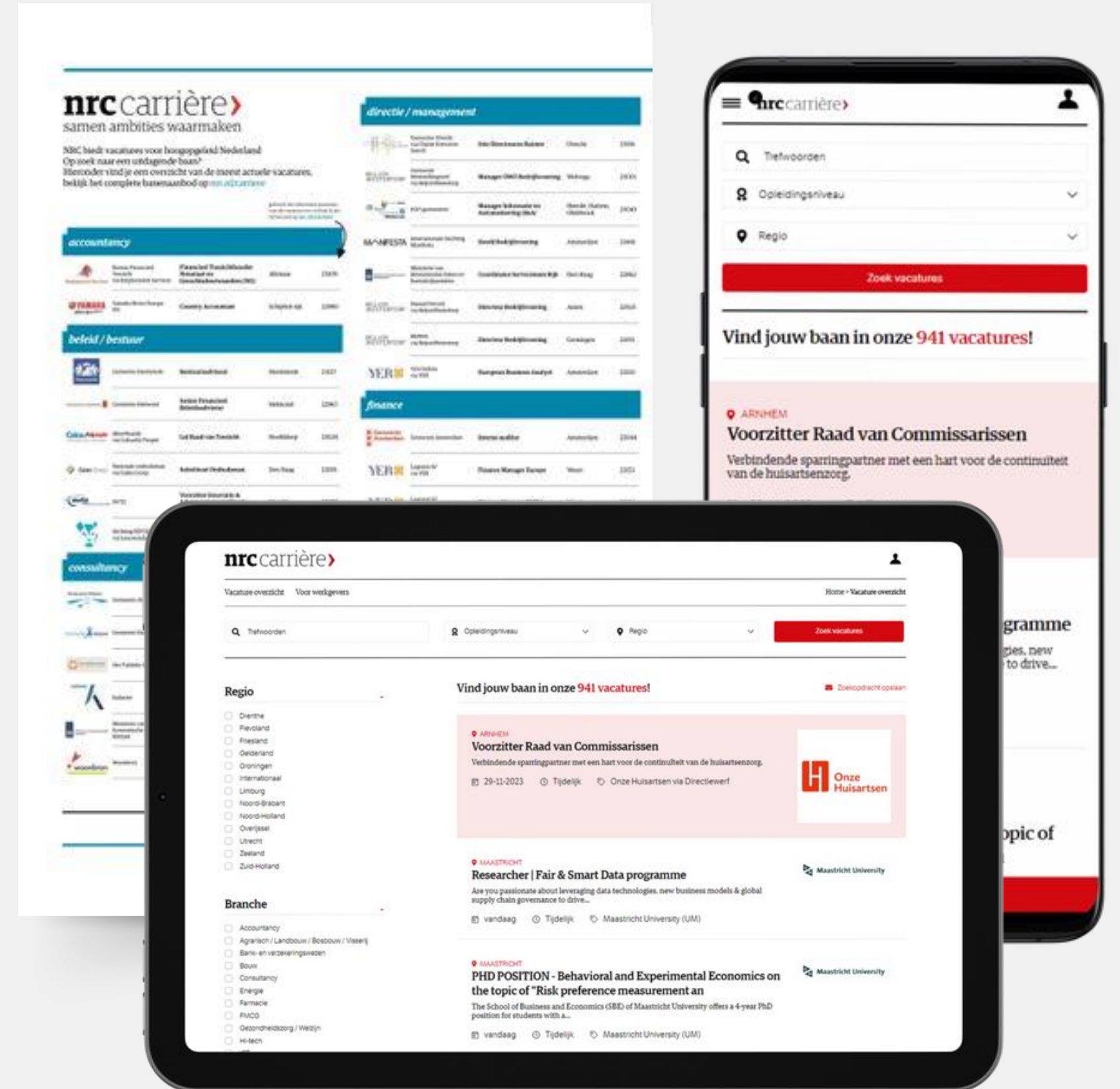
**1,5 miljoen**  
hbo+-educated  
professionals



**600.000**  
Job searchers



Source: NOM DGM 2024-I



# Rates - NRC Carrière

## NRC Weekend

Your ad will be placed on a cluster page in the economics section of NRC Weekend with a pull-through to NRC Doordeweeks. Includes a 60-day online job posting on [nrc.co.uk/career](http://nrc.co.uk/career). After the vacancy is posted online it receives a ladder listing in NRC Weekend.

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

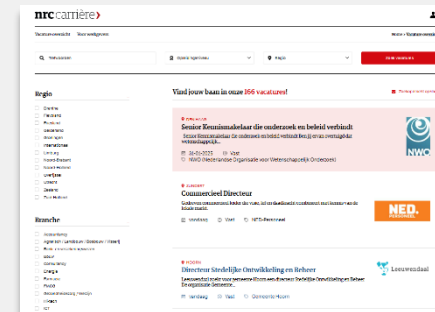
## Clusterpagina-pakket



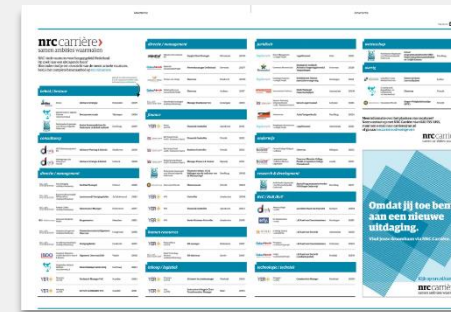
NRC Weekend placement on cluster page



Pass-through NRC Weekday (Wednesday)



60 dagen on nrc.nl

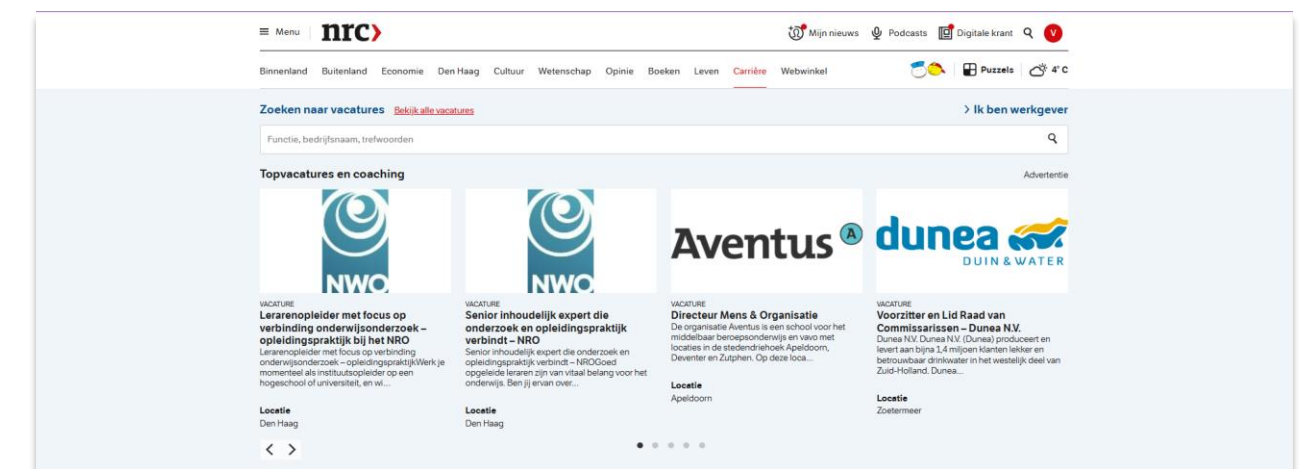
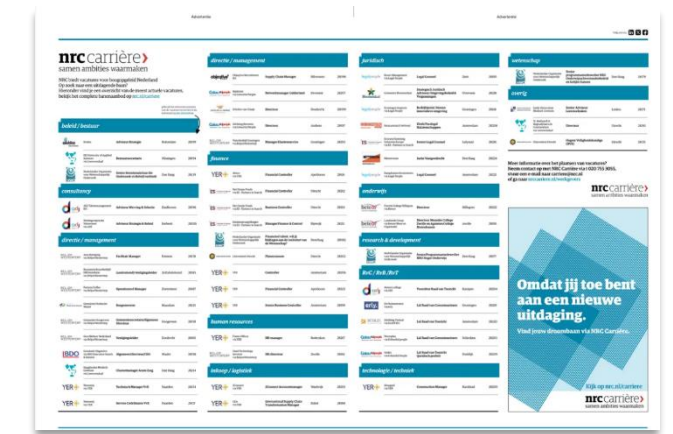
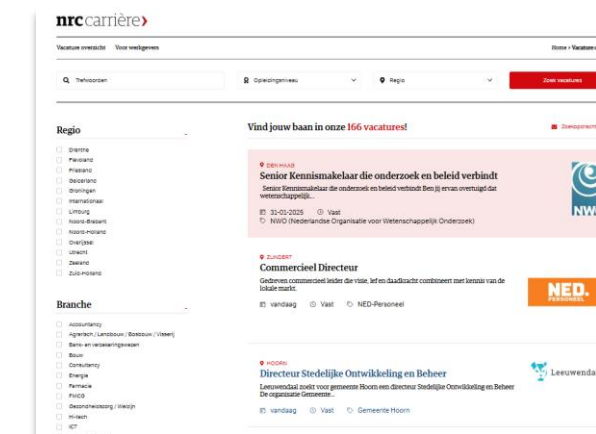


Listing on job ladder NRC Weekend

## Online job ad

60-day online job posting on [nrc.nl/carriere](http://nrc.nl/carriere). After the vacancy is posted online, it gets a ladder listing in NRC Weekend.

Type	Price
Job ad	€ 499
Top vacancy upgrade	€ 249
Nieuwsbrief banner	€ 2.500





# Digital Career Page

## Exclusively in the digital newspaper

NRC is launching a new digital proposition for labour market communication: the Digital Career Page. This exclusive page will be added to the digital edition of NRC Weekend and will be available via nrc.nl and the NRC app.

## Maximum impact

NRC Weekend reaches 591,000 readers (print + digital), 143,000 of whom exclusively read the digital edition. Vacancies can be highlighted optimally with a choice of different advertising formats, tailored to maximum impact. One click suffices to direct interested parties directly to the desired landing page.

Proportion	Placement	Price
1/1	NRC Weekend	€ 2.999*
1/2	NRC Weekend	€ 4.999*
1/4	NRC Weekend	€ 8.999*

\*includes 60 days of online job posting a €499 on nrc.nl/carriere. After the vacancy is posted online, it receives a ladder listing in NRC Weekend.

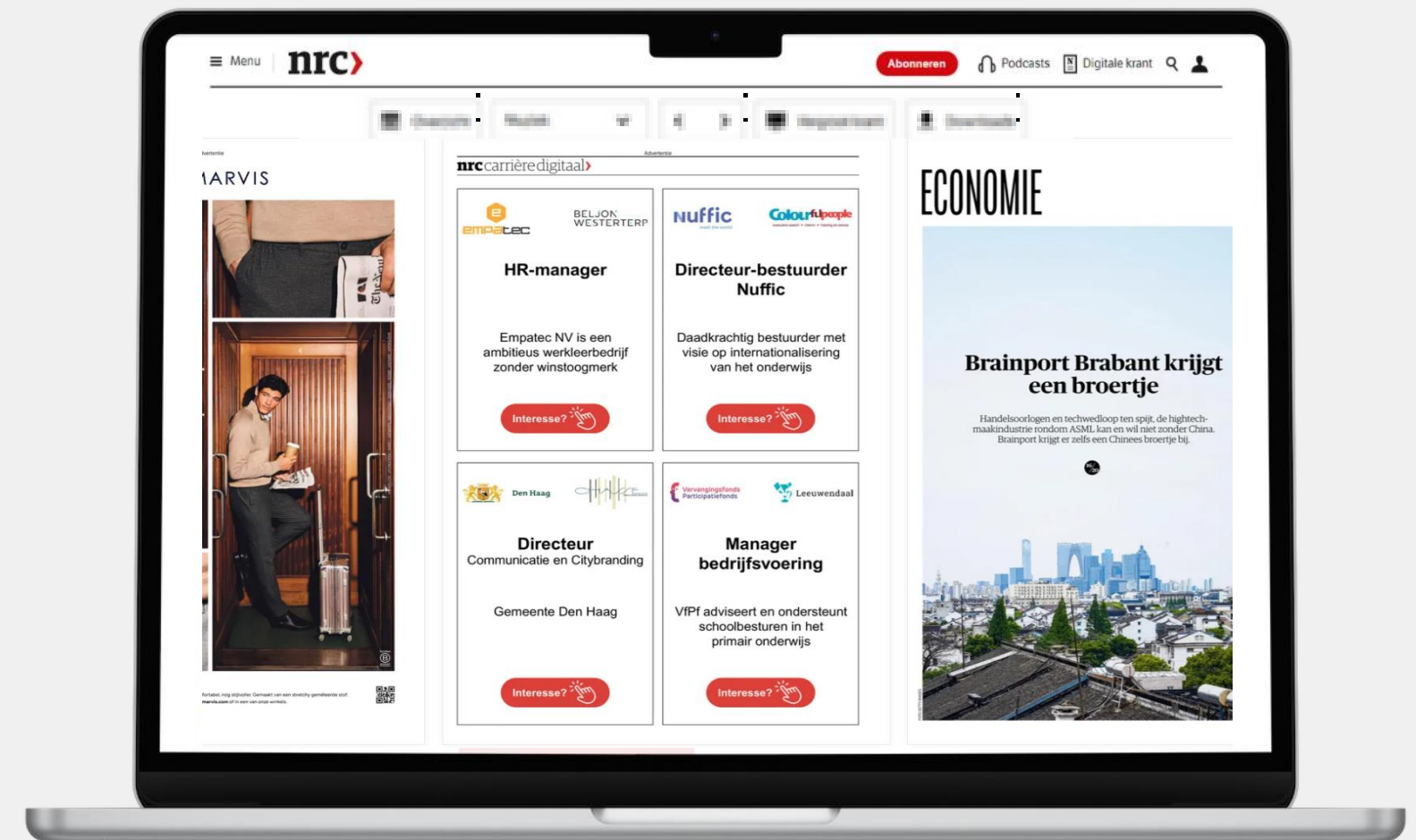
\*subject to availability (maximum 2 pages per week, only in the even-numbered weeks)

## Delivery specifications

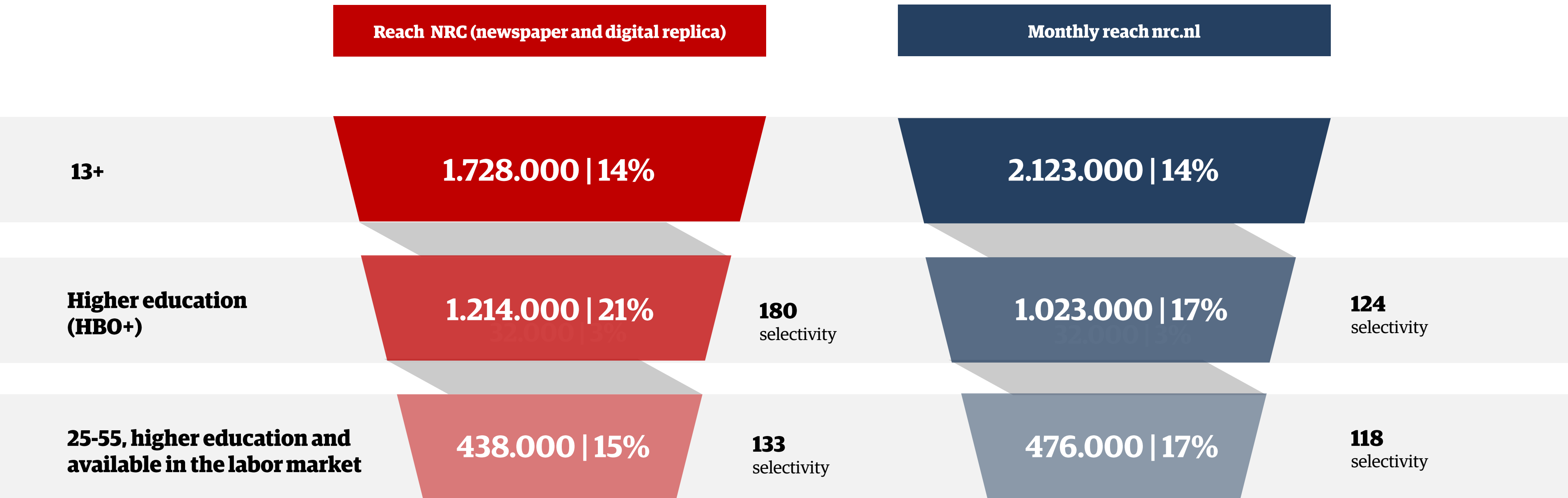
- Layout is provided by NRC
- Company logo in .svg, .jpg. or .png
- Job title
- Job description:
  - 1/2 page: max. 170 characters
  - 1/4 page: max. 70 characters
- Landing page URL
- Send to [traffic@nrc.nl](mailto:traffic@nrc.nl)

## Submission deadline

Wednesday 09:30 for Saturday placement



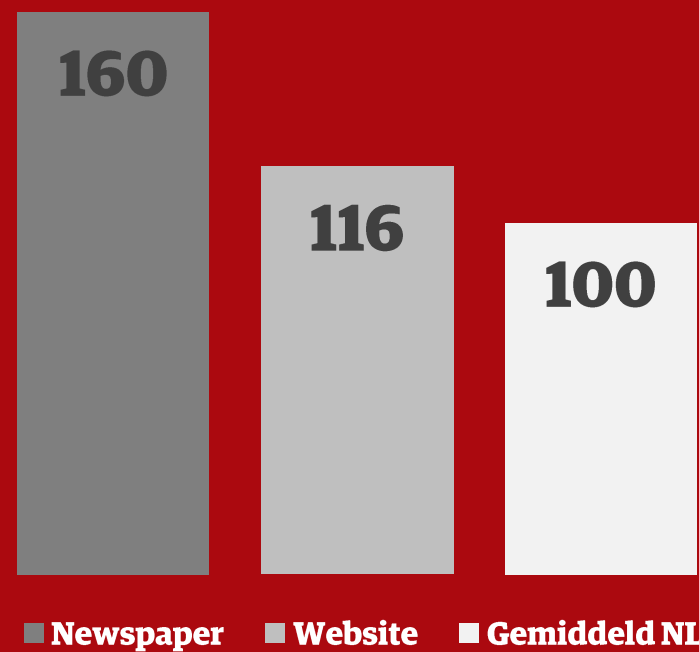
# High reach and selectivity among available professionals in the labor market with a higher professional education



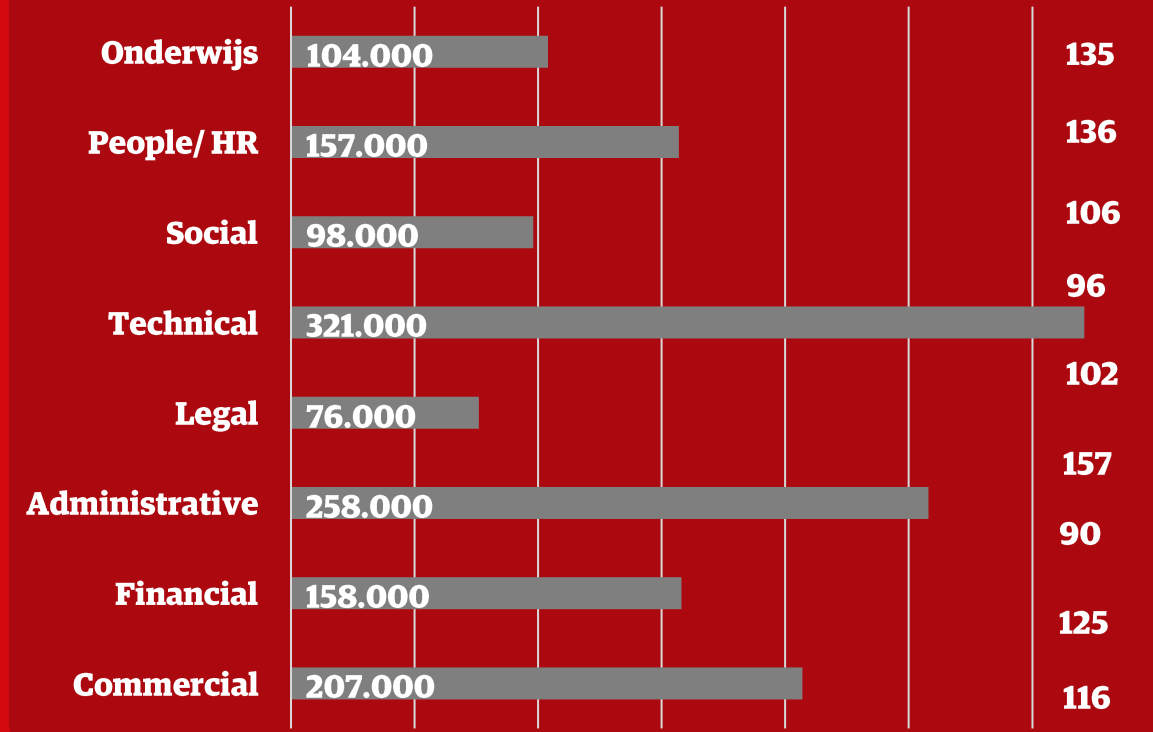
# NRC is strong among active and passive job seekers

## 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

