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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.

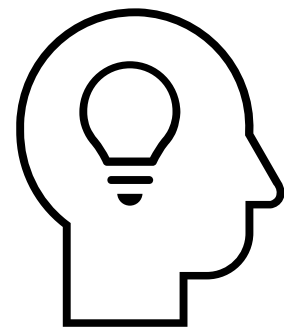
Source: 1)NRC Podcast Effect Monitor, Research into the power of pre-roll advertising for the NRC podcasts (2021-2023) 2) Motivation NRC The world of podcasts 2021



# The minimal frequency for maximum impact

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

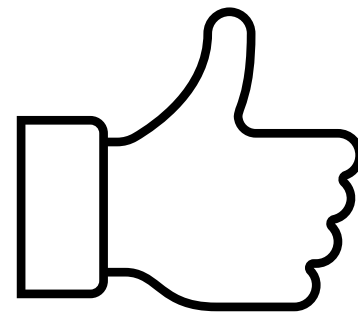
Pre-rolls in NRC podcast generate twice the impact of audio spots in conventional radio ad blocks



**30%**

**Ad recognition**

(4 weeks - 750.000 impressions)



**7,1**

**High appreciation  
creative**



**51%**

**Creative assessment:  
reliable**


Source: Podcast Effectonderzoek, Mindshare Business Insights march 2024

# The power of podcasting

## NRC's regular podcast series

**Intimate and personal**

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**Strong bond with medium (fans)**

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**Niche content**

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## A selection of our other series

**High tolerance for advertising**

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**Full attention without noise**

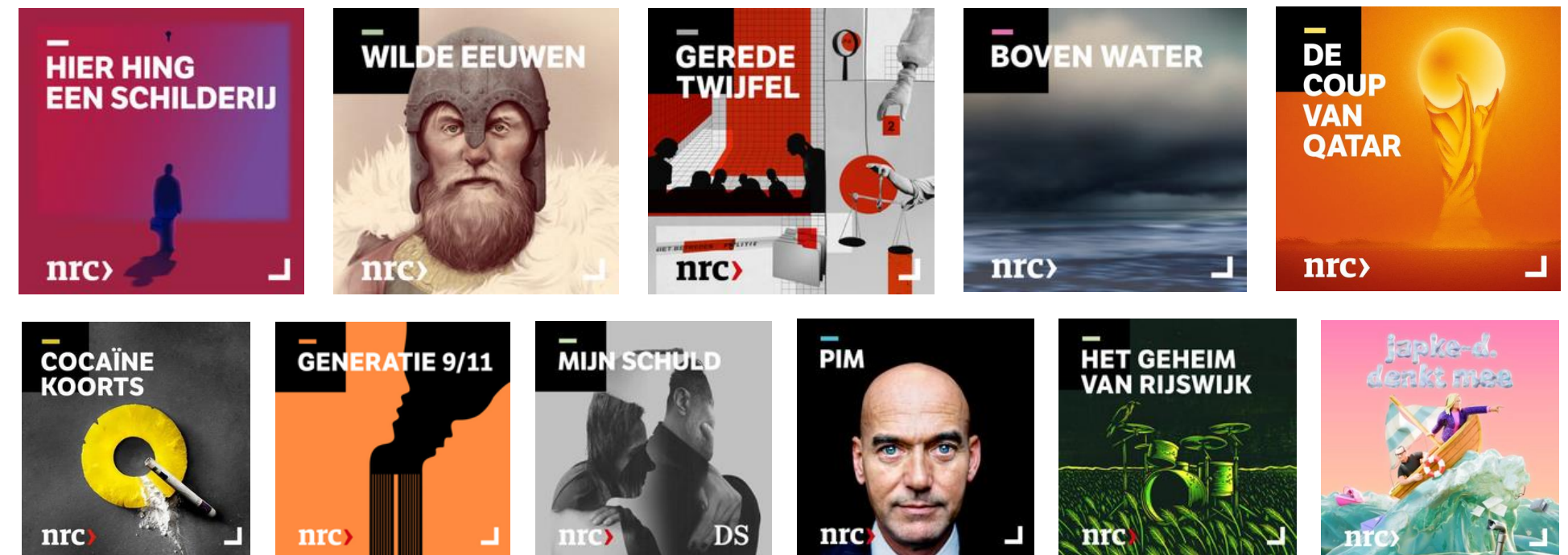
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**On demand: always at the right time**

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\*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	Cost per 1.000 impressions	€ 35
Mid-rolls	Cost per 1.000 impressions	€ 35
Post-rolls	Cost per 1.000 impressions	€ 15

## Creative pre-roll

Type of advert	Content	Price
Pre-roll	Pre-roll - voice, music, mixing	€ 750

## Branded podcasts

Type of advert	Content	Price
Branded podcast	Podcasts fully made by XTR Branded Content	€ 5.000