

Independent journalism and high profile stories

NRC reaches nearly 1,7 million Dutch people¹⁾ on average every month through 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



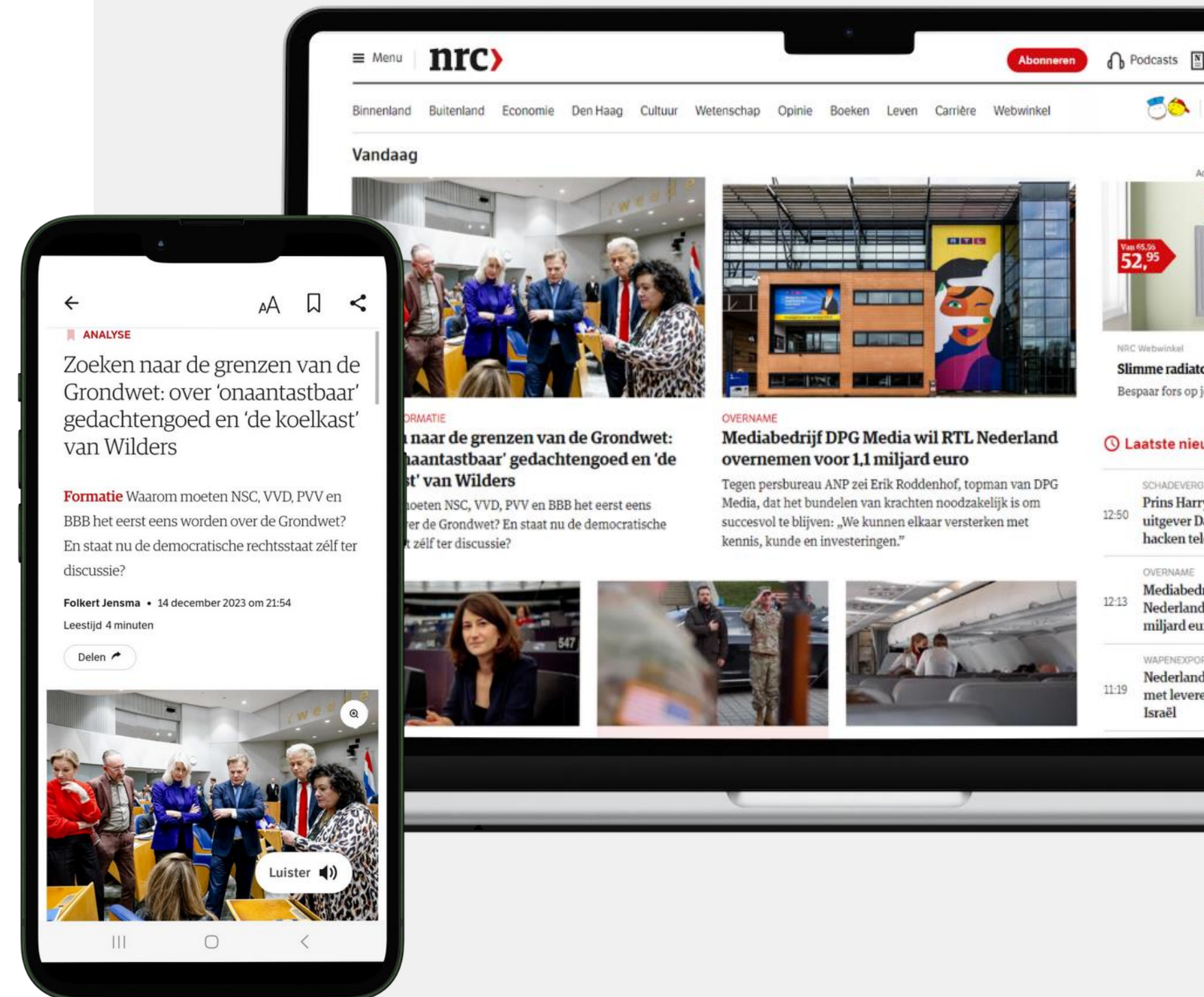
115¹
Affinity in target
group AB1



2,3+ minutes²
Av. time on page



+ 1,1 million
Followers on
social media



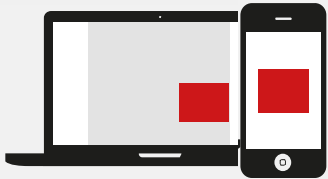
Rates - nrc.nl

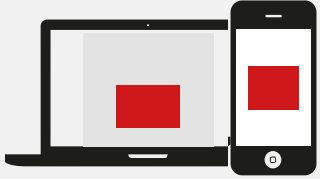
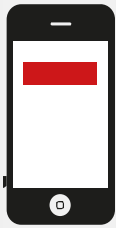
Digital product	Size	Price per 1.000 impressions
Leaderboard	728 x 90	€ 30
Billboard	970 x 250	€ 30
Rectangle	300 x 250 / 336 x 280	€ 30
HalfPage	300 x 600 / 336 x 600	€ 30
Video/Outstream (Article/Mobiel)	640 x 360 / 640 x 480	€ 30

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)

Please note: It is not allowed to supply ads/tags/trackers that use 'third-party cookies'. Submitted ads that contain 'third-party cookies' will be rejected or made cookie-free."