

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

VL

VS

L

BL

B

BS

S

Full height and width

Landscape

Portrait

Landscape

Block landscape

Block

Block portrait

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	Thursday 12.00	Thursday 17.00
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