

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

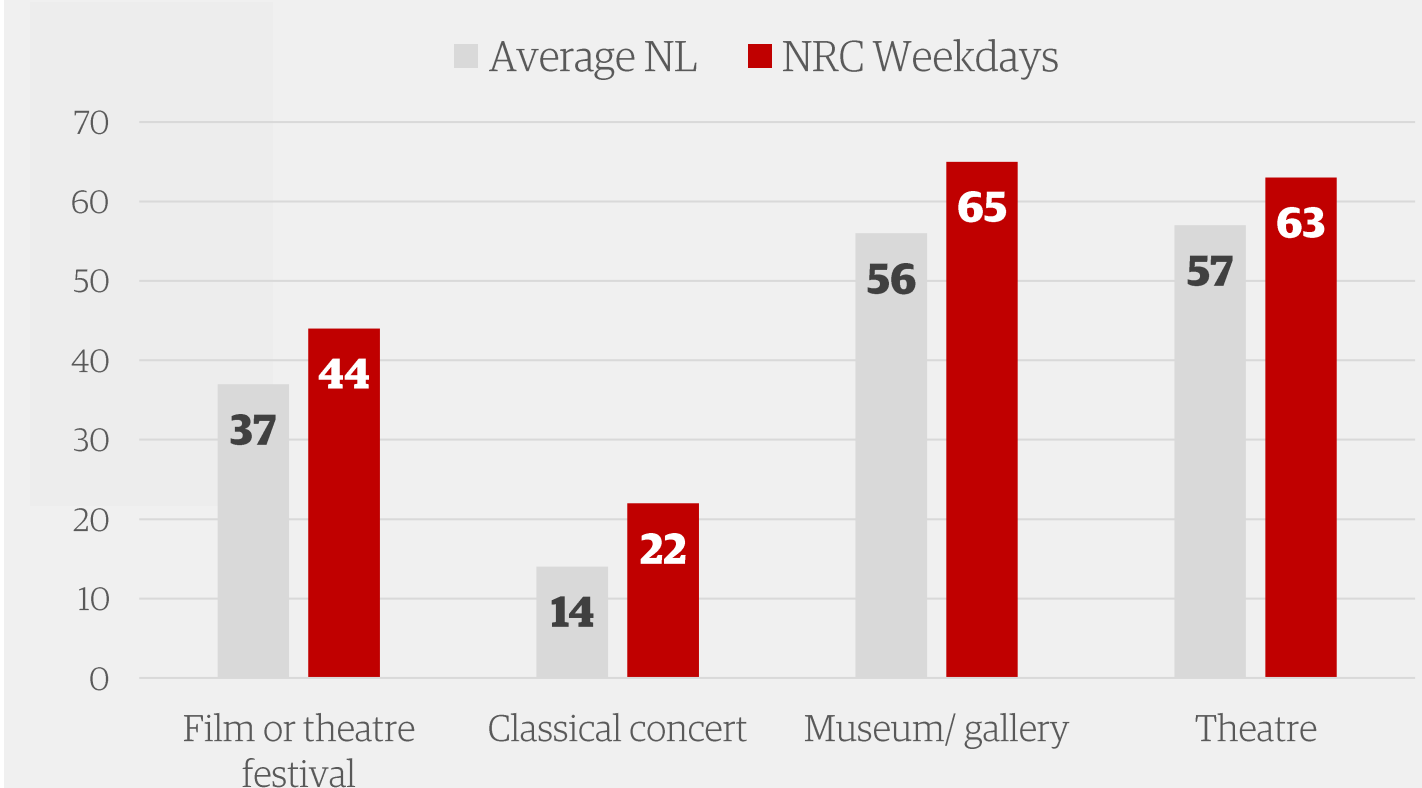


Audio

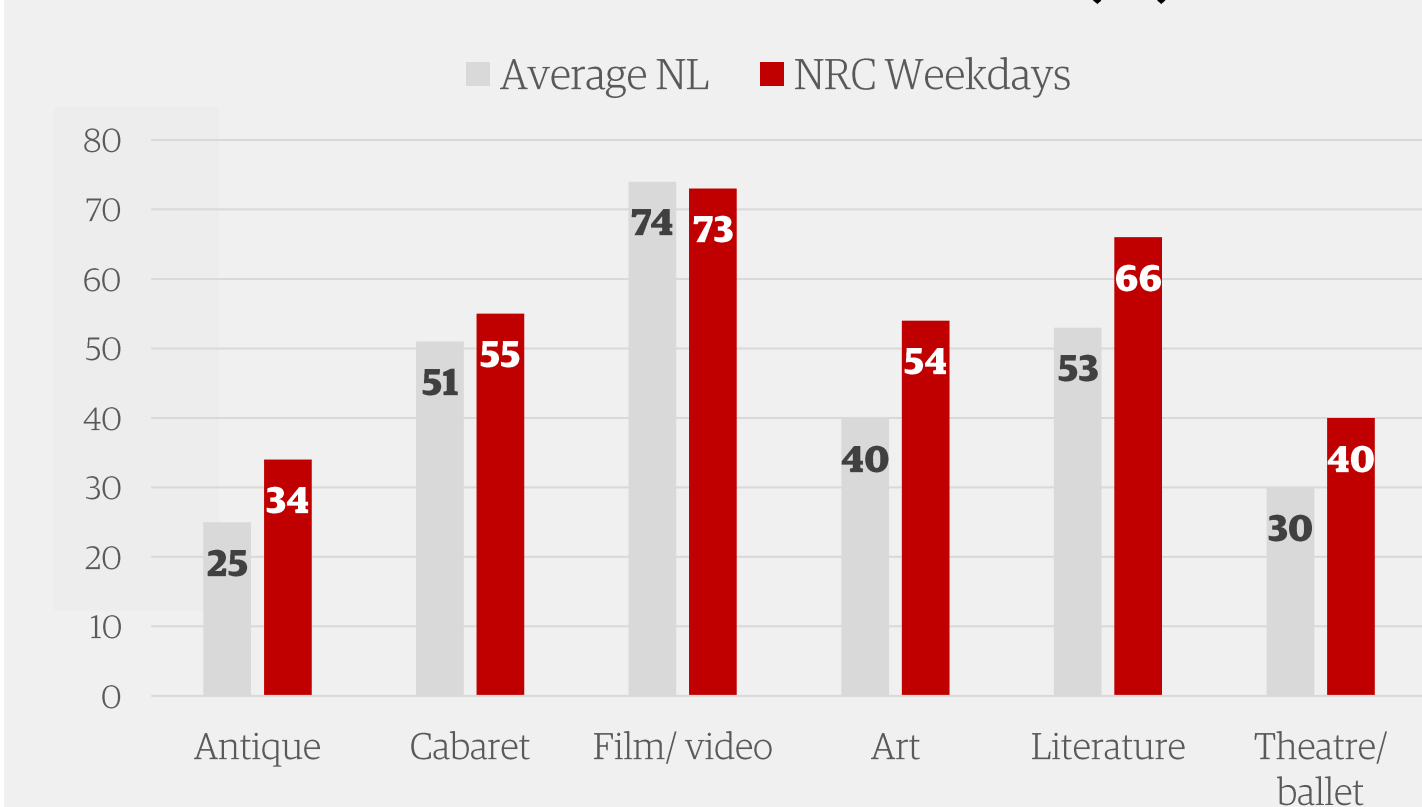
- Branded podcast
- Podcast-pre-roll
- Production pre-roll

Source: NMO NPMM DGM 2025-1

The reader visits...(%)



The reader is interested in... (%)



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



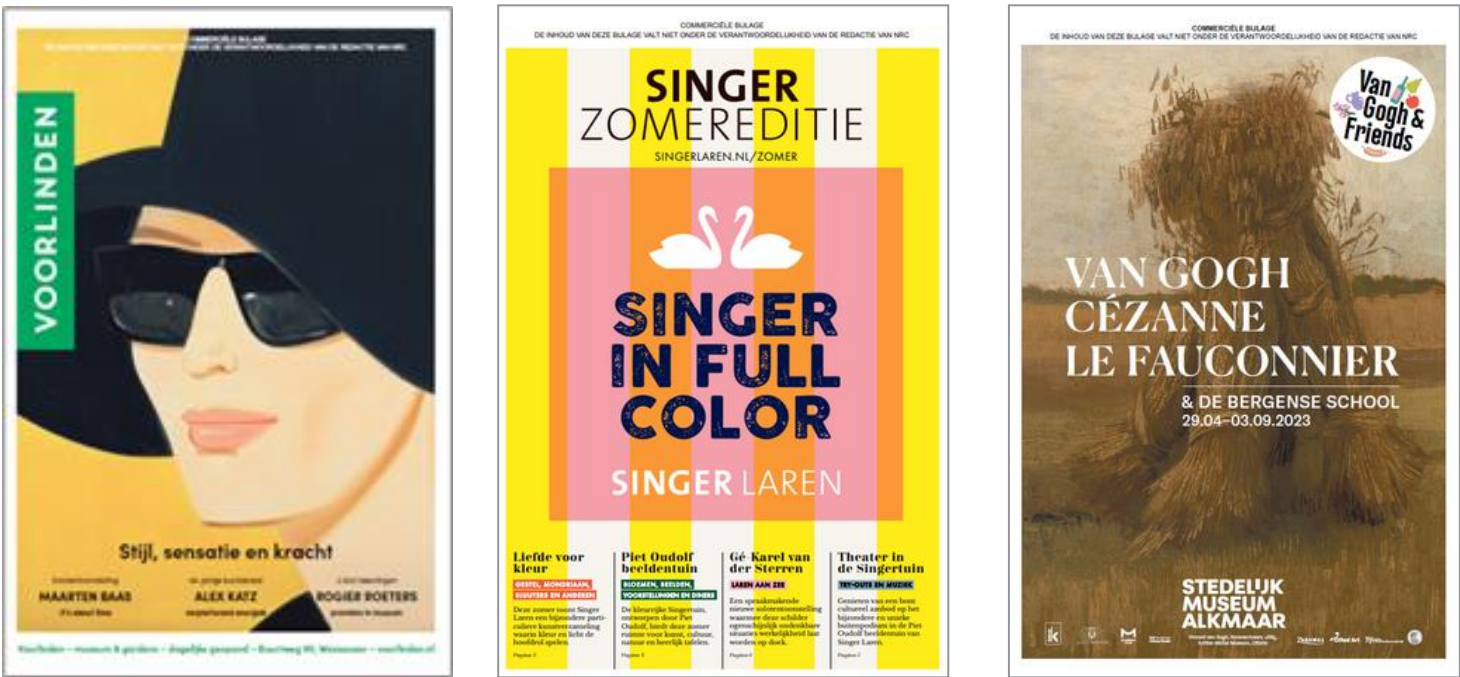
Commercial cultural supplement

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.