

Print

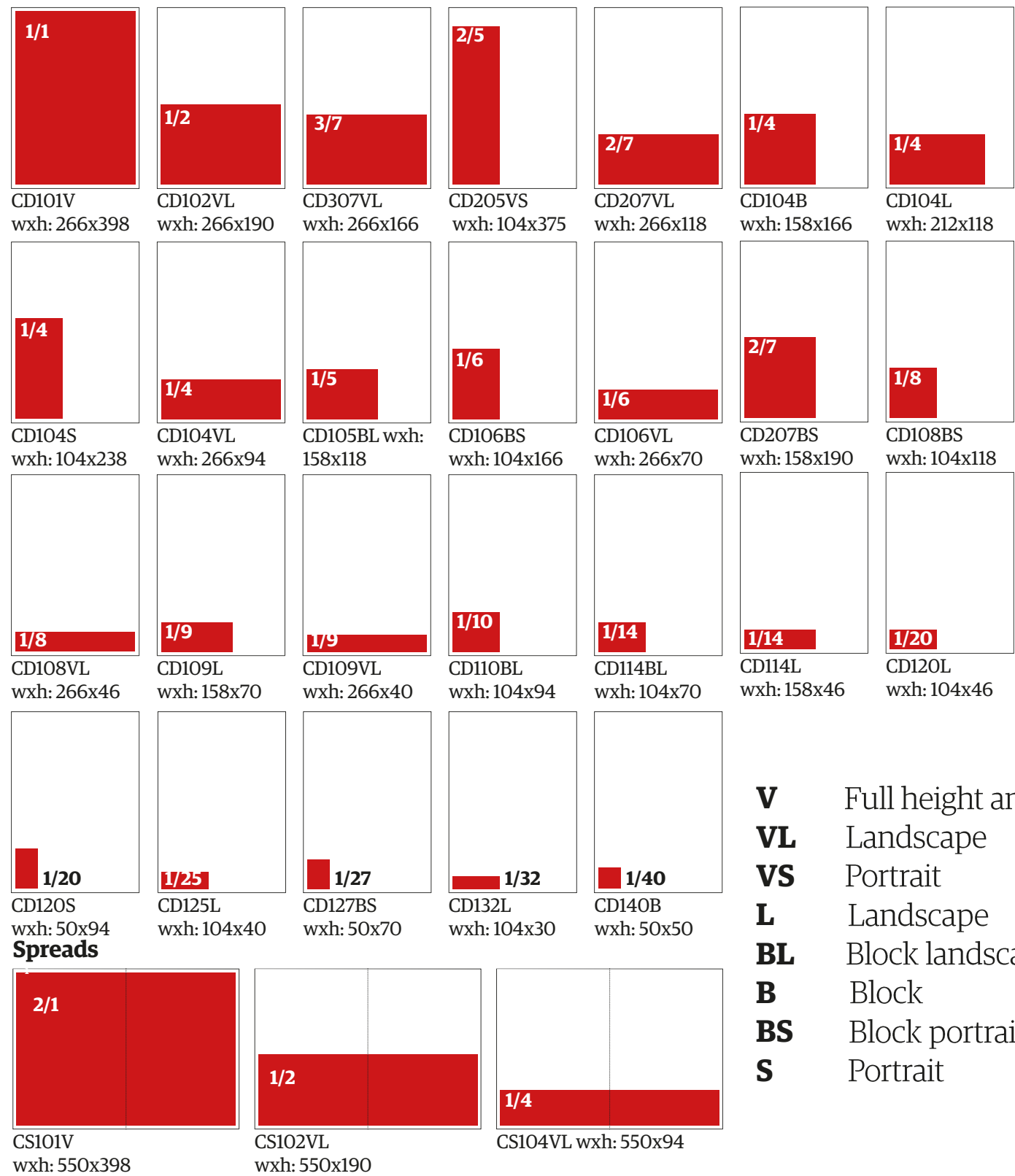
NRC Weekend & NRC Doordeweeks
NRC Magazine
NRC De Week

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

Formats visualisation



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.

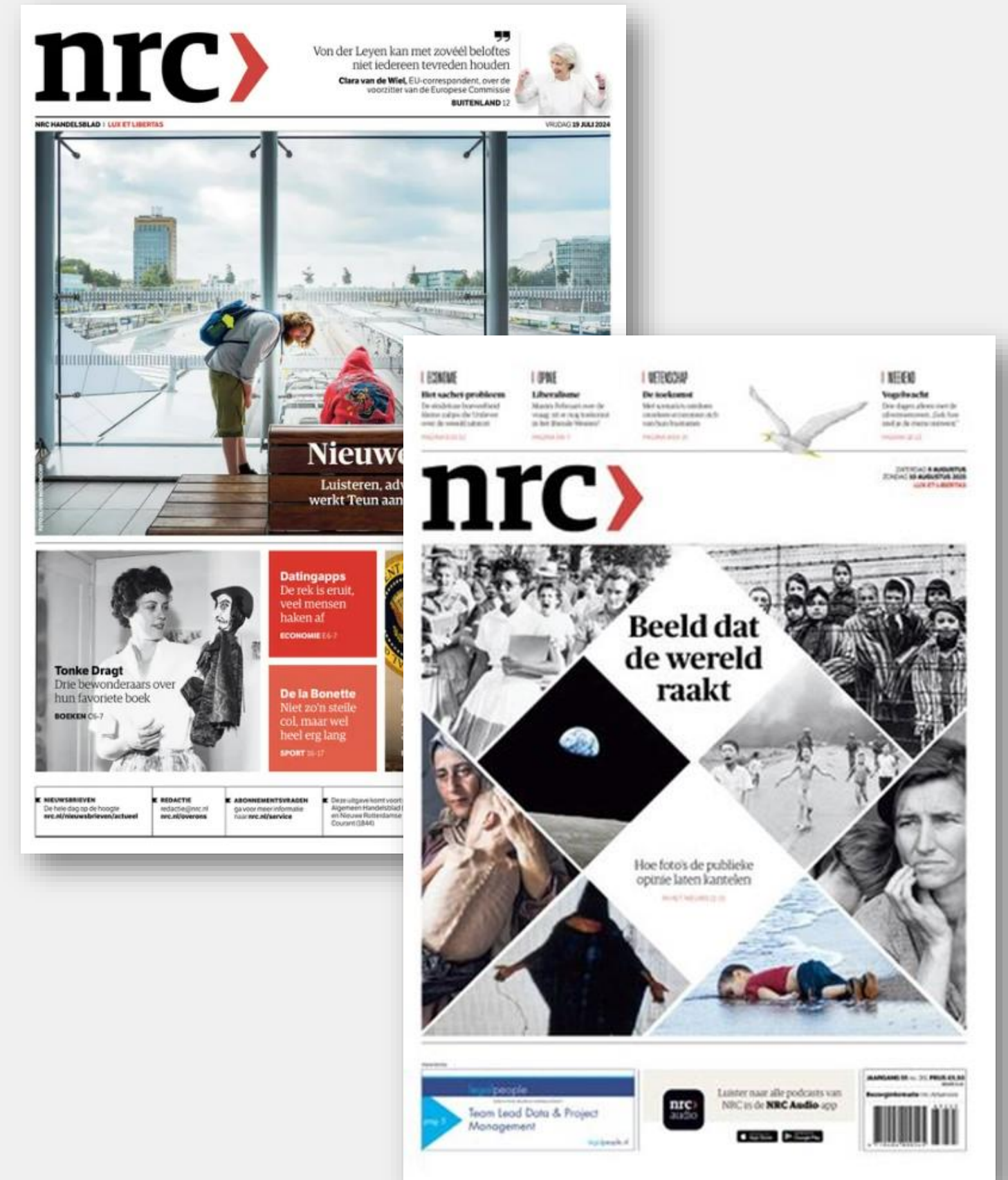
Specifications NRC Weekend and NRC Doordeweeks

Our digital standard for advertising files is Certified PDF (cPDF).

An ad 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- Job options for exporting to PDF in InDesign: GWG2015_NewspaperAds_CMYK or NewspaperAds_1v4_IND4 (outdated version)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.



Reservation deadlines

Closing times news section

Position	Publication	Reservation deadline	Deadline for materials
News	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/economy	Saturday	Thursday 12.00	Thursday 15.00

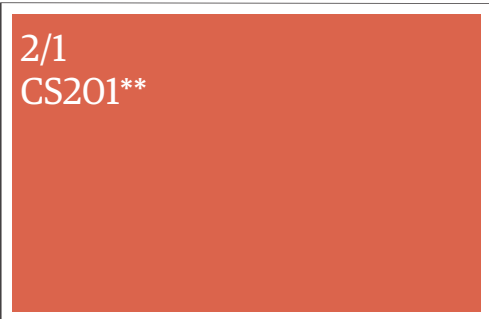
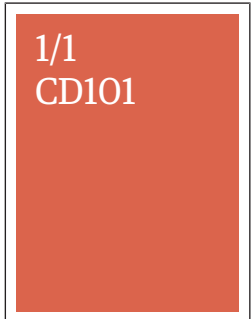
Closing times other sections

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

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 February 2025	Love	Monday 13 January 2025	Thursday 16 January 2025
#36	Saturday 1 March 2025	Fashion	Monday 10 February 2025	Thursday 13 February 2025
#37	Saturday 5 April 2025	Design	Monday 17 March 2025	Thursday 20 March 2025
#38	Saturday 3 May 2025	Suriname	Monday 14 April 2025	Thursday 17 April 2025
#39	Saturday 7 June 2025	Garden	Monday 19 May 2025	Thursday 22 May 2025
#40	Saturday 5 July 2025	Literature	Monday 16 June 2025	Thursday 19 June 2025
#41	Saturday 6 September 2025	Fashion	Monday 18 August 2025	Thursday 21 August 2025
#42	Saturday 4 October 2025	Design	Monday 15 September 2025	Thursday 18 September 2025
#43	Saturday 1 November 2025	Beauty	Monday 13 October 2025	Thursday 16 October 2025
#44	Saturday 7 December 2025	Holiday Season	Monday 18 November 2025	Thursday 20 November 2025

Submitting magazine ads

Advertisements can be submitted to us via traffic@nrc.nl.

Magazine format : 220×285 mm, 440×285 mm

- Deliver material as certified pdf in CMYK
- Deliver black-and-white ads in greyscale, not as CMYK
- Colour profile: PSO_MFC_Paper_eci.icc
- Adobe PDF preset: MagazineAds_1v4.joboptions
- The bleed is 3 mm, to be supplied WITHOUT printer's markings



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

