Branded content

Advertorials
Branded content

Branded content

XTR branded content

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.



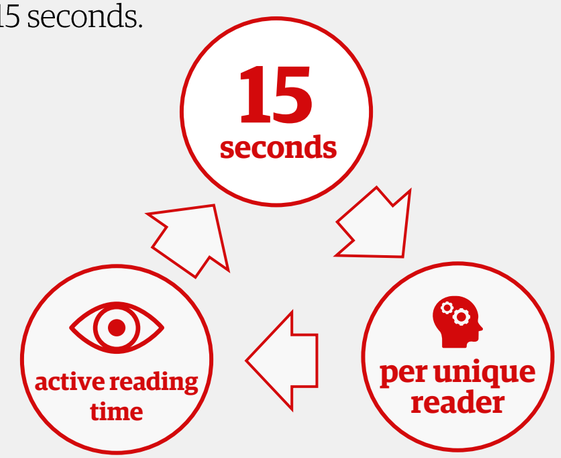
XTR | Advertorial | Brandpage | Podcast

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 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.



Branded content

XTR branded content at a glance

1. Substantive, story-driven content.
2. Entirely produced by our dedicated team.
3. Online you only pay for the effective reach, thanks to the unique XTR Quality View.

Showcase *Business with purpose*, in collaboration with Interpolis



Online partnerpage





Organic boosting homepage nrc.nl



Print with QR translation to online



Online stories and podcast



Boosting with banners and podcast ads



'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

Rates – Branded content

Advertorial

Advertising in the form of an article. The focus is on promoting a brand, product or service.

Images and text supplied in full; NRC edits	**825 euro****
Images and text supplied; NRC edits (option 2*)	**1.100 euro****
Images and text are produced by NRC	**1.650 euro****

**per advertorial*

Production lead time for branded content advertorial(s):

1 week (Images and text are supplied in full)
2 weeks (NRC edits the delivered content)
6 weeks (images and text produced by NRC***)

*Creation of an advertorial environment, regular reports, the advertorial remains online for three months, the option to include links that take users directly to the desired page, and the implementation of click trackers.
**This is a product that we do not produce ourselves and is managed by Yuna. This is a starting price and must always be requested in advance from the NRC branded content team.
***Applies from the moment the concept has been approved, and interview candidates have confirmed their participation.

Branded content

A relevant story produced by NRC on behalf of a brand, through which the brand aims to make an impact in a meaningful way.

Images and text are produced by NRC	**2.200 euro**
Additional option: Infographic	**from 1.100 euros****

Production lead time for branded content articles:

4–6 weeks (images and text are produced by NRC)***

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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