

Job Market Communication

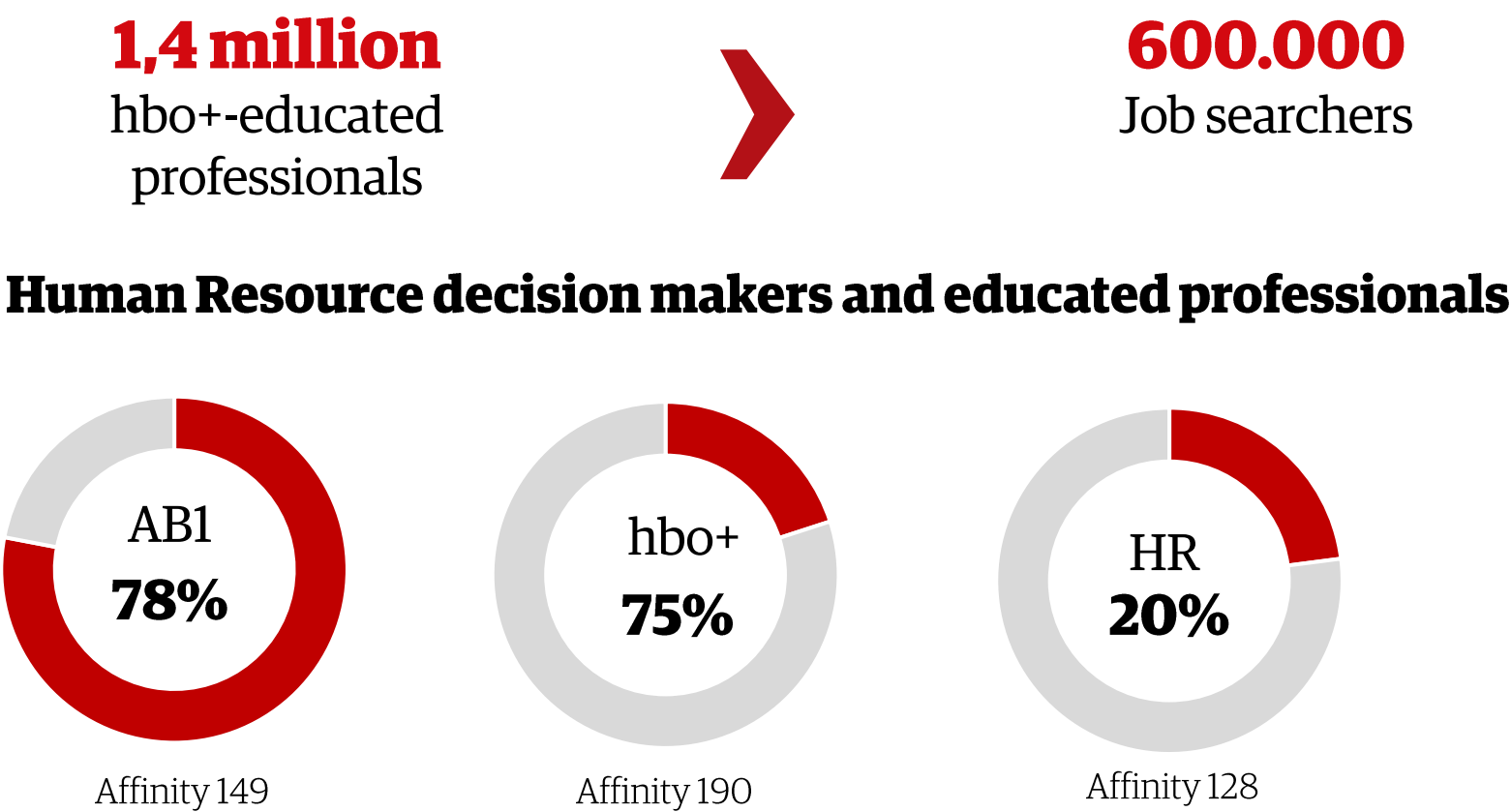
NRC Carrière

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 NRC Carrière placement opportunities are shown:

- Plaatsing NRC Weekend op clusterpagina
- Doorplaatsing NRC Doordeweeks (woensdag)
- 60 dagen online op nrc.nl/carrière
- Plaatsing vacaturladder NRC Weekend

Screenshots of the NRC Carrière website and mobile app are shown, illustrating the platform's interface and search capabilities. The website displays a search bar, filters for region and branch, and a list of job postings. The mobile app shows a similar interface, highlighting the platform's accessibility across devices.

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.

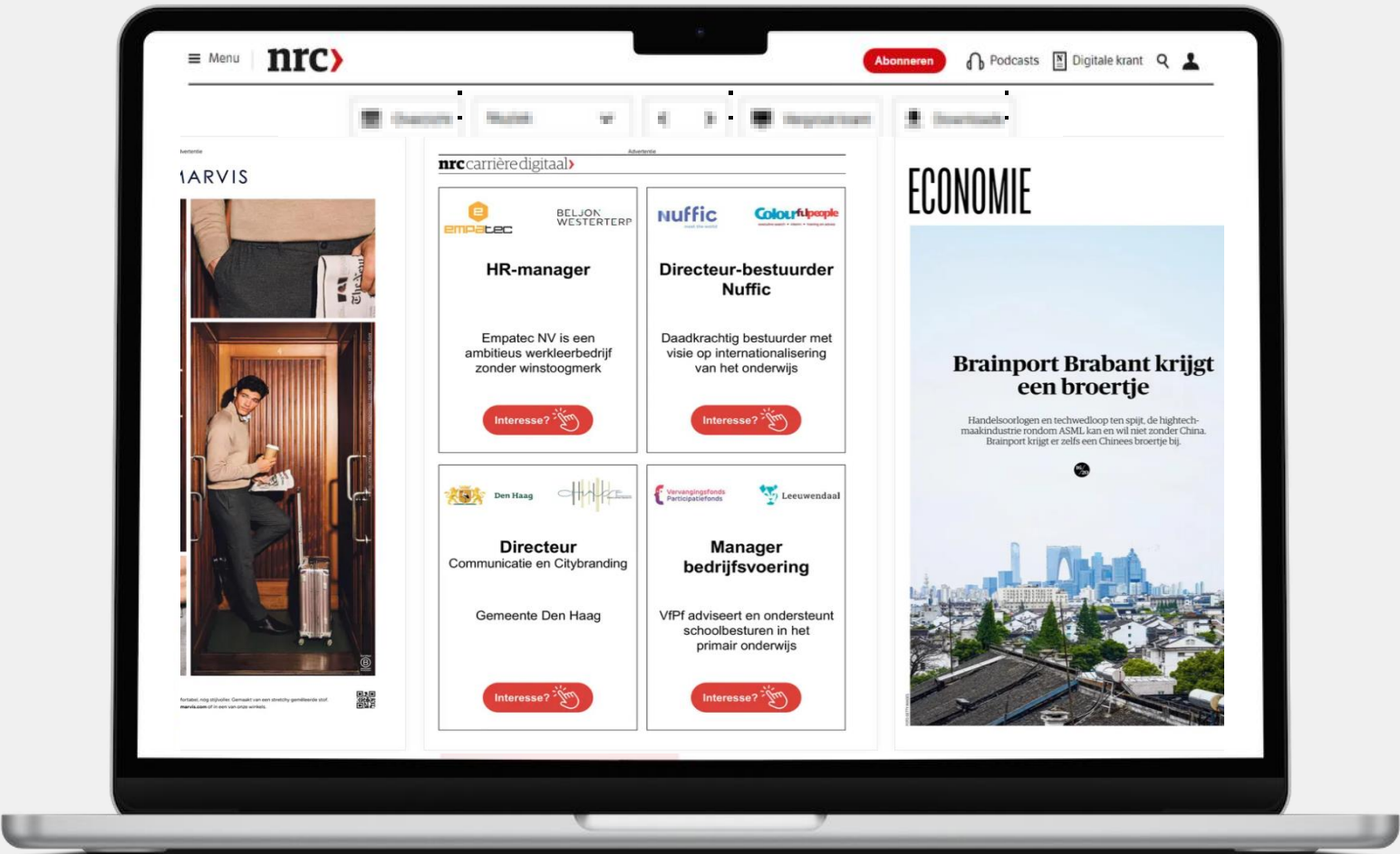
Proportion	Placement	Price
1/1	NRC Weekend	€ 2.999*
1/2	NRC Weekend	€ 4,999*
1/4	NRC Weekend	€ 8.999*
*includes 60 days of online job posting a €499 on nrc.nl/carriere . After the vacancy is posted online, it receives a ladder listing in NRC Weekend.		
*subject to availability (maximum 2 pages per week,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

Delivery specifications

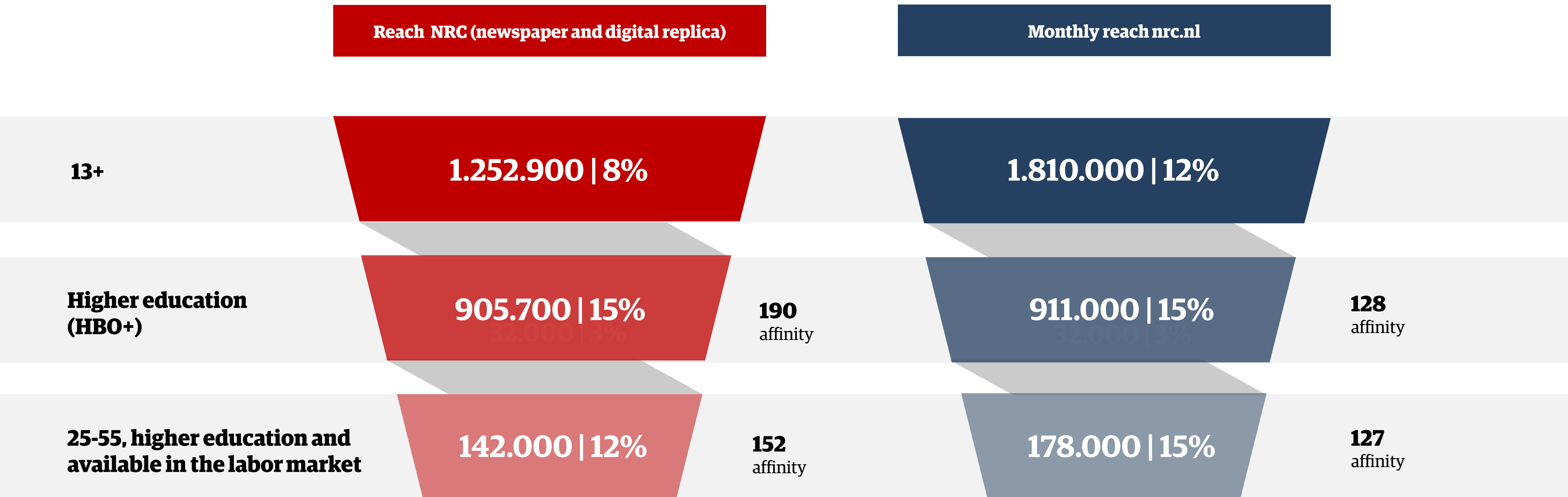
- Layout is provided by NRC
- Company logo in .svg, .jpg. or .png
- Job title
- Job description:
 - 1/2 page: max. 170 characters
 - 1/4 page: max. 70 characters
- Landing page URL
- Send to traffic@nrc.nl

Submission deadline

Wednesday 09:30 for Saturday placement



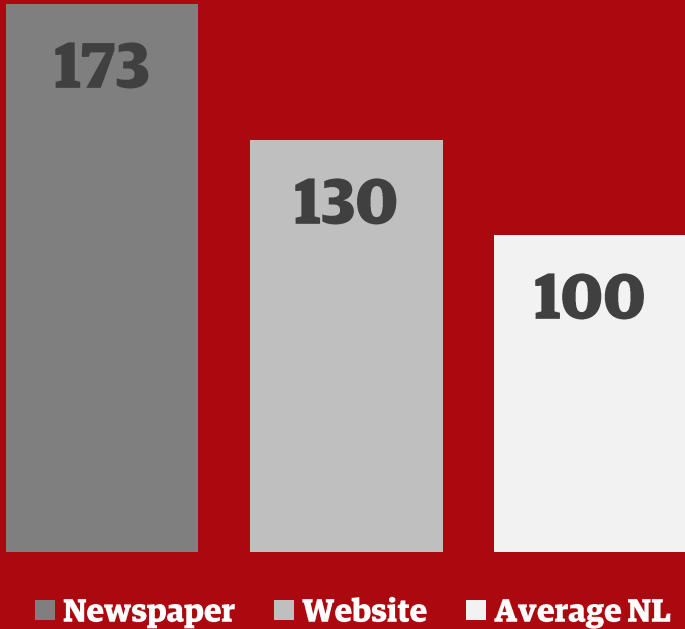
High reach and selectivity among available professionals in the labor market with a higher professional education



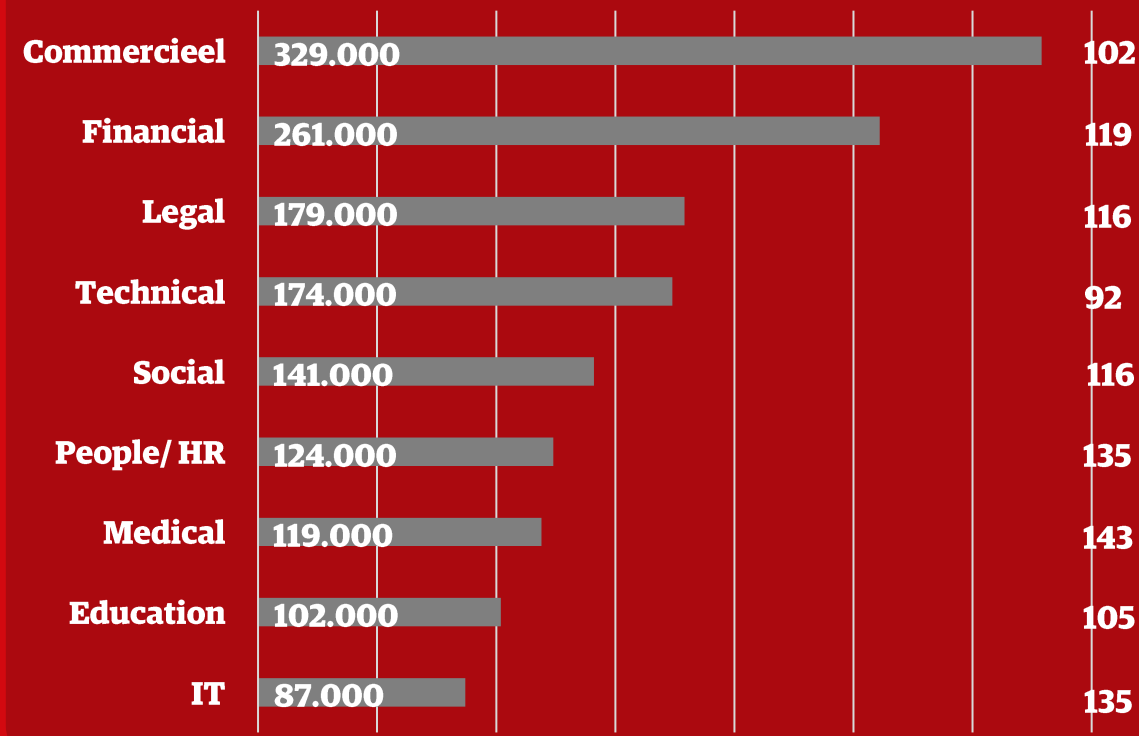
NRC is strong among active and passive job seekers

Active across various industries and types of work

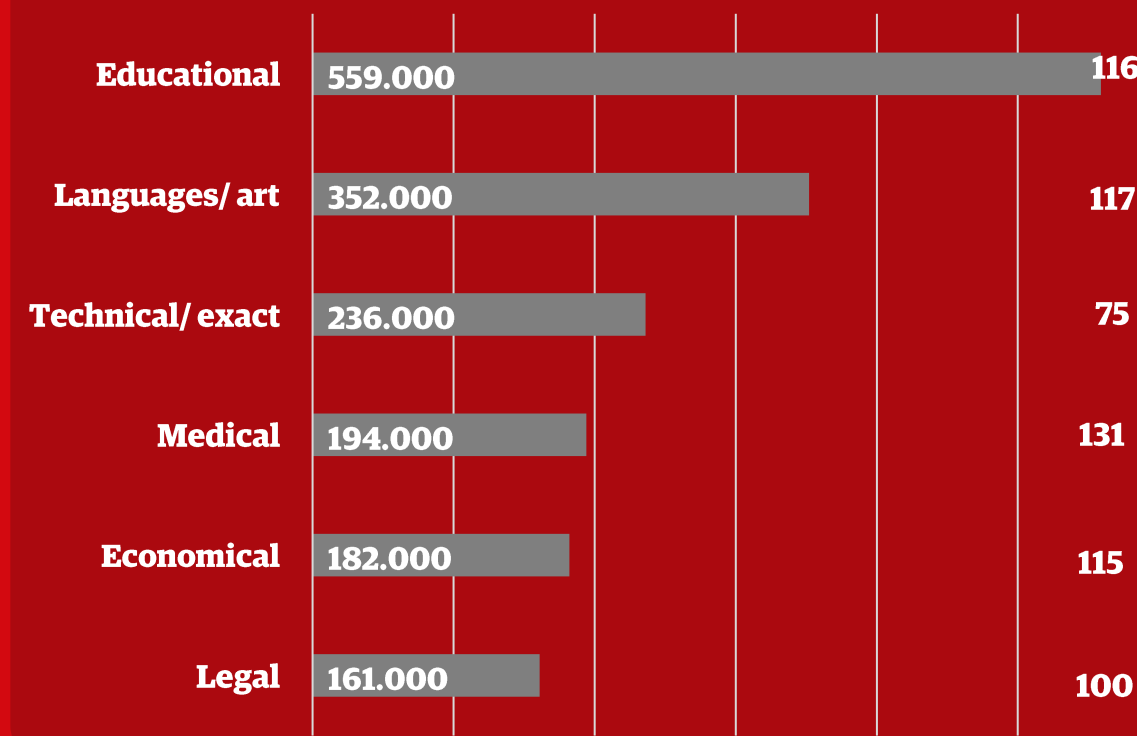
Active of passive job seeker (higher educated)



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