

Advertising at nrc>

Media kit 2025



In this media kit

<u>Advertising with NRC</u>	3
<u>Print</u>	5
NRC Weekend	5
NRC Weekdays	5
NRC Magazine	11
NRC De Week	14
<u>Online</u>	15
nrc.nl	15
Newsletters	19
Digital Impact Pages	21
Best practices Digital Impact Pages	23
<u>Audio</u>	27
<u>Branded content</u>	32
<u>Job Market Communication</u>	36
<u>Arts and culture</u>	41
<u>Family notices</u>	45
<u>Zadkine</u>	48

Advertising with NRC

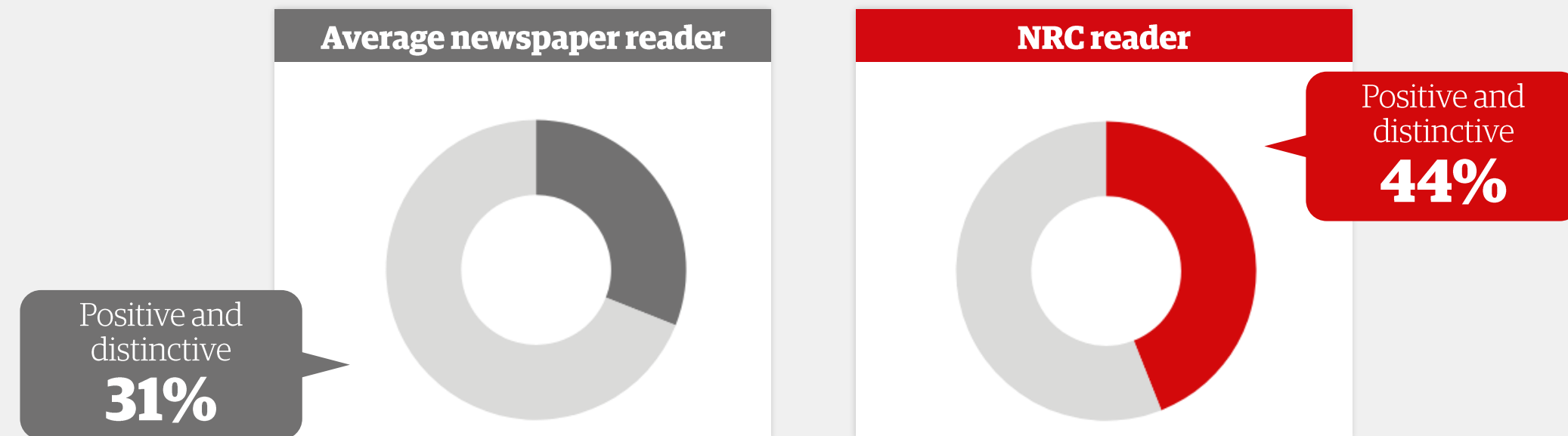
NRC lets facts speak for themselves

NRC is committed to critical and independent journalism. With a broad perspective, our journalism looks beyond the issues of the day. We vigorously investigate and verify facts.

With the most extensive investigative editorial team, NRC delivers unique and high-profile journalistic stories and puts relevant social issues on the agenda.

The added value of a trusted news brand

An advert within the trusted NRC content environment produces a higher advertising impact score



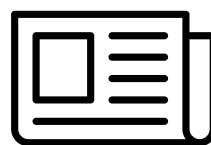
Follow NRC's journalism

Online



nrc.nl
NRC-app
Digital newspaper

Krant



NRC (newspaper)
NRC Magazine (monthly)
NRC De Week (abroad)

Audio



NRC-podcasts

NRC reaches a 3 million influential audience



High potential
professionals

75% hbo+

39% avg nl



Affluent
Consumers

53% W1

27% avg nl



Culture and Art
Enthousiasts

75%

63% avg nl



C-level Executives

9%

5% avg nl



Public Sector
Leaders

11%

8% avg nl



Print

NRC Weekend
NRC Doordeweeks
NRC Magazine
NRC De Week

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



571.000 readers¹



68 minutes²
Reading time

NRC Weekdays



327.000 lezers¹



50 minutes²
Reading time

Source: 1) NOM DGM 2025-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

1/1

CD101V

wxh: 266x398

1/2

CD102VL

wxh: 266x190

3/7

CD307VL

wxh: 266x166

2/5

CD205VS

wxh: 104x375

2/7

CD207VL

wxh: 266x118

1/4

CD104B

wxh: 158x166

1/4

CD104L

wxh: 212x118

1/4

CD104S

wxh: 104x238

1/4

CD104VL

wxh: 266x94

1/5

CD105BL wxh: 158x118

1/6

CD106BS

wxh: 104x166

1/6

CD106VL

wxh: 266x70

2/7

CD207BS

wxh: 158x190

1/8

CD108BS

wxh: 104x118

1/8

CD108VL

wxh: 266x46

1/9

CD109L

wxh: 158x70

1/9

CD109VL

wxh: 266x40

1/10

CD110BL

wxh: 104x94

1/14

CD114BL

wxh: 104x70

1/14

CD114L

wxh: 158x46

1/20

CD120L

wxh: 104x46

1/20

CD120S

wxh: 50x94

1/25

CD125L

wxh: 104x40

1/27

CD127BS

wxh: 50x70

1/32

CD132L

wxh: 104x30

1/40

CD140B

wxh: 50x50

2/1

CS101V

wxh: 550x398

1/2

CS102VL

wxh: 550x190

1/4

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
#30 07/08/2024

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	Monday 9.30	Wednesday 10.00
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

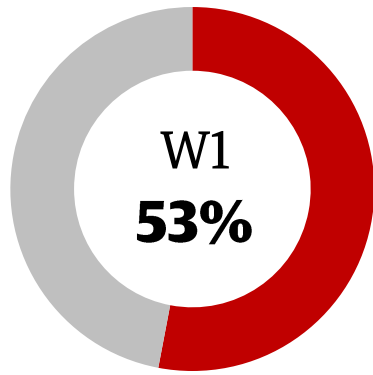
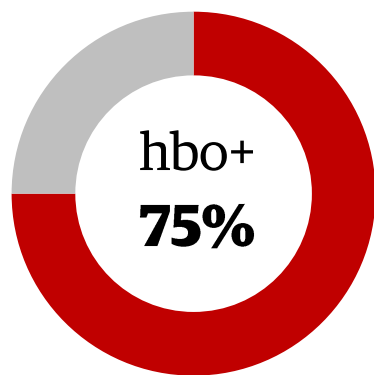
NRC Magazine

The monthly styleguide

An aesthetic, international monthly magazine about art, culture, fashion, design, photography, architecture, literature, food & beverage, beauty, cars and etiquette. Geared towards all generations, seekers of life lessons. Trends are reported, style celebrated, traditions cherished.

Articles by the best at NRC and beyond, and a starring role for photography. This, combined with NRC's unique and committed target group, makes NRC Magazine ideal for your commercial message, with proven effectiveness.

NRC Magazine is the shortest route to well-educated, high-income readers



NRC readers are highly interested in



Society and culture



Fashion



Travel

Source: NOM DGM 2025-I



nrc

NRC Magazine

Formats and rates

Code	WxH (in mm)	Share	Rate (€)
CS201**	440x285*	2/1	€ 40.000
CD101	220x285*	1/1	€ 23.000



Material

Provide materials as certified pdf in CMYK.
The colour profile is: PSO_MFC_Paper_eci.icc.
Preset Adobe PDF: MagazineAds_1v4.joboptions

Please provide the material to
e-mail: traffic@nrc.nl

**Provide materials bleeding, 3mm all around without crop and bleed marks

Contact

Please contact your account directors for more information.

Gertjan Dijkhuizen - M +31(0)6 - 53 46 10 96 | g.dijkhuizen@nrc.nl

Tessa van Kampen - M +31(0)6 - 10 17 27 81 | t.vankampen@nrc.nl



Themes and dates 2025

Edition	Publication	Theme	Reservation deadline	Deadline for materials
#35	Saturday 1 st of February 2025	Love	Monday 13 th of January 2025	Thursday 16 th of January 2025
#36	Saturday 1 st of March 2025	Fashion	Monday 10 th of February 2025	Thursday 13 th of February 2025
#37	Saturday 5 th of April 2025	Design	Monday 17 th of March 2025	Thursday 20 th of March 2025
#38	Saturday 3 rd of May 2025	Suriname	Monday 14 th of April 2025	Thursday 17 th of April 2025
#39	Saturday 7 th of June 2025	Garden	Monday 19 th of May 2025	Thursday 22 nd of May 2025
#40	Saturday 5 th of July 2025	Literature	Monday 16 th of June 2025	Thursday 19 th of June 2025
#41	Saturday 6 th of September 2025	Fashion	Monday 18 th of August 2025	Thursday 21 st of August 2025
#42	Saturday 4 th of October 2025	Design	Monday 15 th of September 2025	Thursday 18 th of September 2025
#43	Saturday 1 st of November 2025		Monday 13 th of October 2025	Thursday 16 th of October 2025
#44	Saturday 7 th of December 2025	Holiday Season	Monday 18 th of November 2025	Thursday 20 th of November 2025



NRC De Week

NRC De Week is a compact printed weekly edition of NRC designed especially for readers outside The Netherlands. With this weekly edition, subscribers abroad stay updated on recent developments in The Netherlands, and can continue to follow world news from a Dutch perspective.

NRC De Week offers a weekly summary of the most important news and related backgrounds, including the in-depth insight and interpretation to which NRC readers are accustomed.

NRC De Week is published weekly on Monday, exclusively to NRC readers abroad. The exact day and time of delivery vary depending on the country and location where the edition is to be delivered.

Rates - NRC De Week

Proportion	Size wxh (in mm)	Rate
1/1	266 x 398	€ 1.850
1/2	266 x 190	€ 1.150



Online

nrc.nl

Newsletters

Digital Impact Pages

Independent journalism and high profile stories

NRC reaches nearly 1,8 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



31 million

Average pageviews
per month



115

Affinity in target
group AB1



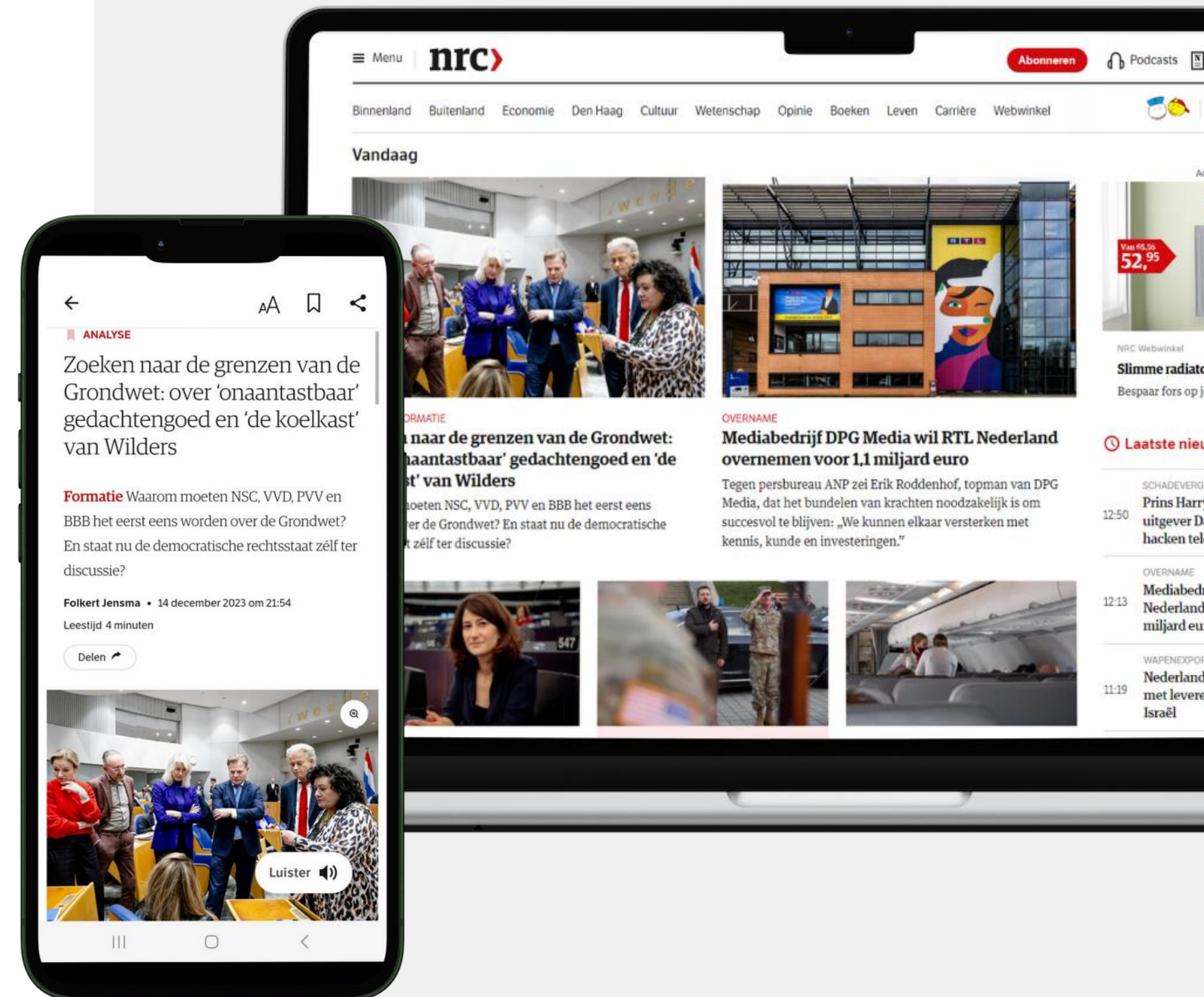
2,3+ minutes

Av. time on page



+ 1,1 million

Followers on
social media



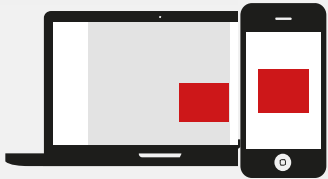
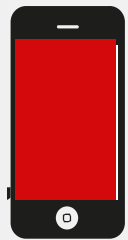
Rates - nrc.nl

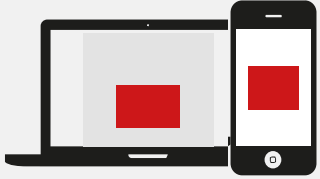
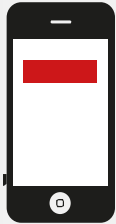
Digital product	Size	Price per 1.000 impressions
Leaderboard	728 x 90	€ 30
Billboard	970 x 250	€ 30
Rectangle	300 x 250 / 336 x 280	€ 30
HalfPage	300 x 600 / 336 x 600	€ 30
Video/Outstream (Article/Mobiel)	640 x 360 / 640 x 480	€ 30

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)

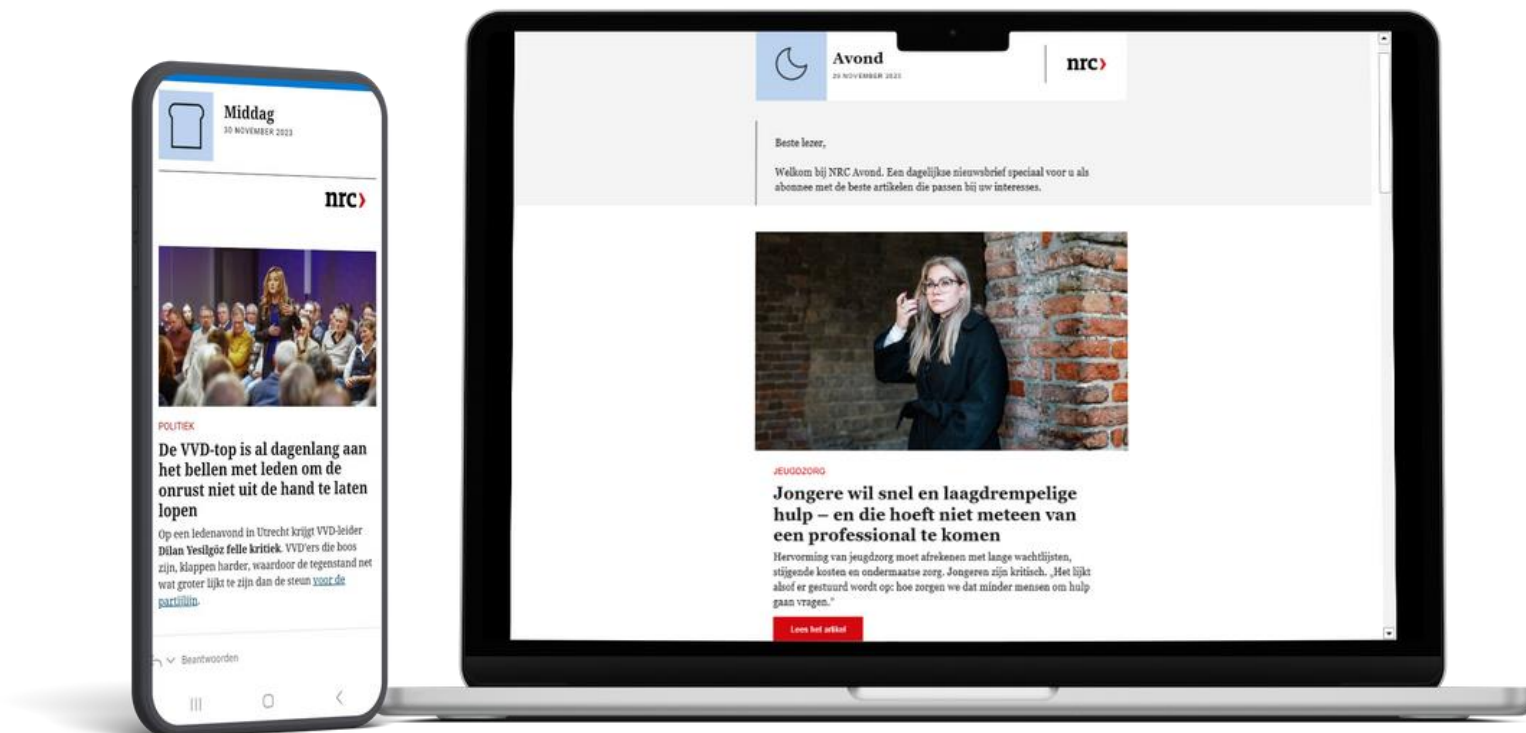
Please note: It is not allowed to supply ads/tags/trackers that use 'third-party cookies'. Submitted ads that contain 'third-party cookies' will be rejected or made cookie-free."

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

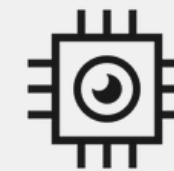
DAILY
AT 17:00 O'CLOCK



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.

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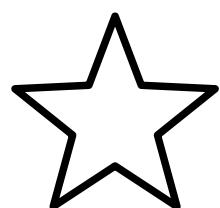
Digital Impact Pages

Advertising with impact, exclusively in the digital NRC newspaper

Share your message through Digital Impact Pages, a new form of advertising in the digital newspaper of NRC. A single click redirects the viewer of this impactful form of advertising to the advertiser's landing page. Digital Impact Pages combine the power of trust in the NRC news brand with the interaction with the digital NRC platform. The result is a high branding impact and valuable, quality leads.

Increased brand interest

Research by GfK shows that the use of Digital Impact Pages leads to high advert recognition and significantly higher awareness and interest in the advertised brand.



Index 126

Increased brand awareness



65%

Ad recognition



Index 170

Increase brand interest

Index score = exposed vs non-exposed group score



Discover the power of NRC's digital newspaper for your brand

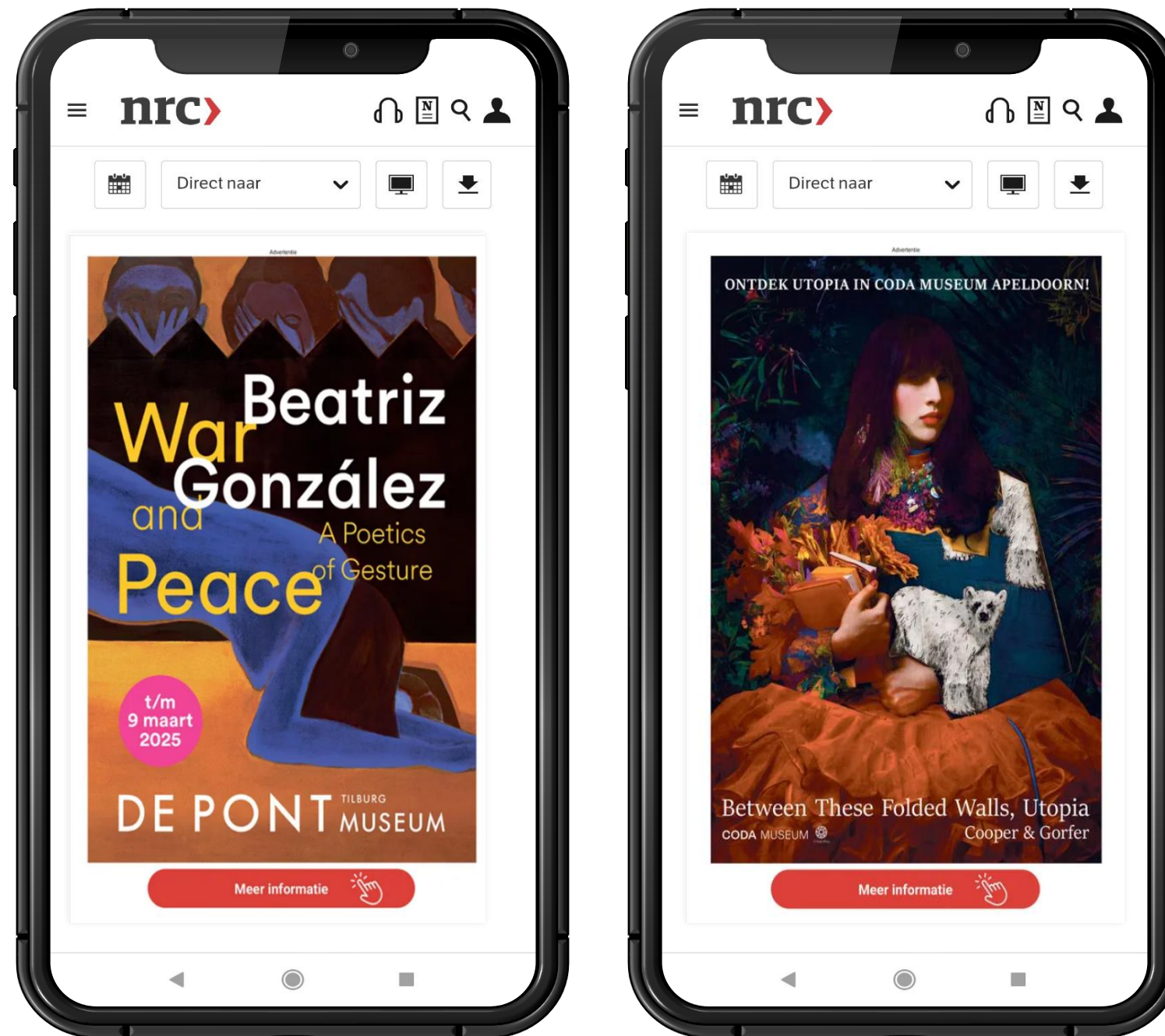
In today's rapidly changing world, trustworthy journalism is essential. At NRC, we see this every day. Our journalism reaches more people than ever. At NRC, we are moving with the times and digitizing our newspaper as our society changes. With our unique clickable ads in the digital newspaper, it's easier than ever to reach digital readers and maximize impact.



**Watch the animation
for more information**



Digital Impact Page



Call-to-action

Clickable content: direct readers to the advertiser's landing page with one click

Quality leads

Generate valuable leads within the trusted journalistic context of NRC's affluent audience

High impact

Maximum attention: boost brand awareness and interest with proven results

Digital Impact Pages - Rates

Submission

- Submit to traffic@nrc.nl / without bleed and crop marks
- Format: PDF 260x390mm per page
- Submit full-colour adverts in CMYK, 200 dpi, no RGB
- Submit black-and-white adverts in greyscale, not as CMYK or RGB
- One URL, do not include in the PDF

For more information, contact your account manager or sales@nrc.nl

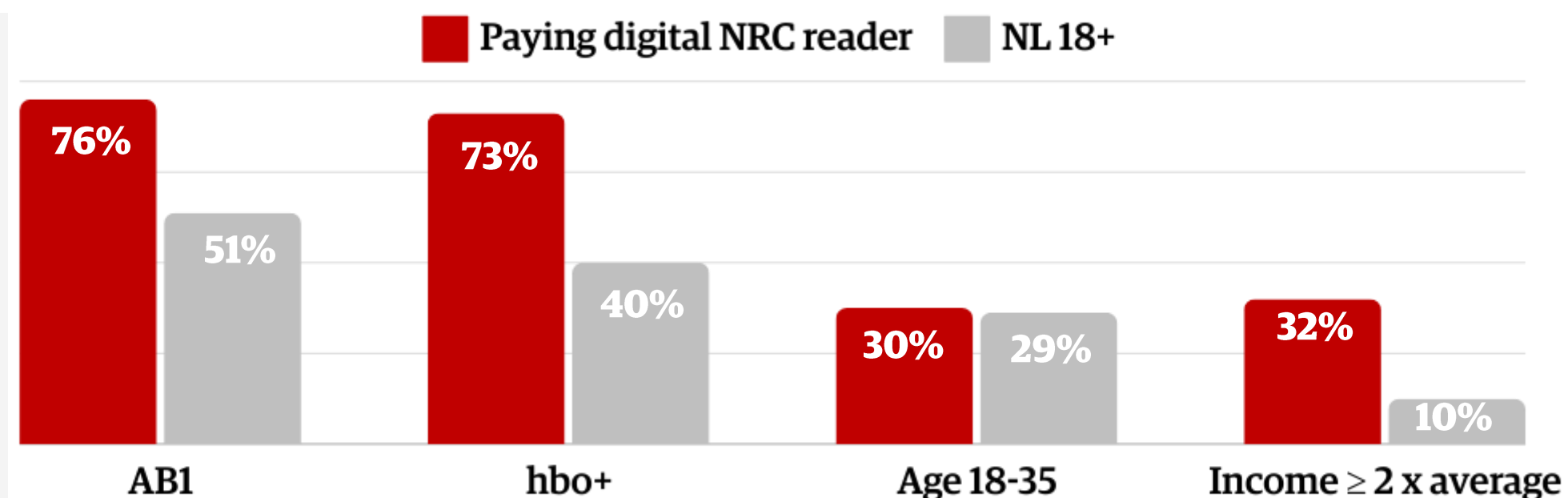
Advertising opportunities and rates

Size	NRC Weekend	NRC Weekdays
1/1 pagina	€ 8.500	€ 5.500
2/1 pagina	€ 11.250	€ 8.500
4/1 pagina	€ 15.000	€ 10.000

Best practices Digitale Impact Pages

This ad format combines the power of newspaper trust with the interaction and conversion of the NRC digital platform. The results include a strong positive impact on key brand KPIs, purchase intent and ultimate conversion, all among NRC's highly selective target audience.

Profile



Research

The impact of the Digital Impact Pages in the digital edition of NRC Weekend was researched by GfK Netherlands. All figures in the following cases are derived from this research.



NATIONALE

OPERA &
BALLET

KUNSTMUSEUM
DEN HAAG



SILVERJET

matt

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 ¹research shows that contact frequency is crucial for effectiveness*. 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.

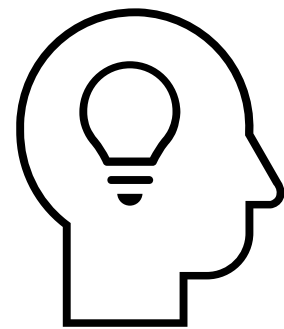
Source: 1)NRC Podcast Effect Monitor, Research into the power of pre-roll advertising for the NRC podcasts (2021-2023) 2) Motivation NRC The world of podcasts 2021



The minimal frequency for maximum impact

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

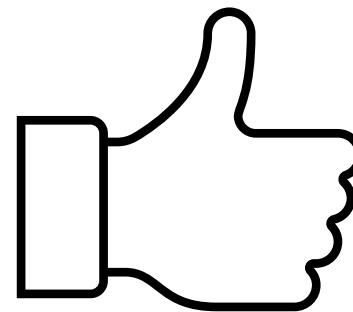
Pre-rolls in NRC podcast generate twice the impact of audio spots in conventional radio ad blocks



30%

Ad recognition

(4 weeks - 750.000 impressions)



7,1

**High appreciation
creative**



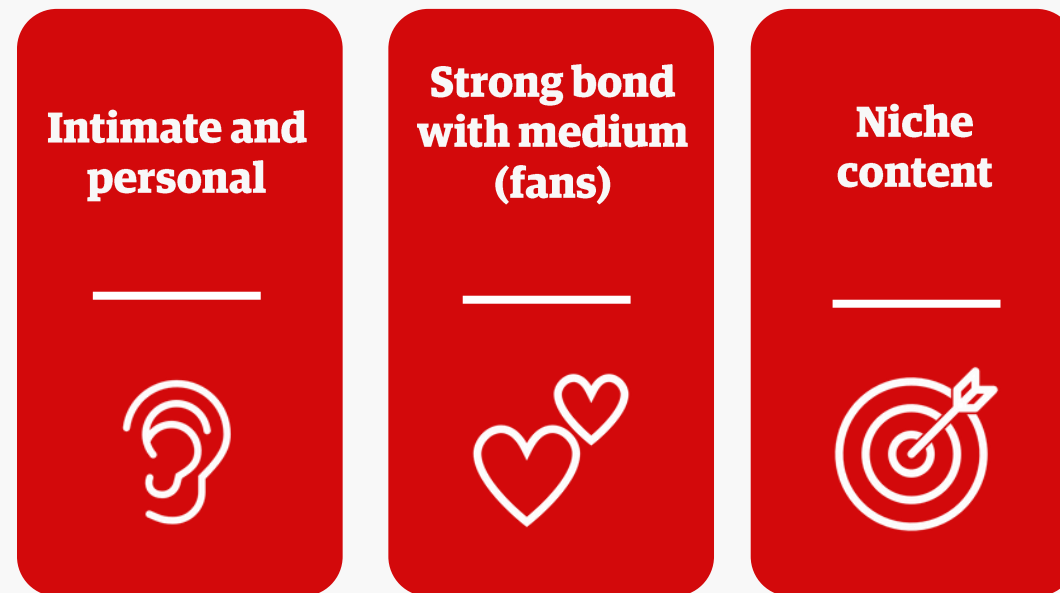
51%

**Creative assessment:
reliable**

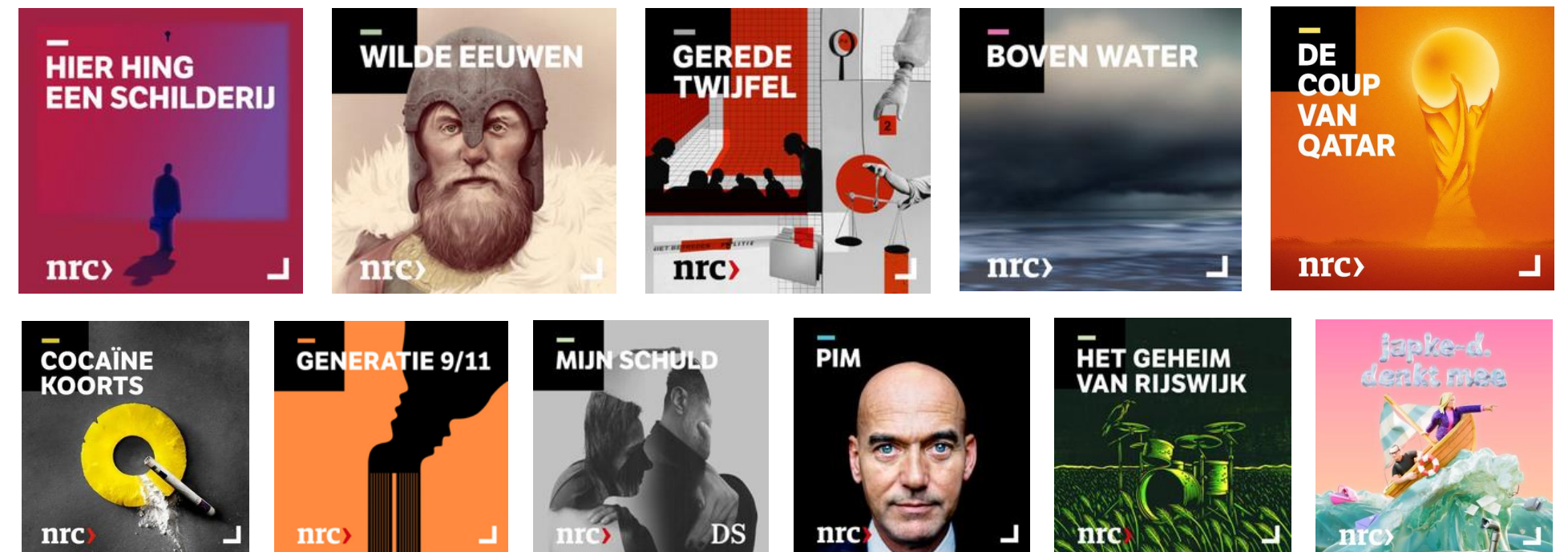
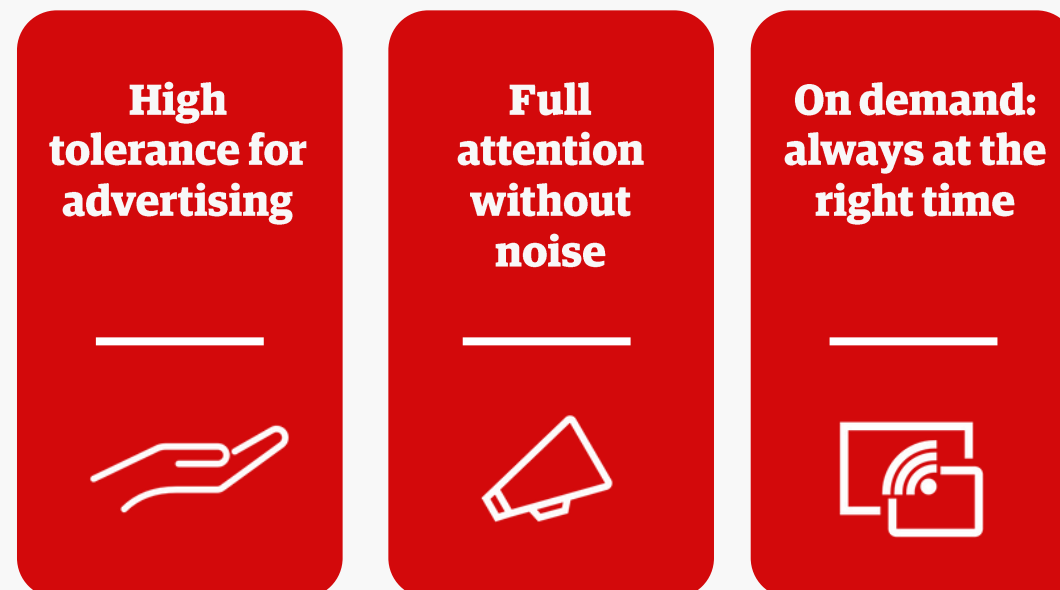
Source: Podcast Effectonderzoek, Mindshare Business Insights march 2024

The power of podcasting

NRC's regular podcast series



A selection of our other series



*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

Creatie 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

Branded content

Branded content

XTR branded content

The XTR branded content team develops unique, relevant and meaningful content that is consistent with NRC's standards of high-quality journalism. Together with the best concept developers, journalists and designers, we create stories that allow you, as an advertiser, to make an impact on the affluent and decision-making readers. Reach your target audience within the NRC environment with effective content that informs, inspires and engages.

A solution for every challenge

The online and offline platforms of NRC offer various opportunities to effectively convey your message. Depending on your objectives, we recommend the most suitable format. This ranges from an accessible advertorial based on your input to an extensive content campaign with the XTR label. Additionally, we have extensive experience in creating branded podcast series.

Explore the overview of [advertising formats at NRC](#).



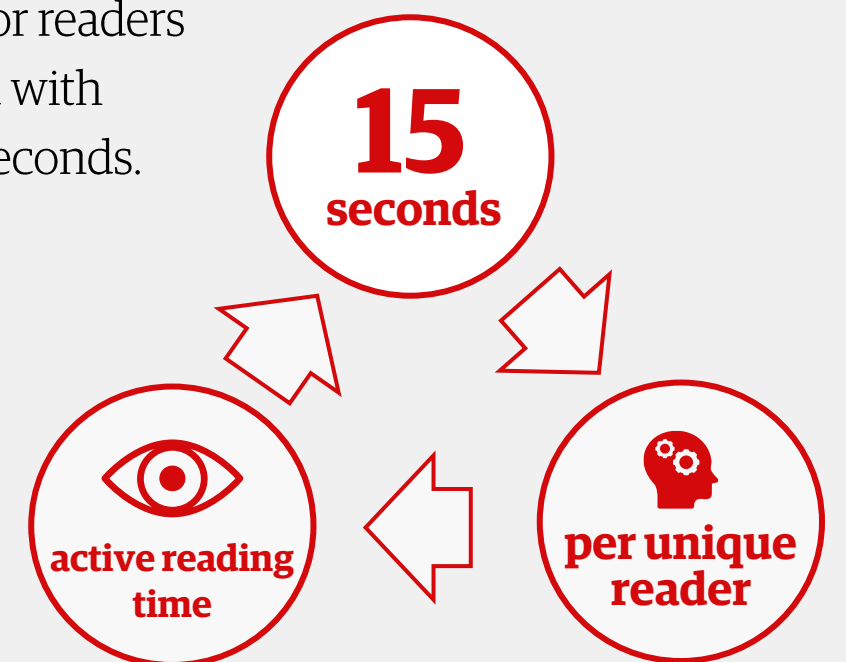
XTR branded content

Custom XTR

For your branding and image objectives, we create content campaigns that inform, inspire, and engage. Together with you as the advertiser, we identify the right editorial themes that align with the needs of your target audience. We collaborate with top concept developers, editors, photographers, and designers to ensure you achieve maximum impact on NRC's affluent and decision-making audience. All content is delivered with the XTR quality label.

XTR Quality View for high quality reach

For online content produced by XTR branded content, you pay based on the XTR Quality View. This means you only pay for readers who have actively engaged with the content for at least 15 seconds.

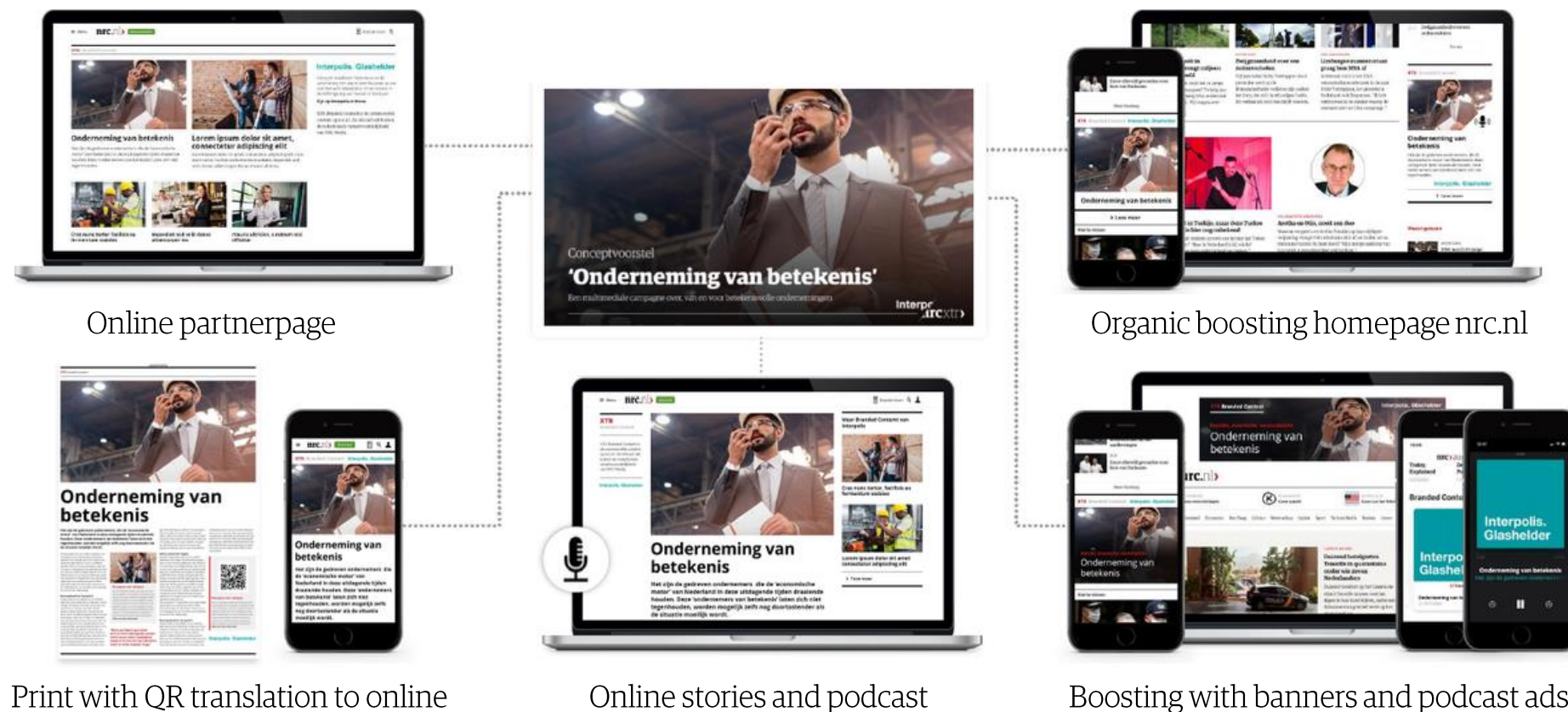


Branded content

XTR branded content at a glance

- 1.High-quality content, marked with our trusted quality label.
- 2.Fully produced by our dedicated team.
- 3.You pay only for effective reach, thanks to the unique XTR quality view

Showcase *Business with purpose*, in collaboration with Interpolis



‘The journalistically independent and substantive expertise of XTR branded content allowed us to develop effective, valuable, relevant and good content.

And to this day, we are happy with this match.’

Jurgen Surstedt
Brand, Reputation and Customer
Experience Manager, Interpolis

”

Rates – XTR branded content

Advertorial

Print, extended online on the page (advertorial.nrc.nl/naam)

Image and text provided by the client	750 euro
Image and tekst provided, edited by NRC*	1.000 euro
Image and text made by NRC	1.500 euro
Online brandpage creating**	from 2.000 euro

Advertorial production:

- 6 weeks (image and tekst provided by brandedcontentteam***)
- 2 weeks (editing)
- 1 week (fully delivered ready-to-publish)

*Create advertorialpage, periodical reports, the advertorials is online for three months, there is a possibility to add links that are redirected on any preferred page and implantation of clicktrackers.

** This is a product we don't produce ourself but is done by Yuna. Its a starting price and need to be discussed with NRC branded contentteam

*** From the moment that concept is approved and interviewcandidates have agreed.

Targeting

At NRC, there are no targeting options within running campaigns. Therefore, all Run Of Site campaigns are served out over nrc.nl. Media house NRC has a strict privacy policy (see 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 system on the buyer's side so that no data is shared with Google. Cookies that measure performance are not a problem.

XTR branded content

Print, extended online on the page (nrc.nl/brandedcontent/naam)

Story print extended online	2.000 euro
Extra infographics	from 1.000 euro

Production XTR branded content:

- 6 weeks (making everything from scratch, from the moment that concept is approved and interviewcandidates have agreed)

Job Market Communication

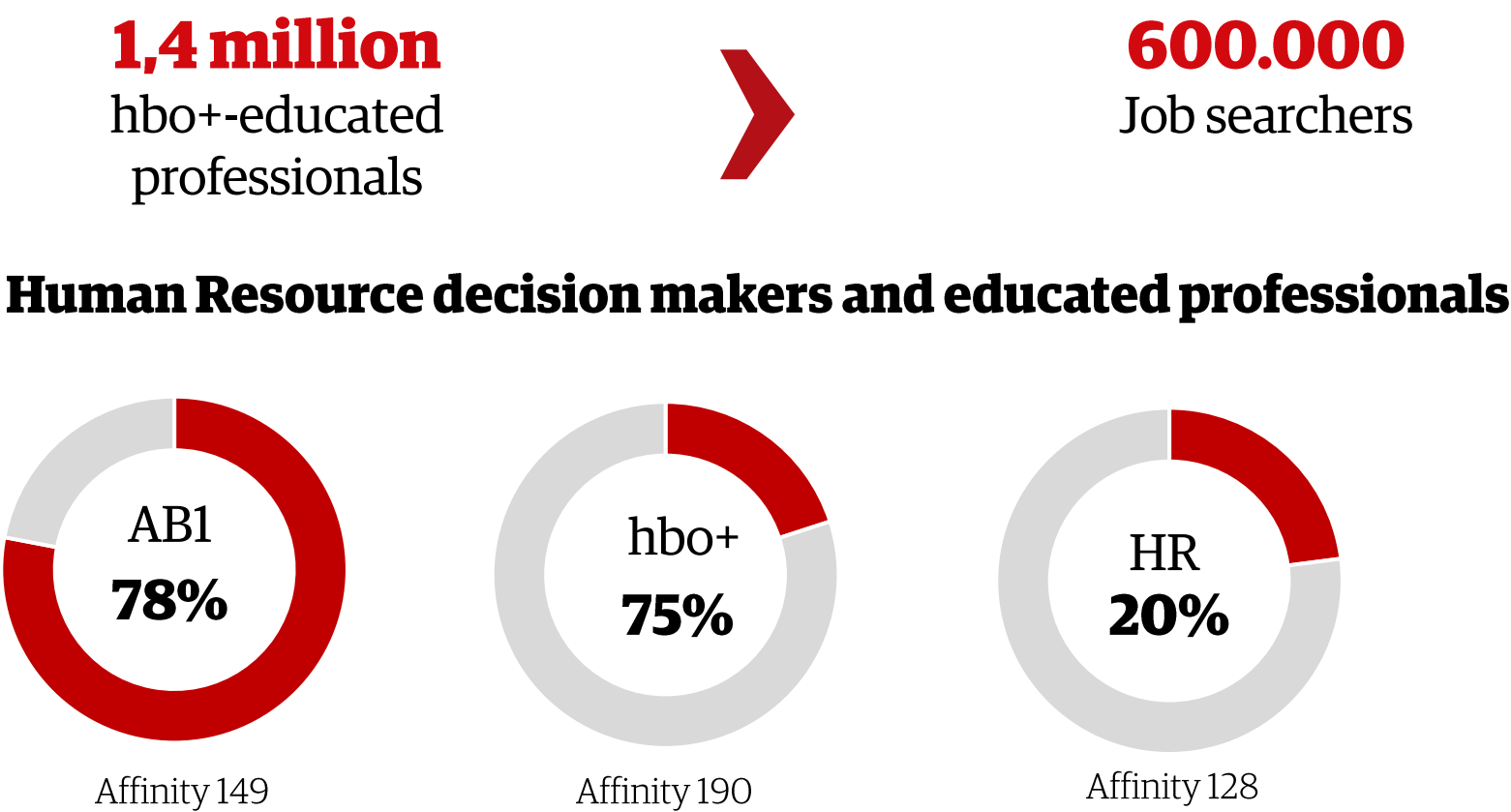
NRC Carrière

NRC Carrière

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



Source: NOM DGM 2025-I

Plaatsingsmogelijkheden voor uw vacature

Four examples of job placement opportunities on NRC Carrière:

- Plaatsing NRC Weekend op clusterpagina**: A job posting for a 'Lid College van Bestuur' at the Haagse Hogeschool, featuring a cluster of related articles.
- Doorplaatsing NRC Doordeweeks (woensdag)**: A job posting for a 'Lid College van Bestuur' at the Haagse Hogeschool, featuring a 'let's change' logo.
- 60 dagen online op nrc.nl/carrière**: A job posting for a 'Lid College van Bestuur' at the Haagse Hogeschool, featuring a 'nrc carrière' logo.
- Plaatsing vacatureladder NRC Weekend**: A job posting for a 'Lid College van Bestuur' at the Haagse Hogeschool, featuring a 'nrc carrière' logo.

Two screenshots of the NRC Carrière website and mobile app. The left screenshot shows the desktop version of the website with a search bar and a list of job postings. The right screenshot shows the mobile app version of the website, displaying a search bar and a list of job postings.

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.

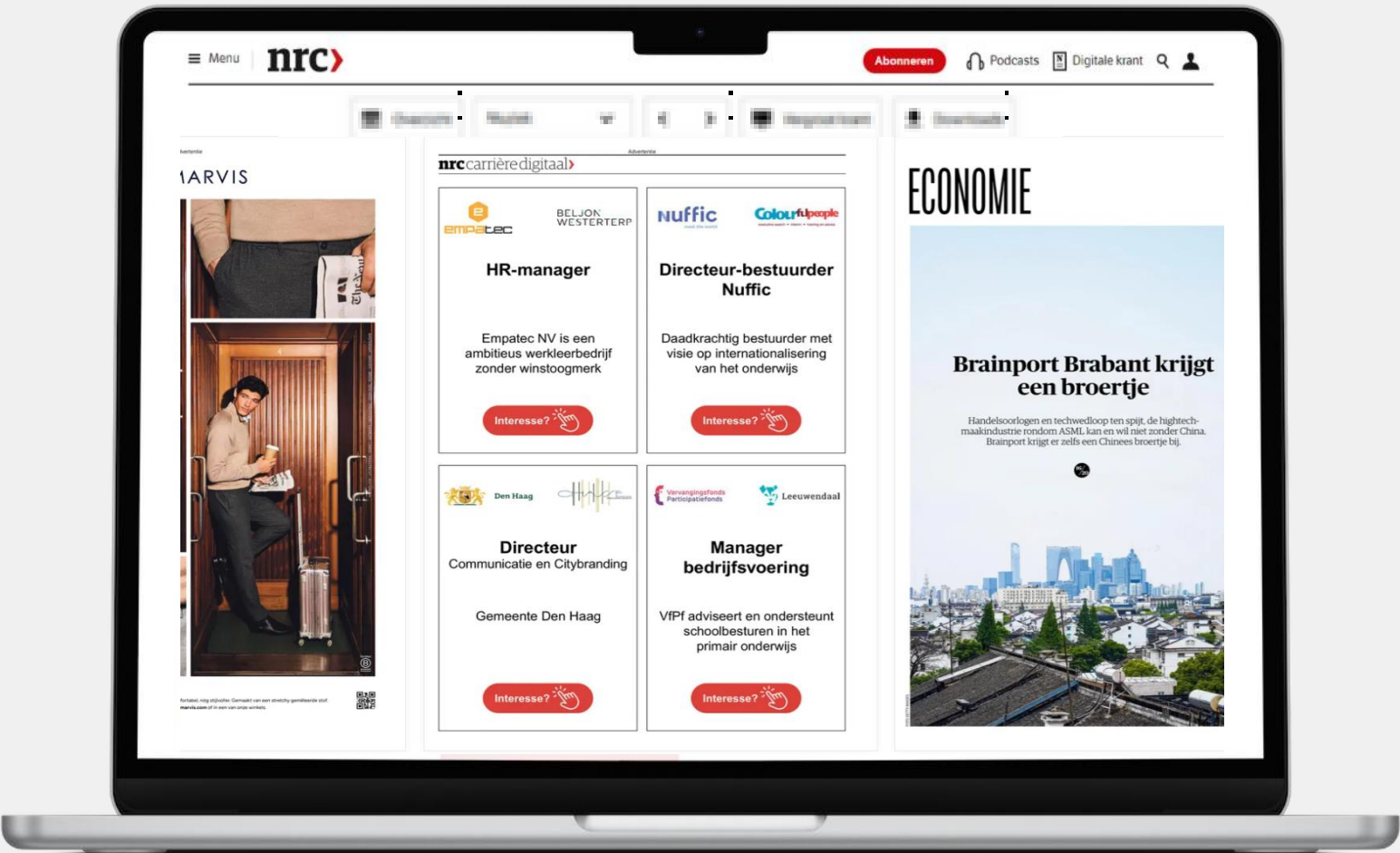
Proportion	Placement	Price
1/1	NRC Weekend	€ 2.999*
1/2	NRC Weekend	€ 4,999*
1/4	NRC Weekend	€ 8.999*
*includes 60 days of online job posting a €499 on nrc.nl/carriere . After the vacancy is posted online, it receives a ladder listing in NRC Weekend.		
*subject to availability (maximum 2 pages per week, only in the even-numbered weeks)		

Delivery specifications

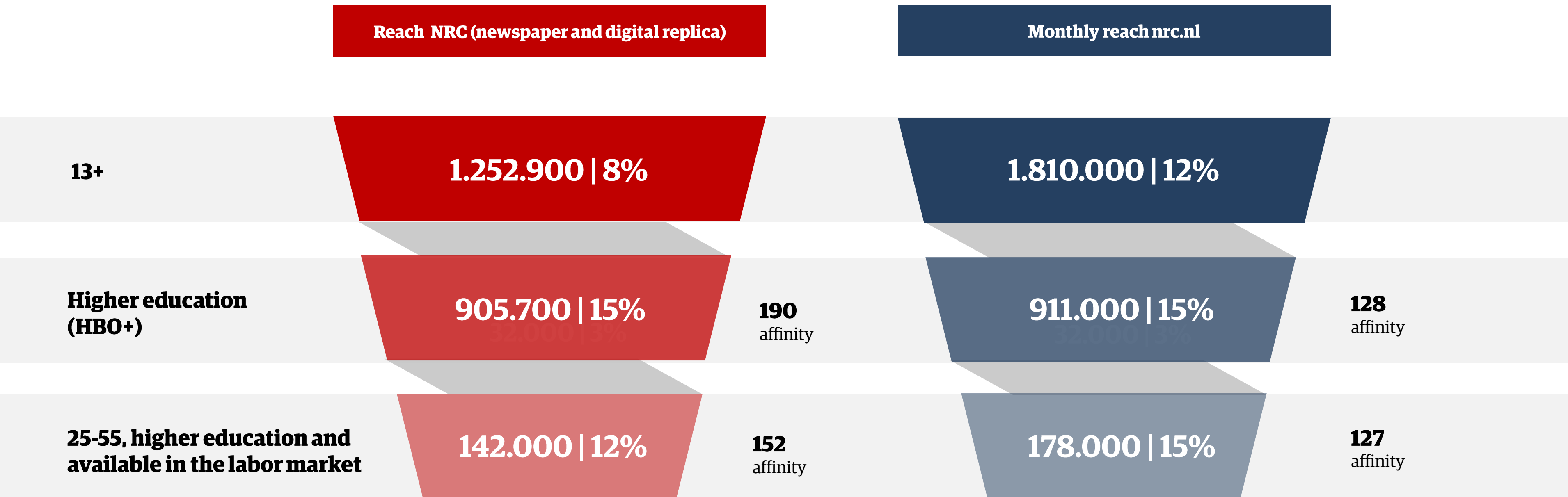
- Layout is provided by NRC
- Company logo in .svg, .jpg. or .png
- Job title
- Job description:
 - 1/2 page: max. 170 characters
 - 1/4 page: max. 70 characters
- Landing page URL
- Send to traffic@nrc.nl

Submission deadline

Wednesday 09:30 for Saturday placement



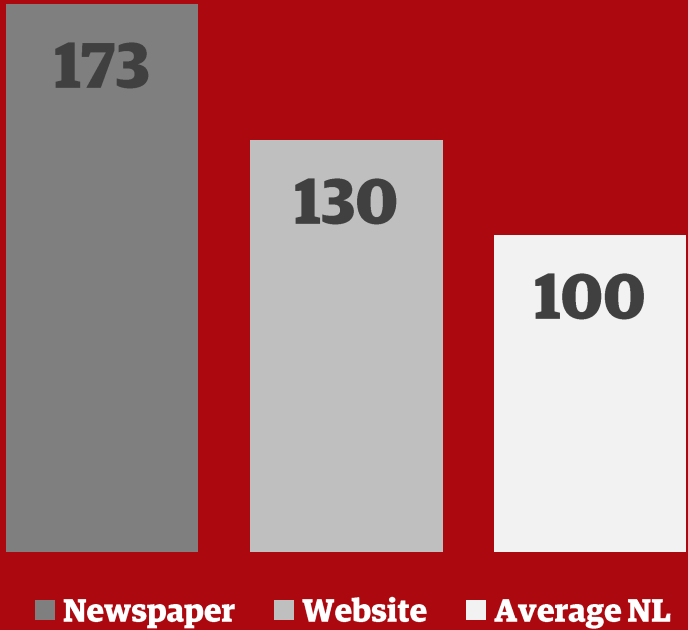
High reach and selectivity among available professionals in the labor market with a higher professional education



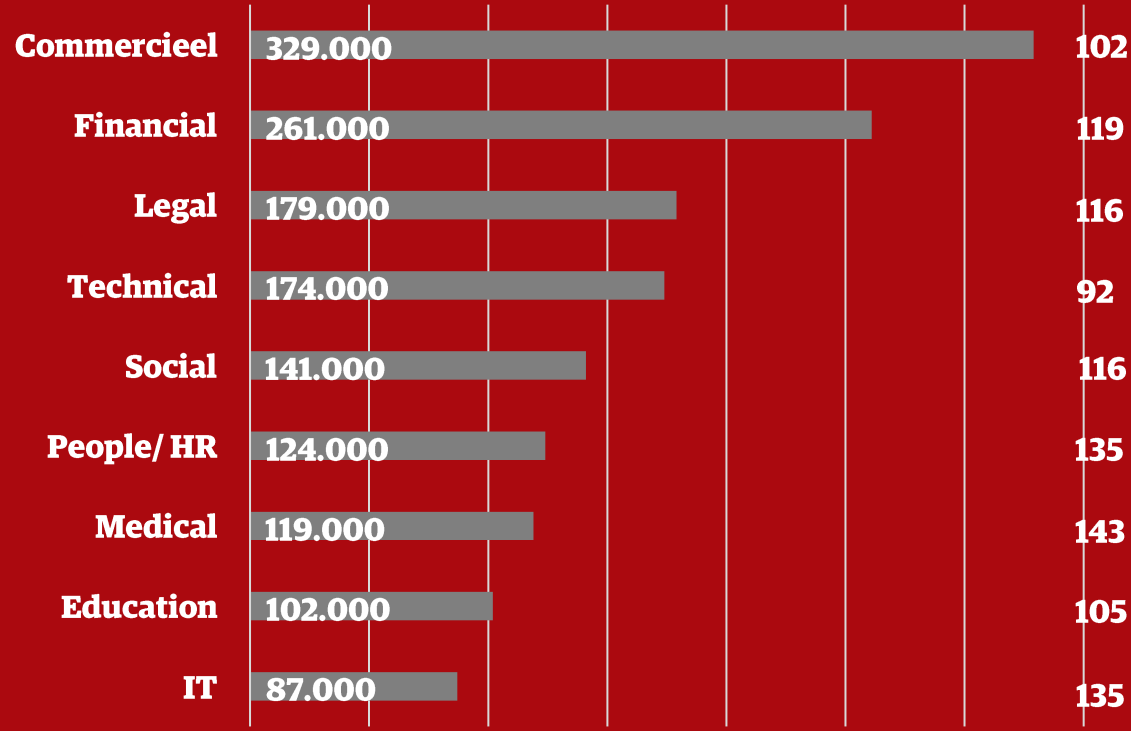
NRC is strong among active and passive job seekers

Active across various industries and types of work

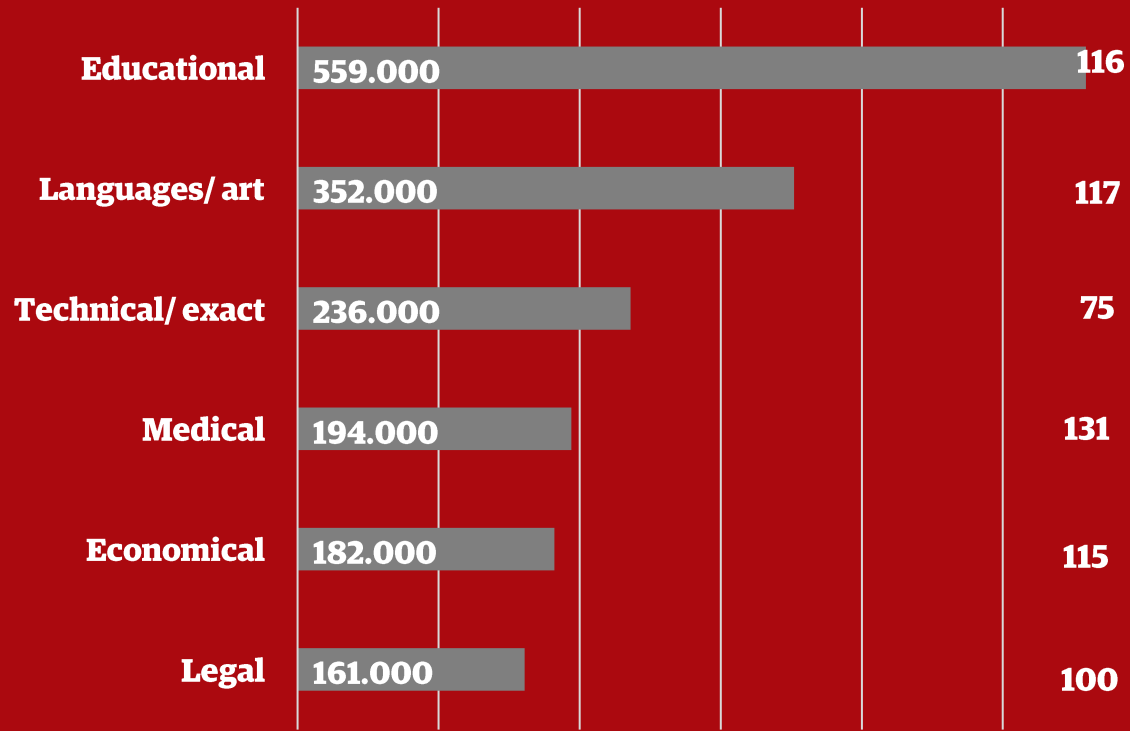
Active of passive job seeker (higher educated)



Type of work, reach and affinity



Education - reach and affinity



Source: NOM DGM 2025-I, based on monthly reach NRC

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. 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

Online job ad

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

Type	Price
Job ad	€ 499

Upgrade and additions

Type	Period	Price
Top vacancy (upgrade)	60 days	€ 249

Type	Period	Price
Newsletter Slim Leven	1 day	€ 2.500
Advertorial nrc.nl/carriere	1 week	€ 2.500

Arts and culture

Arts and culture

The NRC Reader: Affinity for art, antiques, theater and literature

Readers of NRC stand out for their strong connection to arts and culture. This group regularly visit art and cultural institutions and show an above-average interest in various cultural topics. They not only show a fondness for art, culture and antiques, but also have a deep interest in literature, cabaret, drama/ballet and concerts.



Over 2,8 million Dutch people reached every month by NRC through print and online



1,7 million readers of NRC with an interest in art

Advertising opportunities arts and culture



Print

- Cultural commercial inserts (4, 8, or 12 pages)
- Cultural advertorial
- Regular formats
- Art and Book ladder
- Podiumkunsten
- NRC Magazine



Online

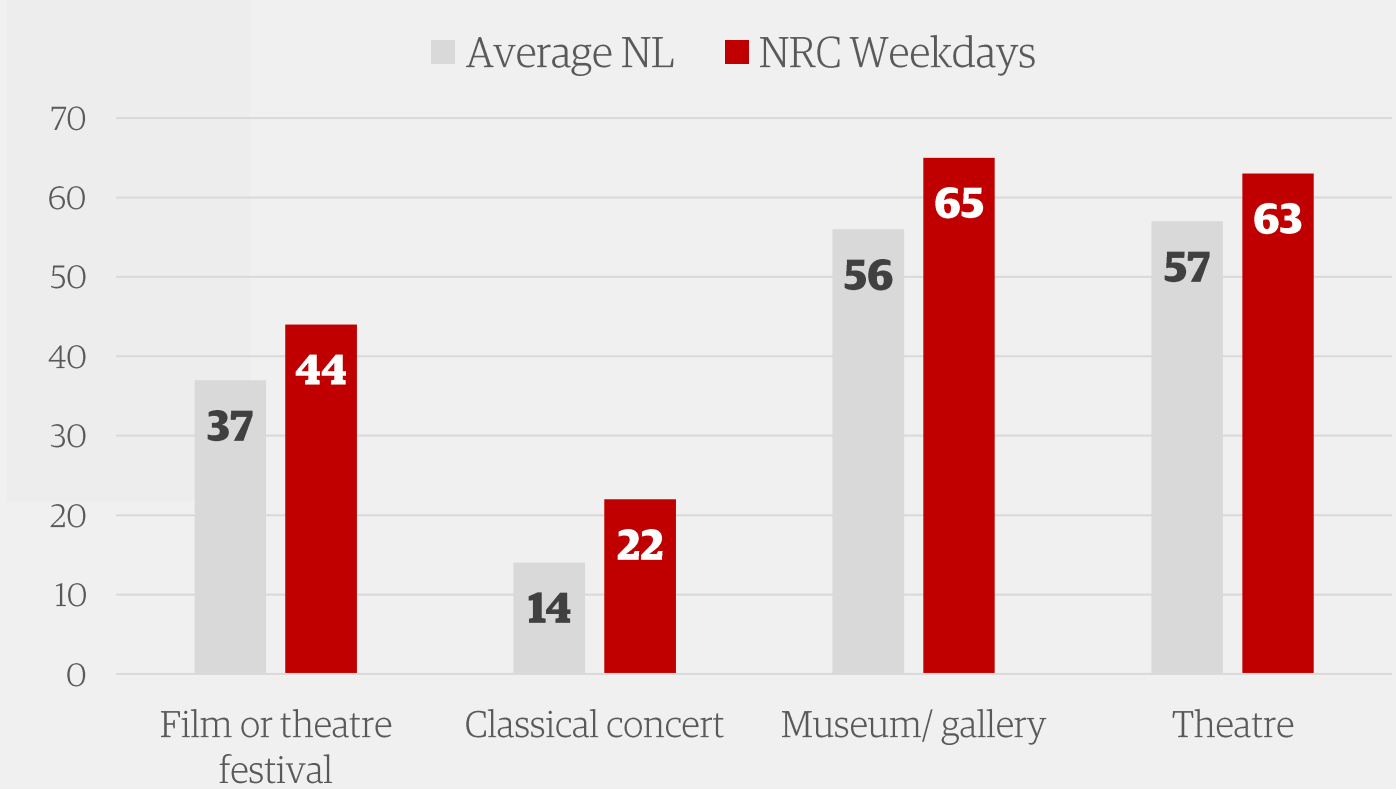
- Digital impact pages
- Bannering
- Cultural advertorial
- Article video
- Newsletter banner



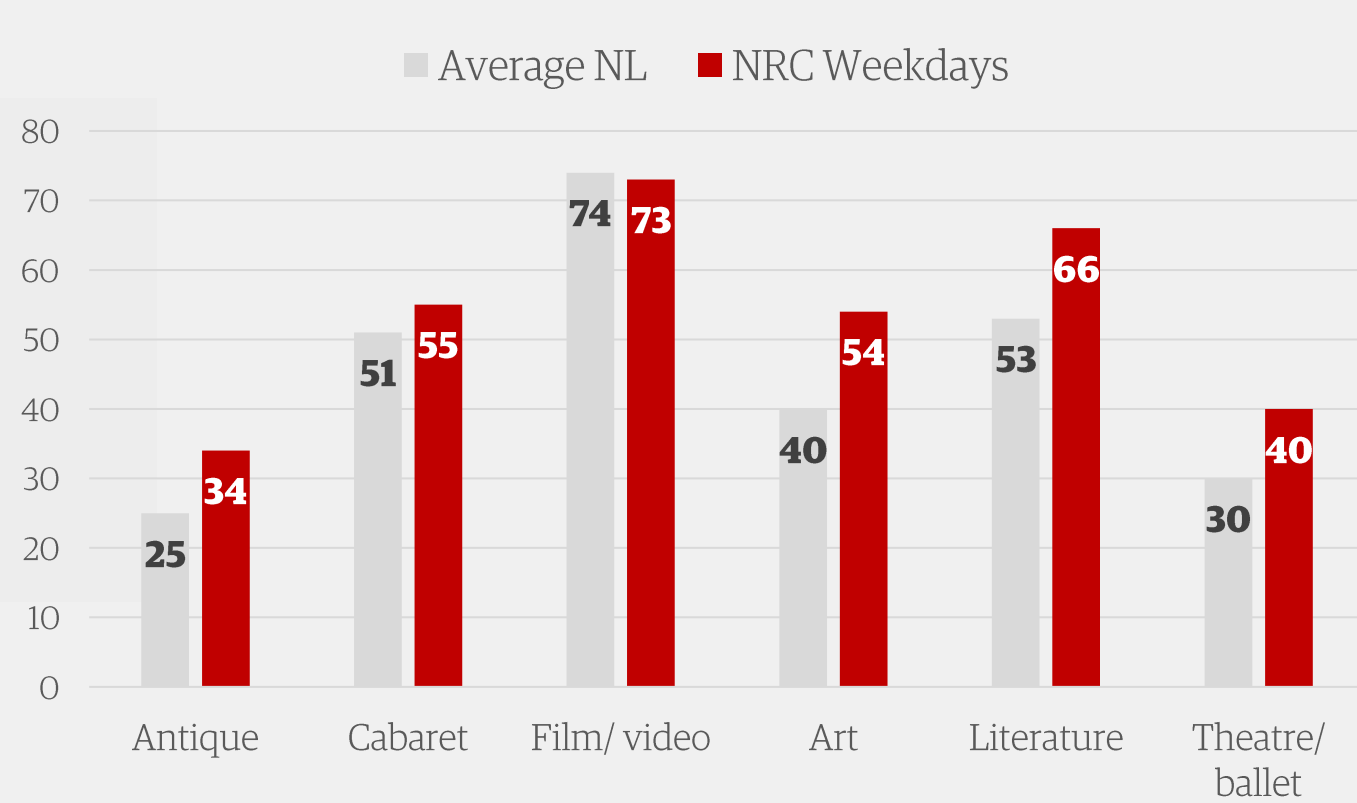
Audio

- Branded podcast
- Podcast-pre-roll
- Production pre-roll

The reader visits...(%)



The reader is interested in... (%)



Source: NMO NPMM DGM 2025-1

Rates- Arts and culture

Art/Book ladder

The Art Ladder appears weekly in the Culture/Cultural Supplement section and the Book Ladder in the Culture/Books section.

 **Every Thursday and Friday**



Art Ladder	Size bxxh (in mm)	Proportion	Rate NRC Doordeweeks
ART-350	50 x 350	1 / 5	€ 3.100
ART-300	50 x 300	1 / 6	€ 2.800
ART-250	50 x 250	1 / 8	€ 2.300
ART-200	50 x 200	1 / 10	€ 1.900
ART-150	50 x 150	4 / 53	€ 1.400
ART-100	50 x 100	1 / 20	€ 950
ART-75	50 x 75	2 / 53	€ 700
ART-50	50 x 50	1 / 40	€ 500

Podiumkunsten (Performing Arts)

On the Performing Arts page in the Culture - Cultural Supplement section on Thursday, you can bring your cultural stage to the attention of NRC readers. See below for the editorial schedule, formats, and rates.

 **Every Thursday**

Podiumkunsten	Size bxxh (in mm)	Appearance	Deadline reservation	Deadline material	Rate NRC Doordeweeks
1/4 page	130 x 170	Thursday	Monday 12 pm	Tuesday 3 pm	€ 1.950
1/2 page	265 x 170	Thursday	Monday 12 pm	Tuesday 3 pm	€ 2.300

| MUZIEK | THEATER | KLEINKUNST | CABARET | BALLET | OPERA | DANS |

PODIUMKUNSTEN



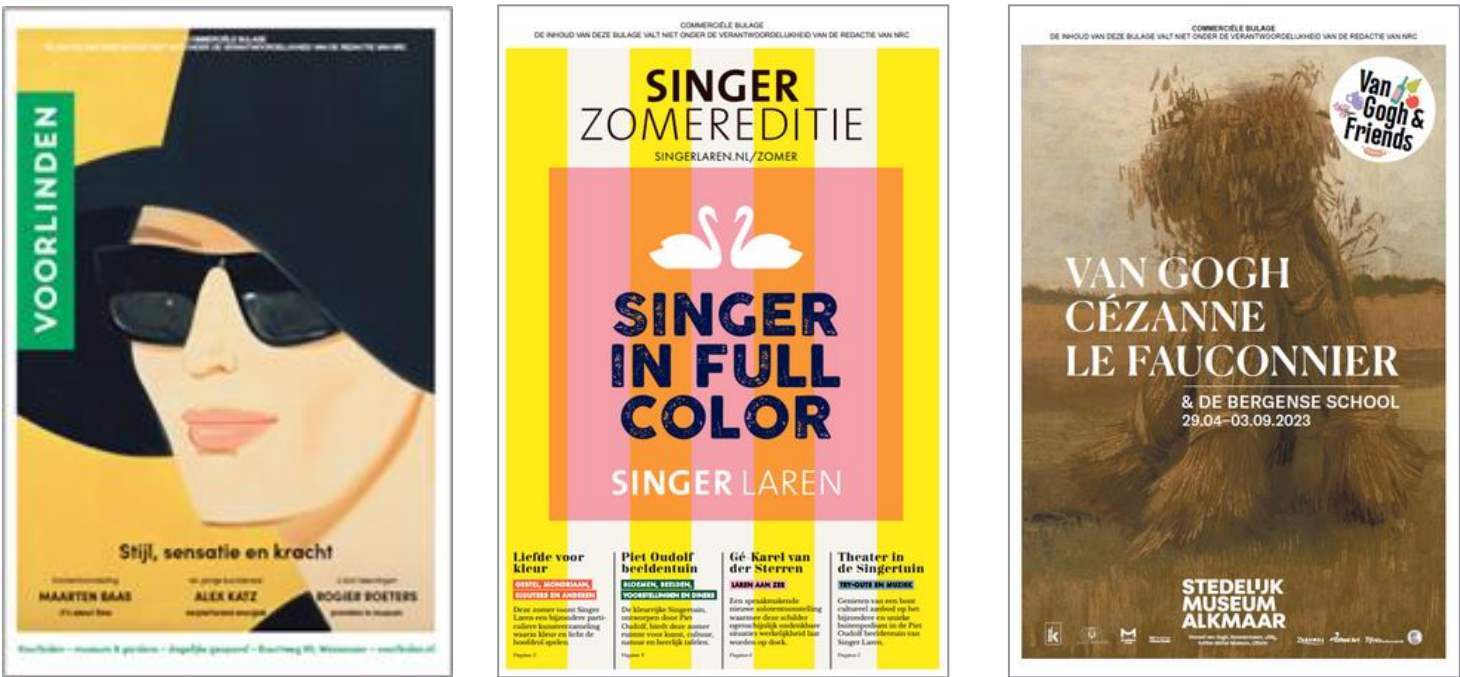
Commercial cultural supplement

For large expressions

For major events or broad cultural topics, it is possible to publish a commercial cultural supplement (possibly in collaboration with co-publishing advertisers).

A commercial supplement can be published in NRC Doordeweeks and NRC Weekend. The supplement is also placed in the digital edition. This makes for a very unique and impactful advertising opportunity for your story.

This supplement consists of 4 (coverwrap), 8,, 12, or 20 pages. The content and design are to be delivered to NRC.



Submission specifications



Reservation deadline

Max. 14 days before placement date



Deadline for materials

Max. 7 days before placement date

File type and dimensions



PDF file
Without cutting, or registration marks



Size
289 x 415 mm



Typeface
266 x 398 mm

Rates and options

Publication	No. of pages	Net rate
NRC Doordeweeks	4	On request
NRC Doordeweeks	8	On request
NRC Weekend	4	On request
NRC Weekend	8	On request
Extra per mm 2)	6,28	On request
In color according to own formatting 4)	9,42	On request

Extra option: Reprinting

Reprinting of commercial inserts (including or excluding newspaper) is available upon request, depending on the number. Cost for reprinting and delivery of commercial inserts on request.

Deadline: Min. 2 weeks before publication.

Family and financial notices

Family notices

You can publish family notices in NRC Doordeweeks and NRC Weekend every day.

Family notices include birth and wedding announcements, obituaries, in memoriam notices and acknowledgements. You also have the option to publish notices announcing milestone events such as births, weddings, engagements, Valentine's Day messages, birthdays, anniversaries, and congratulations on special occasions and accomplishments such as obtaining a driving licence, diploma, work promotion, retirement, and holidays such as Mother's Day and Father's Day. We do not charge a higher price for family notices published in colour.

Reservations and submitting

You can submit announcements of births, weddings, obituaries, in memoriam notices, acknowledgements or special celebratory occasions online to nrcadverteren.nl/familieberichten

Alternatively, you can contact the Family Notices department:



By phone:
[+31 \(0\)20 755 3052](tel:+31207553052)



Through email:
familieberichten@nrc.nl

The Family Notices department is available by phone Monday to Friday from 8:30 a.m. to 5:00 p.m.

Publication		Deadline	Price including VAT	Price including VAT
Tuesday to Saturday	Monday to Saturday	By 2 p.m. on the day before publication	€ 6,95 per mm per column	€ 5,74 per mm per column
Monday		By 2 p.m. on the Friday before publication		

Financial notices

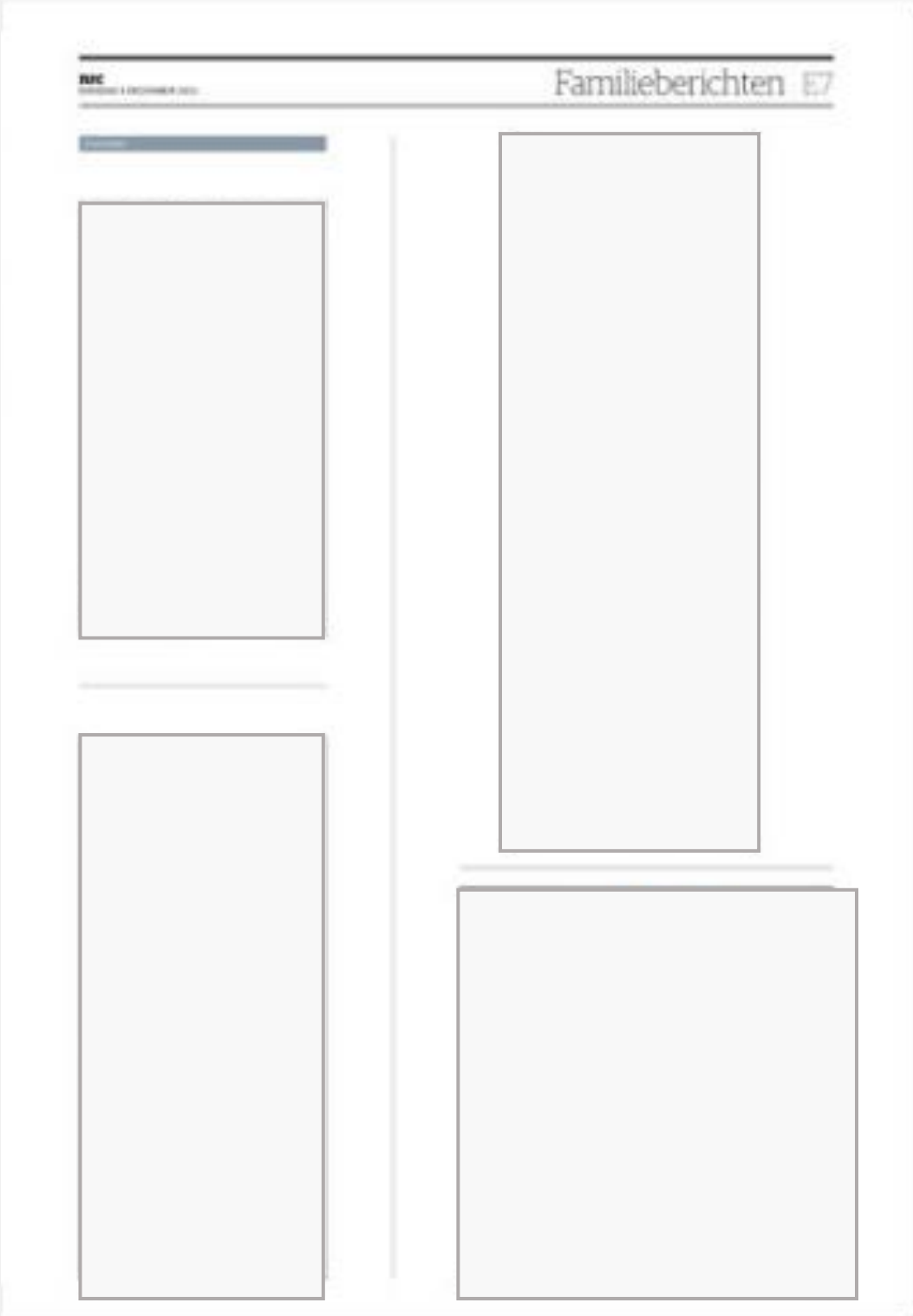
You can submit your financial notices for publication in NRC Doordeweeks and NRC Weekend every day

including merger announcements, details on shareholder meetings, writs, foreclosures or receiverships. Financial notices are published on a page divided into six columns. The width of the columns sections is fixed, and you pay a fixed price per mm per column.

Day	Deadline	Price including VAT	Price including VAT
Tuesday to Friday	By 2:00 p.m. on the day before publication	€ 7,87 per mm per column	€ 6,50 per mm per column
Monday	By 2:00 p.m. on the Friday before publication		
Saturday	By 2:00 p.m. on the day before publication	€ 10,29 per mm per column	€ 8,50 per mm per column

Positioning

Financial notices are published on the Family Notices page. If you would like to place your financial notice elsewhere in the newspaper, e.g. in the Economy section, we recommend placing a repeat advert on one of our editorial pages.



Zadkine

Classified advertisements
NRC Vastgoed

Classified ads

Proposition	Price	Price
	Monday - Friday	Saturday
Excluding design 1)	€ 43,18	€ 46,50
Extra per millimetre 2)	€ 4,30	€ 4,65
Including design 3)	€ 62,80	€ 67,50
Extra per millimetre 2)	€ 6,28	€ 6,76
In colour based on own layout 4)	€ 9,42	€ 10,14

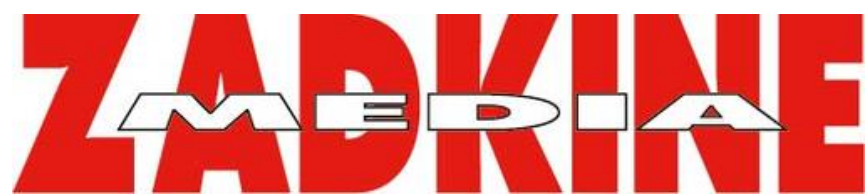
- 1) The advert will be positioned in a compact format spanning a single column (38mm) subject to a minimum of three lines (approx. 10mm), in a default 8-point font.
- 2) One line of approx. 26 characters is 3mm.
- 3) The minimum size of your advert, including copy and design and/or photo/logo, is 10mm. You will receive a quote and proof.
- 4) The colour advert must be submitted in ready-to-print format and will be positioned across a single column (38mm) or two columns (78mm). Price is based on millimetres per column.

NRC Vastgoed

NRC Vastgoed	Size wxh (in mm)	Publication	Deadline reservation	Deadline material	Price
1/1 page	266x352	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	€ 5.516
1/2 page	266x174	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	€ 2.750
1/4 page	266x85	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	€ 1.379
1/8 page	131x85	Saturday	Monday 9:30 a.m.	Wednesday 10 a.m.	€ 849

The NRC Vastgoed section is created specifically for consumer and business advertisers in the real estate sector. It is published every Saturday in NRC Weekend.

If you are interested in selling your home or you are a real estate agent looking to list a property, please contact us on +31 (0)10 436 91 24, at info@zadkinemedia.nl, or through zadkinemedia.nl



Tailored advice and inspiration

We look forward to inspiring and informing you so you can explore the possibilities of NRC. Please contact us for a personal consultation.

We will be more than happy to provide you with tailored advice.



sales@nrc.nl



[+31 \(0\)20 755 3053](tel:+31(0)207553053)



adverteren.nrc.nl