

Print

NRC Weekend
NRC Doordeweeks
NRC Magazine
NRC De Week

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

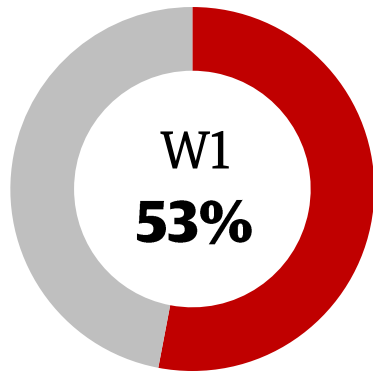
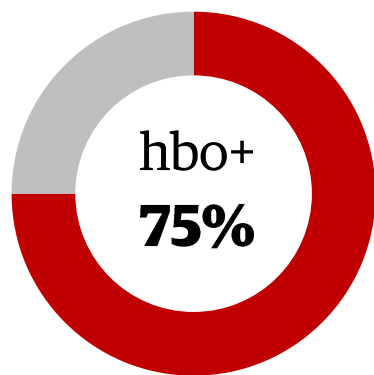
NRC Magazine

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

