

# 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

CD101V wxh: 266x398	CD102VL wxh: 266x190	CD307VL wxh: 266x166	CD205VS wxh: 104x375	CD207VL wxh: 266x118	CD104B wxh: 158x166	CD104L wxh: 212x118
CD104S wxh: 104x238	CD104VL wxh: 266x94	CD105BL wxh: 158x118	CD106BS wxh: 104x166	CD106VL wxh: 266x70	CD207BS wxh: 158x190	CD108BS wxh: 104x118
CD108VL wxh: 266x46	CD109L wxh: 158x70	CD109VL wxh: 266x40	CD110BL wxh: 104x94	CD114BL wxh: 104x70	CD114L wxh: 158x46	CD120L wxh: 104x46
CD120S wxh: 50x94	CD125L wxh: 104x40	CD127BS wxh: 50x70	CD132L wxh: 104x30	CD140B wxh: 50x50		

**Spreads**

CS101V wxh: 550x398	CS102VL wxh: 550x190	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](mailto:traffic@nrc.nl).

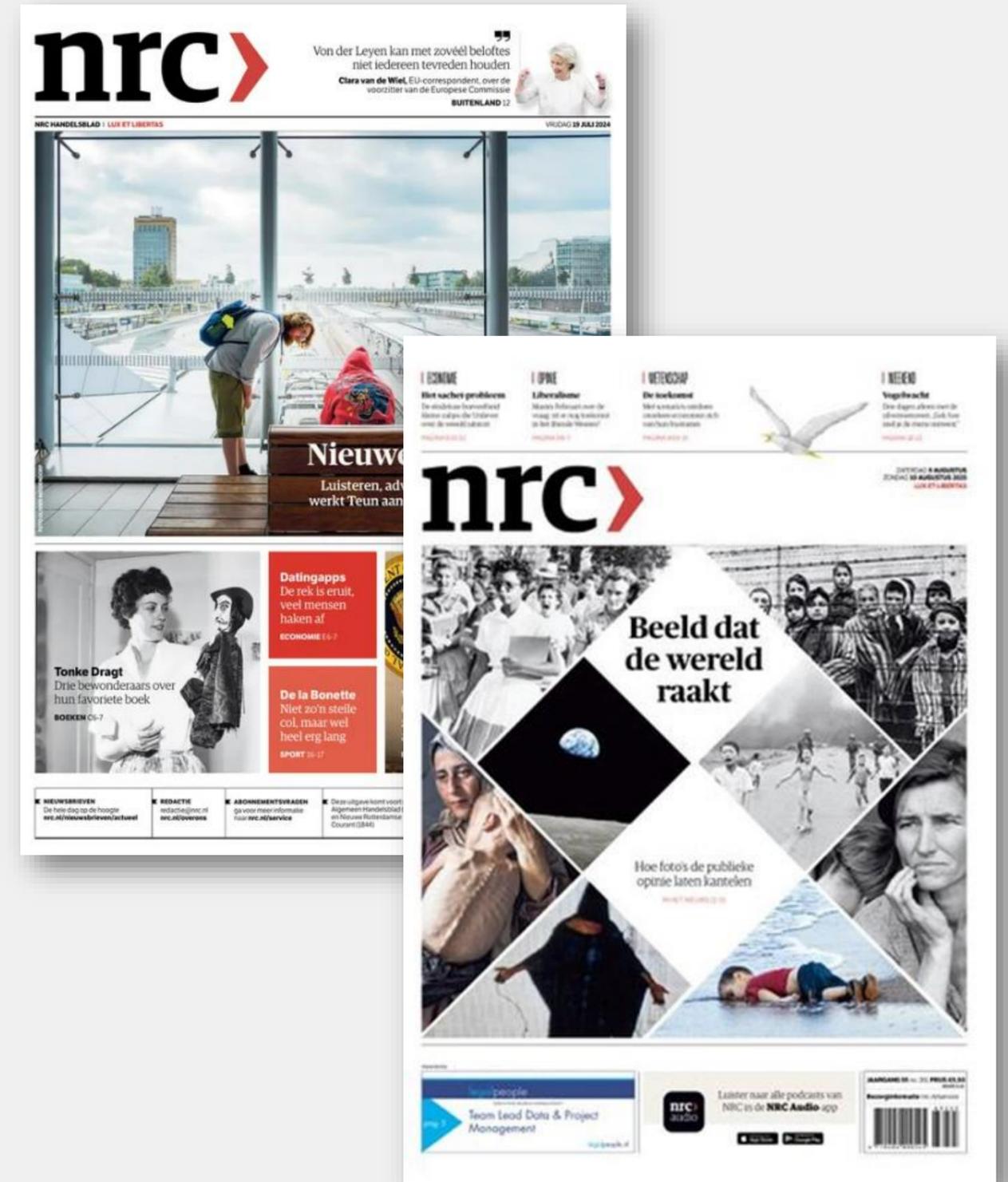
## Specifications NRC Weekend and NRC Doordeweeks

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](http://printarena.nl).



# Reservation deadlines

## Closing times news section

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

## Closing times other sections

Position	Publication	Reservation deadline	Deadline for materials
<b>Science</b>	Saturday	Monday 9.30	Wednesday 10.00
<b>Opinion &amp; Debate</b>	Saturday	Monday 9.30	Wednesday 10.00
<b>Weekend</b>	Saturday	Monday 9.30	Wednesday 10.00
<b>Real Estate</b>	Saturday	Monday 9.30	Wednesday 10.00
<b>Culture (Music)</b>	Monday	Thursday 12.00	Friday 15.00
<b>Culture (Life)</b>	Tuesday	Thursday 12.00	Monday 15.00
<b>Culture (Film)</b>	Wednesday	Friday 12.00	Tuesday 15.00
<b>Culture (Cultural Supplement)</b>	Thursday	Monday 12.00	Tuesday 15.00
<b>Culture (Books)</b>	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](mailto: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](mailto:g.dijkhuizen@nrc.nl)

**Tessa van Kampen** - M +31(0)6 - 10 17 27 81 | [t.vankampen@nrc.nl](mailto:t.vankampen@nrc.nl)



# Themes and dates 2026

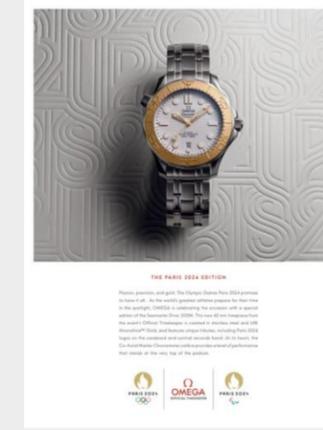
Edition	Publication	Theme	Reservation deadline	Deadline for materials
#45	Saturday 7 February 2026	Musicals	Monday 19 January 2026	Thursday 22 January 2026
#46	Saturday 7 March 2026	Fashion	Monday 16 February 2026	Thursday 19 February 2026
#47	Saturday 4 April 2026	Design	Monday 16 March 2026	Thursday 19 March 2026
#48	Saturday 2 May 2026	Mothers	Monday 13 April 2026	Thursday 16 April 2026
#49	Saturday 6 June 2026	France	Monday 18 May 2026	Thursday 21 May 2026
#50	Saturday 4 July 2026	50+	Monday 15 June 2026	Thursday 18 June 2026
#51	Saturday 5 September 2026	Fashion	Monday 17 August 2026	Thursday 20 August 2026
#52	Saturday 3 October 2026	Design	Monday 14 September 2026	Thursday 17 September 2026
#53	Saturday 7 November 2026		Monday 19 October 2026	Thursday 22 October 2026
#54	Saturday 5 December 2026		Monday 16 November 2026	Thursday 19 November 2026

## Submitting magazine ads

Advertisements can be submitted to us via [traffic@nrc.nl](mailto: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



**ADE**  
Martin Garrix  
weer  
populairste  
dj ter wereld

DJ Martin Garrix tijdens zijn optreden op de 29ste editie van het Amsterdam Dance Event (ADE) in de Johan Cruijff ArenA. Verspreid over vijf dagen worden van 16 tot 20 oktober in de hoofdstad meer dan duizend muzikalevenementen op ruim twaalfhonderd locaties plaats. ADE is met honderdduizenden bezoekers het grootste dance-evenement ter wereld. Martin Garrix, de artiestennaam van Martijn Gerard Garritsen (28), werd uitgeroepen tot 's werelds populairste dj'. Het was de vijfde keer dat de Amsterdammer door het publiek werd gekozen tot beste en populairste dj van de wereld. Ook Laidback en Armin van Buuren was al vijf keer de bekendste dj.

Inhoud: Waskovoorzicht pagina 2-3 | Binnenland pagina 4-7 | Buitenland pagina 8-9 | Economie pagina 10-11 | Wetenschap pagina 12-13 | Optiek pagina 14-15 | Sport pagina 16-17 | Reportage pagina 18-25 | Cultuur pagina 26-27 | Boeken pagina 28-29 | Leven pagina 30 | Scripties, sudoku, familieberichten, recept, cartoon pagina 31 | Achterpagina pagina 32