

Online

nrc.nl

Newsletters

Digital Impact Pages

Independent journalism and high profile stories

NRC reaches nearly 1,7 million Dutch people¹⁾ 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 million¹
Average pageviews
per month



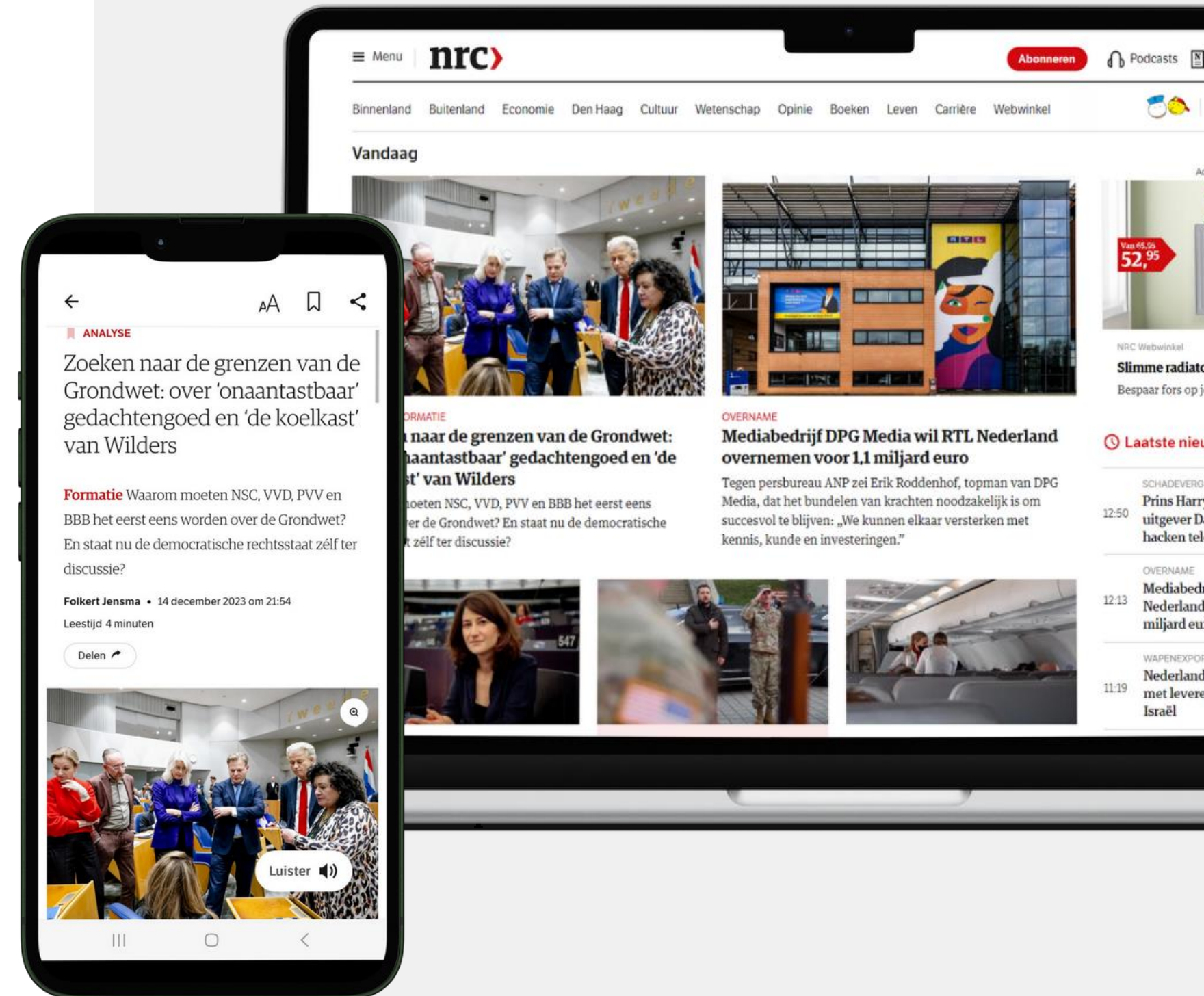
115¹
Affinity in target
group AB1



2,3+ minutes²
Av. time on page



+ 1,1 million
Followers on
social media







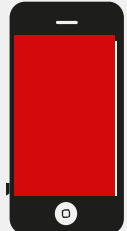
Rates - nrc.nl



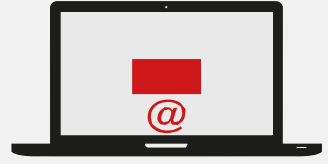
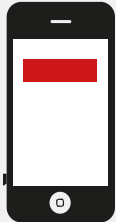

Digital product	Size	Price per 1.000 impressions
Leaderboard	728 x 90	€ 30
Billboard	970 x 250	€ 30
Rectangle	300 x 250 / 336 x 280	€ 30
HalfPage	300 x 600 / 336 x 600	€ 30
Video/Outstream (Article/Mobiel)	640 x 360 / 640 x 480	€ 30

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)

Visualisatie en specificaties

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

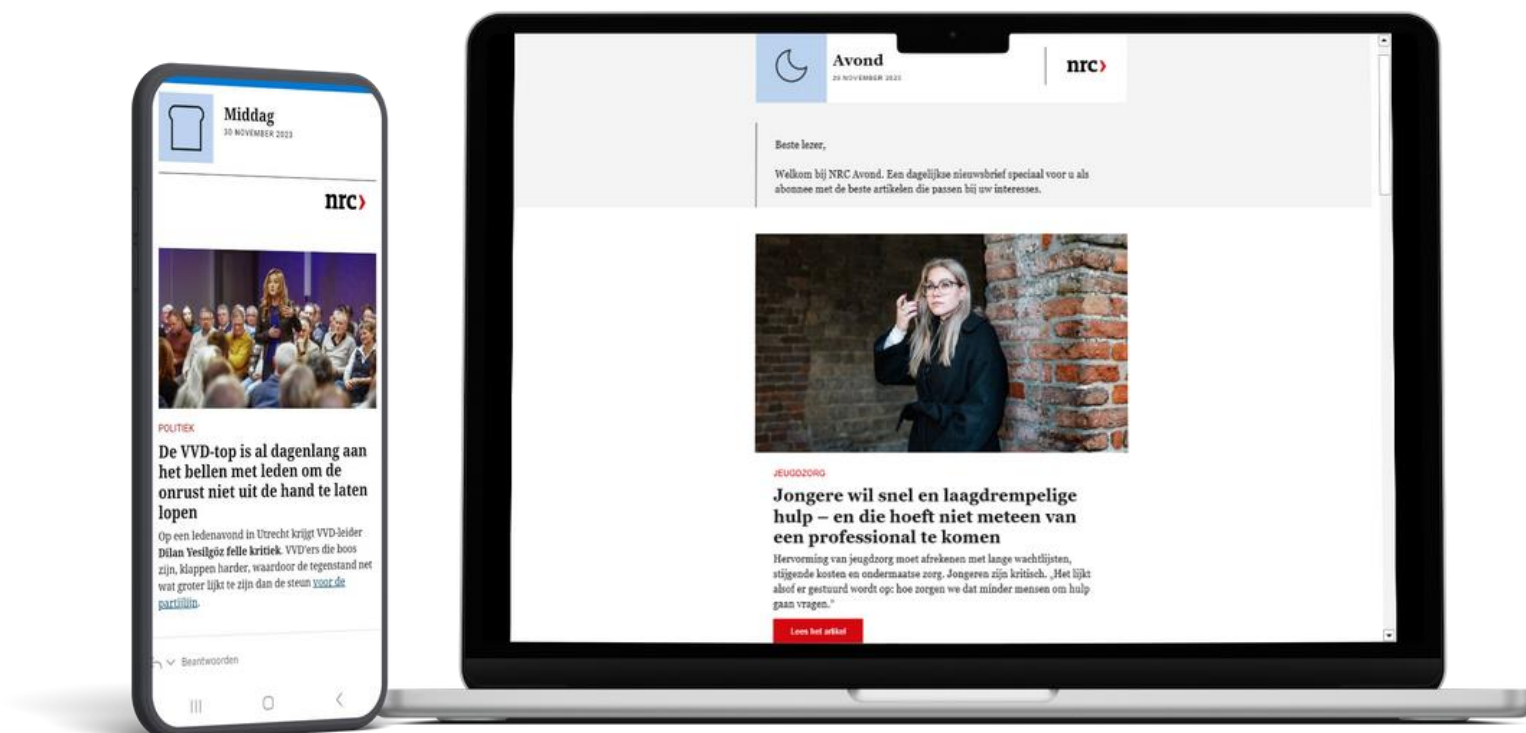
Type	Visuals	Pixels	Specifications
Video Outstream Article / Mobile		16:9 (640x360) 4:3 (640x480)	Max. 30 sec., HD 720P maximum, 5 MB maximum. Submission via VAST tag. Submission via MP4 on request
First Page Takeover / Homepage Takeover		On request	Specs available on request via onlinetraffic@nrc.nl
Newsletter		600 x 230	Max. 100 kb/.png/.jpg/.gif (commonly used image files)
Mobile banner		320 x 100	Max. 100 kb/.png/.jpg/.gif (common image files). HTML5 .zip file (logo/.css/.js) Thirdparty tag
Story		Image: 1170x2532 Video: 1170x2532	Image: Max 200KB (indication) Landing page URL Impression and click trackers (optional)

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.

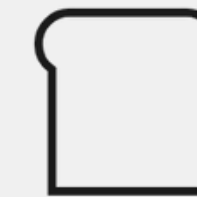


Our daily newsletters



Today

DAILY
AT 06:00 O'CLOCK



Afternoon

DAILY
AT 12:00 O'CLOCK



5 at 5

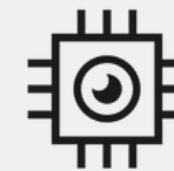
DAILY
AT 17:00 O'CLOCK



Evening

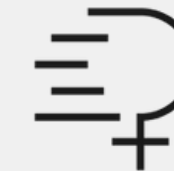
DAILY
AT 21:00 O'CLOCK

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

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).

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.