

Print

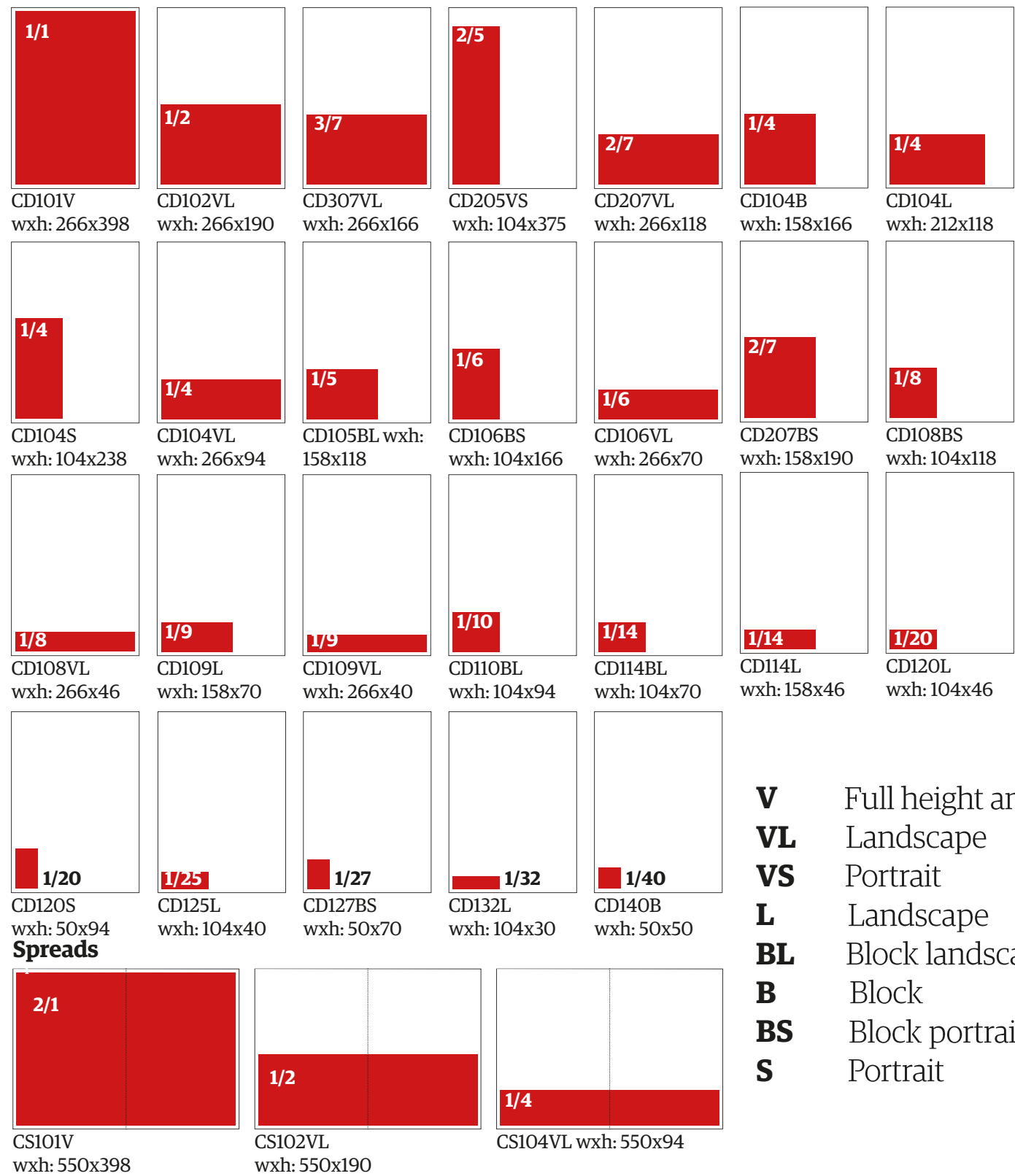
NRC Weekend & NRC Doordeweeks
NRC Magazine
NRC De Week

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.

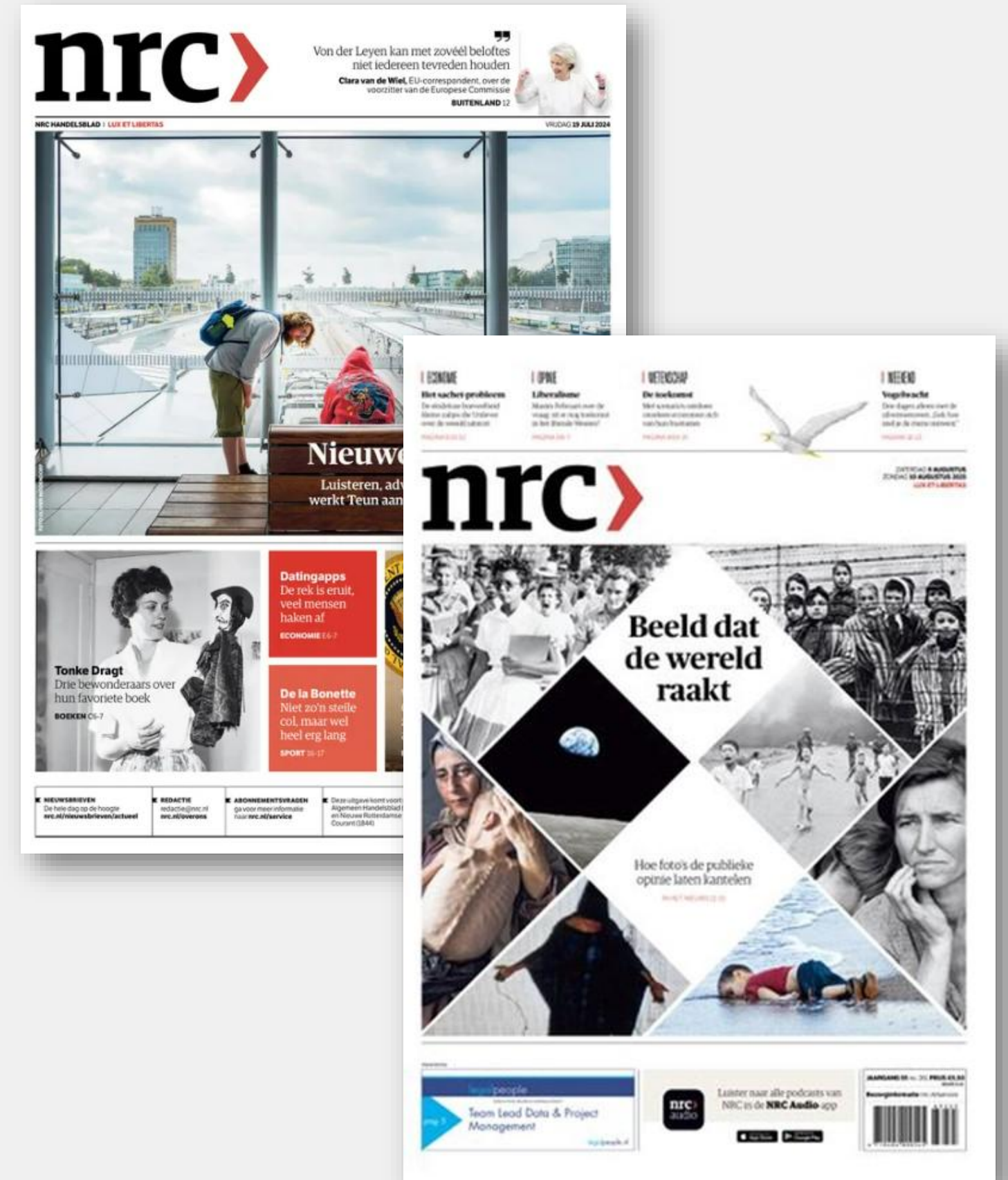
Specifications NRC Weekend and NRC Doordeweeks

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

An ad must meet the following requirements:

- Submit without registration and crop marks
- 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- Job options for exporting to PDF in InDesign: GWG2015_NewspaperAds_CMYK or NewspaperAds_1v4_IND4 (outdated version)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 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.

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

