

Digital Portfolio & Rates



nrc.nl



Quick indication of the most important news. With digital edition of the newspaper, archives and files.

24 hours a day
7 days a week

Pageviews p/m: 19 mln
Unique visitors p/m: 3,3 mln¹⁾



nrcnext.nl



News blog focused on the nrc.next reader with columns and regular sections 'next thinks', cooking and the 'image blog'.

24 hours a day
7 days a week

Pageviews p/m: 1,2 mln
Unique visitors p/m: 290.000¹⁾



Digital Newsletter



Selection of news on nrc.nl and a preview of NRC Handelsblad of that day.

Monday to Friday, 4:00 pm
Saturday & Sunday, 11:00 am

100,000 recipients per edition²⁾



NRC Handelsblad app



Application with digital edition of NRC Handelsblad and NRC Weekend, for use on iPhone and iPad.

24 hours a day
7 days a week

70,000 newspaper downloads per week
315,000 newspaper downloads per month²⁾



nrc.next app



Application with digital edition of nrc.next, for use on iPhone and iPad.

24 hours a day
7 days a week

14,000 newspaper downloads per week
63,000 newspaper downloads per month²⁾



"in beeld" app



"in the picture" app with topical photo reports compiled by the NRC editorial board.

24 hours a day
7 days a week

45,000 users a week²⁾

1) Source: Google Analytics visits 2011 (Aug/ Sept)
2) Source: Own statement 2011 Q1, Q2

Display Advertising & Rich Media

Format Pixels
Rate nrc.nl
Rate nrcnext.nl
Rate RON

Leaderboard



728*90
€ 25
€ 25
€ 20

Leaderboard XL optioneel Expandable, TV Leaderboard



984*120
€ 40
€ 40
€ 35*

Rectangle Large



336*280
€ 30
€ 30
€ 25

Full Banner Large



468*200
€ 35
n.a.
n.a.

HalfPage



336*600
€ 45
€ 45
€ 40*

DevilAd



Format Pixels
Rate nrc.nl
Rate nrcnext.nl
Rate RON

336*1170
€ 75
€ 75
€ 65*

FloorAd



980*100
€ 45
€ 45
€ 40

CornerAd



p.m.
€ 40
€ 40
€ 35

Homepage Takeover with Leaderboard XL



984*120
€ 12.500 per day
€ 2.000 per day
n.a.

Sponsorlink Textlink and and logolink



Logo 60*30
€ 6.000 per month*
n.a.
n.a.

Calculation model: cpm (unless otherwise indicated)

* Not possible on the homepage

Digital Newsletter

Full Banner Large



Format Pixels

468*200

Calculation model: per day | Rate: € 2.500

NRC Handelsblad app Takeover

Ipad Article Banner



Format Pixels

320*75

Ipad Full Page between page 1 and 2



753*1024 en 1024*753

Ipad Splash when starting the app



753*1024 en 1024*753

Iphone Article Banner



320*75

Iphone Splash



480*320 en 320*480

Calculation model: per week / per day | Rate: € 6.000 / € 1.250

nrc.next app Takeover

Ipad Article Banner



Format Pixels

320*75

Ipad Full Page between page 1 and 2



753*1024 en 1024*753

Ipad Splash when starting the app



753*1024 en 1024*753

Iphone Article Banner



320*75

Iphone Splash



480*320 en 320*480

Calculation model: per week / per day | Rate: € 3.000 / € 750

in beeld app

Foto Banner



Formaat Pixels

120*60

Full Page



753*1024 en 1024*753

Fotoseries upon request, up to 10 images



1024*753

These advertising formats are a selection of the options. Prices are effective from January 1st, 2012 until December 31, 2012.

All prices exclude VAT.

No rights can be derived from the content of this document.

Calculation model: per week | Rate: € 1.500 | Photo series additional: € 1.500

Advertising with NRC

Your account manager will be happy to advise you on the options.

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