

XTR branded content

Branded content

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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](#).



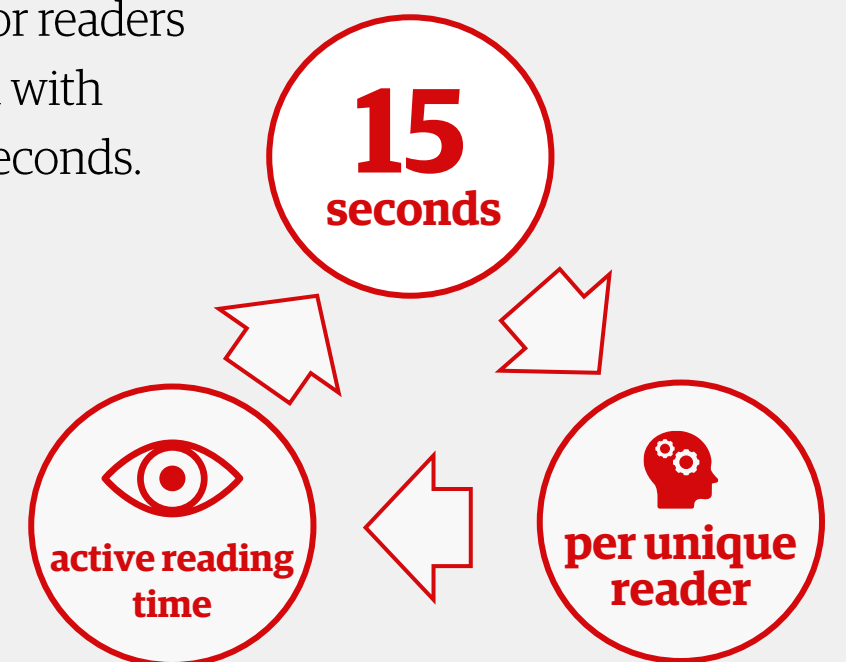
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Custom XTR

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.

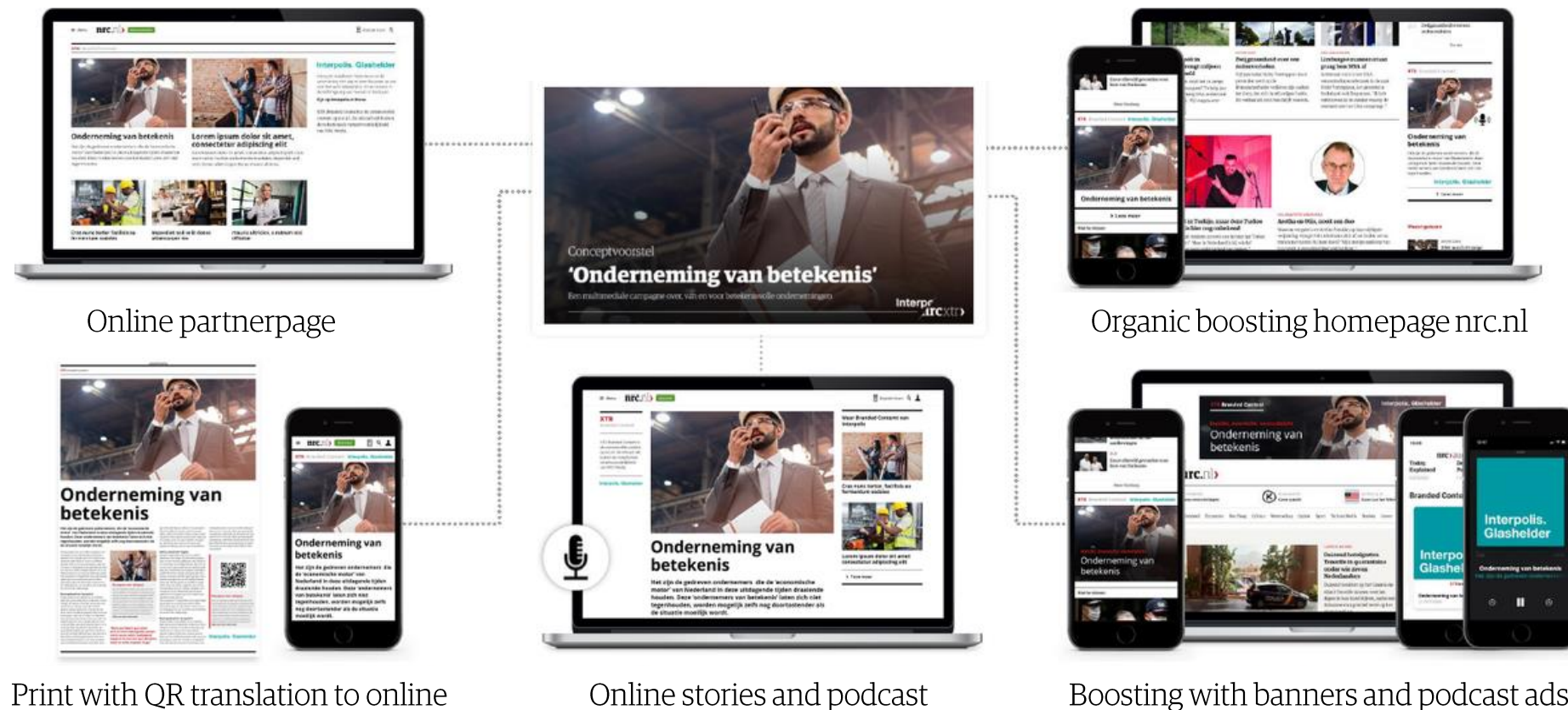


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XTR branded content at a glance

- 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

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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.

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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)