
Rates 2012

Portfolio



NRC Handelsblad

Independent, high-quality national newspaper offering a balanced perspective on news at home and abroad.

5 x per week
Monday to Friday
Reach: 532,000 readers ¹⁾
Circulation: 199,326 ²⁾



nrc.next

High-quality national newspaper for new-generation consumers. Bold and controversial, with brief news items and background articles.

5 x per week
Monday to Friday
Reach: 320,000 readers ¹⁾
Circulation: 82,762 ²⁾



NRC Weekend

Weekend edition of NRC Handelsblad and nrc.next featuring Economy 'Work & Money', Opinion & Debate, Science and Lux sections.

Every Saturday
Reach: 763,000 readers ¹⁾
Circulation: 291,000* ³⁾



DeLUXE

High-end luxury & lifestyle magazine full of style, aspirations and international icons. Each edition has a renowned guest editor.

6 times a year
Reach: 763,000 readers ¹⁾
Circulation: 291,000* ³⁾



nrc.nl

Website with all the most important news from the Netherlands and abroad.

Pageviews p/m: 19 mln
Visitors p/m: 3.3 mln ⁴⁾



Nieuws app's

NRC Handelsblad app:
60,000 users per week

nrc.next app:
13,000 users per week ³⁾



in beeld app.

Topical photographic reports compiled by the NRC editorial board.

10,000 users per week ³⁾



NRC Carrière

Cross-media career platform featuring the latest job opportunities for highly qualified professionals in the Netherlands.

Sources print:

¹⁾ NOM 2010 I-II

³⁾ Own figures 2011 Q1, Q2

²⁾  HOI average Q2 2010 – Q1 2011

⁴⁾ Google Analytics (Aug/Sept 2011)

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Advertising options

NRC Media's extensive product portfolio offers a variety of advertising options that are conveniently arranged in this brochure.

code	w x h (in mm)	share	rate ddw NRCH (€)	rate NRC Weekend (€)	rate nrc.next (€)	rate nrc de week (€)
CD101V	266 x 398	1/1	27,424	36,565	9,553	3,655
CD407VS	158 x 375	4/7	23,999	31,998	8,360	3,199
CD102BS	212 x 238	1/2	20,226	26,967	6,687	2,696
CD102VL	266 x 190	1/2	20,226	26,967	6,687	2,696
CD307VL	266 x 166	3/7	15,834	21,111	5,264	2,110
CD205BL	212 x 190	2/5	14,525	19,366	4,490	1,936
CD205BS	158 x 238	2/5	14,525	19,366	4,490	1,936
CD205VS	104 x 375	2/5	14,525	19,366	4,490	1,936
CD103VL	266 x 142	1/3	11,610	15,479	4,299	1,548
CD207BS	158 x 190	2/7	9,650	12,865	3,478	1,286
CD207L	212 x 142	2/7	9,650	12,865	3,478	1,286
CD207VL	266 x 118	2/7	9,650	12,865	3,478	1,286
CD104B	158 x 166	1/4	8,177	10,901	2,770	1,090
CD104L	212 x 118	1/4	8,177	10,901	2,770	1,090
CD104S	104 x 238	1/4	8,177	10,901	2,770	1,090
CD104VL	266 x 94	1/4	8,177	10,901	2,770	1,090
CD105BL	158 x 118	1/5	6,254	8,377	2,102	834
CD105L	212 x 94	1/5	6,254	8,377	2,102	834
CD105S	104 x 190	1/5	6,254	8,377	2,102	834
CD105VL	266 x 80	1/5	6,254	8,377	2,102	834
CD105VS	50 x 375	1/5	6,254	8,377	2,102	834
CD106BS	104 x 166	1/6	5,104	6,806	1,882	680
CD106VL	266 x 70	1/6	5,104	6,806	1,882	680

code	w x h (in mm)	share	rate ddw NRCH (€)	rate NRC Weekend (€)	rate nrc.next (€)	rate nrc de week (€)
CD107BL	158 x 94	1/7	4,310	5,747	1,529	575
CD107VL	266 x 58	1/7	4,310	5,747	1,529	575
CD107L	212 x 70	1/7	4,310	5,747	1,529	575
CD108BS	104 x 118	1/8	3,728	4,971	1,243	497
CD108L	212 x 58	1/8	3,728	4,971	1,243	497
CD108VL	266 x 46	1/8	3,728	4,971	1,243	497
CD109L	158 x 70	1/9	3,284	4,379	1,145	438
CD109VL	266 x 40	1/9	3,284	4,379	1,145	438
CD110BL	104 x 94	1/10	2,935	3,913	1,022	392
CD110L	212 x 46	1/10	2,935	3,913	1,022	392
CD110S	50 x 190	1/10	2,935	3,913	1,022	392
CD112BL	104 x 80	1/12	2,419	3,225	843	323
CD112L	212 x 40	1/12	2,419	3,225	843	323
CD113VL	266 x 30	1/13	2,223	2,965	755	297
CD114BL	104 x 70	1/14	2,057	2,743	689	274
CD114L	158 x 46	1/14	2,057	2,743	689	274
CD114S	50 x 142	1/14	2,057	2,743	689	274
CD116L	104 x 58	1/16	1,790	2,386	564	238
CD120L	104 x 46	1/20	1,420	1,893	478	190
CD120S	50 x 94	1/20	1,420	1,893	478	190
CD245L	158 x 30	1/22	1,257	1,676	438	168
CD125L	104 x 40	1/25	1,128	1,504	393	151
CD127BS	50 x 70	1/27	1,043	1,390	325	140

continued on the next page

Advertising options

code	w x h (in mm)	share	rate ddw NRCH (€)	rate NRC Weekend (€)	rate nrc.next (€)	rate nrc de week (€)
CD132L	104 x 30	1/32	876	1,169	287	117
CD140B	50 x 50	1/40	698	931	244	93
CD142B	50 x 46	1/42	664	885	211	89
CD150BL	50 x 40	1/50	557	742	194	75
CD166L	50 x 30	1/66	421	561	147	56

spreads

code	w x h (in mm)	share	rate ddw NRCH (€)	tarief zat NRCH (€)	rate nrc.next (€)	rate nrc de week (€)
CS101V	550 x 398	spread	43,605	58,139	15,953	5,811
CS304VS	442 x 398	3/4	35,652	47,535	12,018	4,751
CS102VL	550 x 190	1/2	27,424	36,565	10,393	3,655
CS205L	442 x 190	2/5	24,682	32,909	7,461	3,289
CS104VL	550 x 94	1/4	20,226	26,967	6,816	2,696
CS105L	442 x 94	1/5	14,525	19,366	2,770	1,936
CS108VL	550 x 46	1/8	8,177	10,901	1,471	1,090

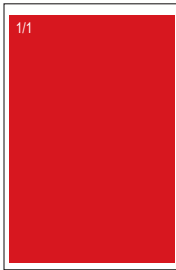
V = Full height and width
 VL = Full width of the page,
 not full height
 VS = Full height of the page,
 not full width

L = Landscape
 BL = Block landscape
 B = Block
 BS = Block portrait
 S = Portrait

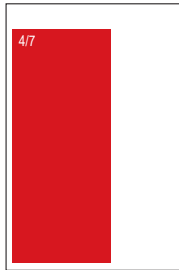
**All above-mentioned advertising options and rates are applicable from 1 January 2012 to 31 December 2012 and are based on black-and-white placement, exclusive of VAT.*

Visualisation formats print

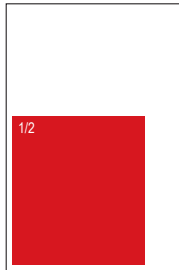
This is a visualisation of the advertising formats as reflected in the tables on pages 4, 5 and 6.



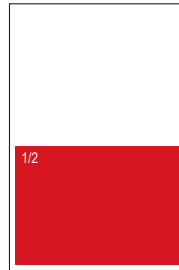
CD101V
w x h: 266 x 398



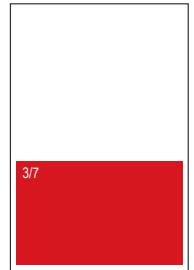
CD407VS
w x h: 158 x 375



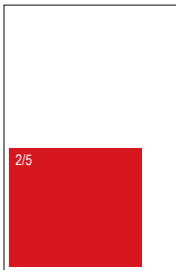
CD102BS
w x h: 212 x 238



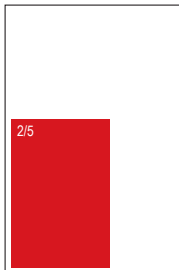
CD102VL
w x h: 266 x 190



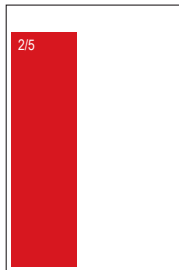
CD307VL
w x h: 266 x 166



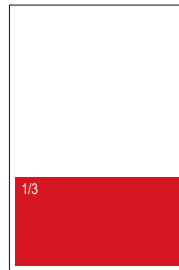
CD205BL
w x h: 212 x 190



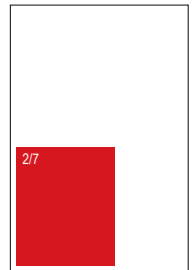
CD205BS
w x h: 158 x 238



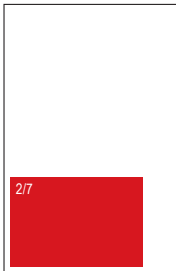
CD205VS
w x h: 104 x 375



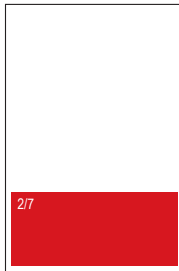
CD103VL
w x h: 266 x 142



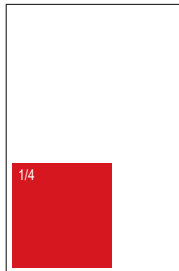
CD207BS
w x h: 158 x 190



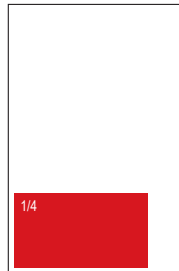
CD207L
w x h: 212 x 142



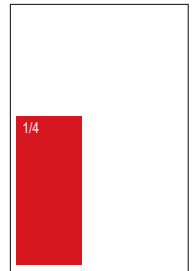
CD207VL
w x h: 266 x 118



CD104B
w x h: 158 x 166



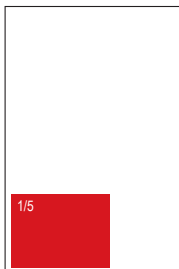
CD104L
w x h: 212 x 118



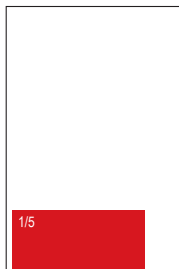
CD104S
w x h: 104 x 238



CD104VL
w x h: 266 x 94



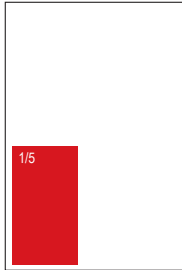
CD105BL
w x h: 158 x 118



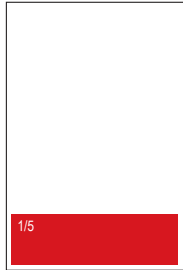
CD105L
w x h: 212 x 94

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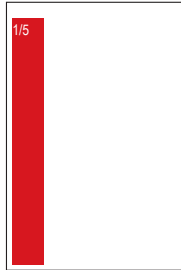
Visualisation formats print



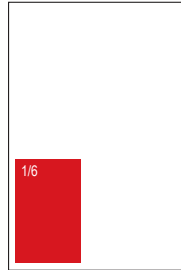
CD105S
w x h: 104 x 190



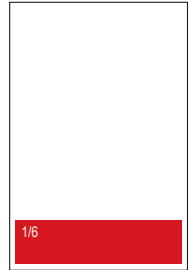
CD105VL
w x h: 266 x 80



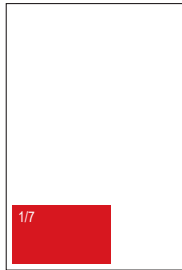
CD105VS
w x h: 50 x 375



CD106BS
w x h: 104 x 166



CD106VL
w x h: 266 x 70



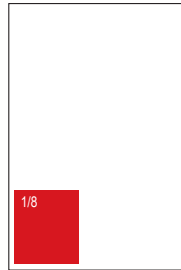
CD107BL
w x h: 158 x 194



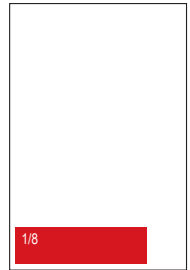
CD107VL
w x h: 266 x 58



CD107L
w x h: 212 x 70



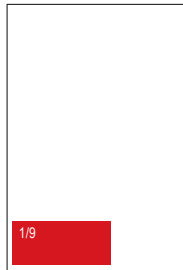
CD108BS
w x h: 104 x 118



CD108L
w x h: 212 x 58



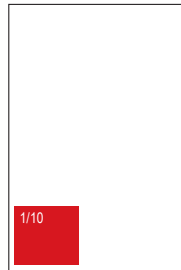
CD108VL
w x h: 266 x 46



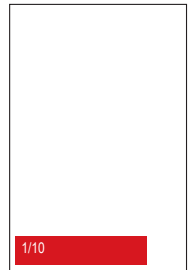
CD109L
w x h: 158 x 70



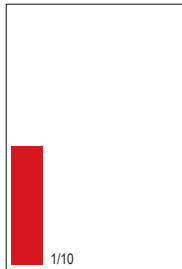
CD109VL
w x h: 266 x 40



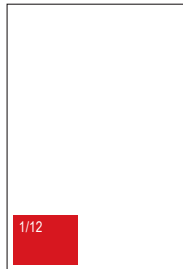
CD110BL
w x h: 104 x 94



CD110L
w x h: 216 x 46



CD110S
w x h: 50 x 190



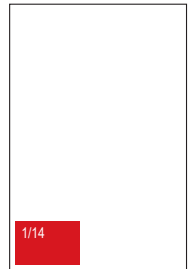
CD112BL
w x h: 104 x 80



CD112L
w x h: 212 x 40



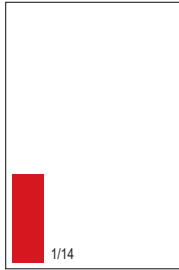
CD113VL
w x h: 266 x 30



CD114BL
w x h: 104 x 70



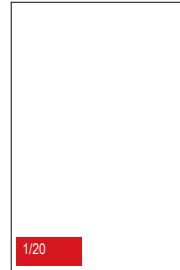
CD114L
w x h: 158 x 46



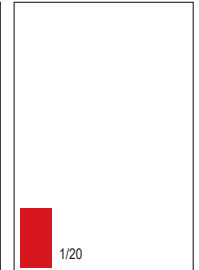
CD114S
w x h: 50 x 142



CD116L
w x h: 104 x 58



CD120L
w x h: 104 x 46



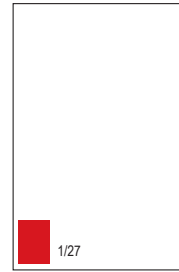
CD120S
w x h: 50 x 94



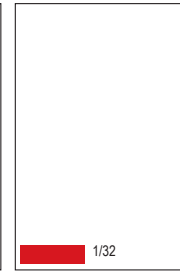
CD245L
w x h: 158 x 30



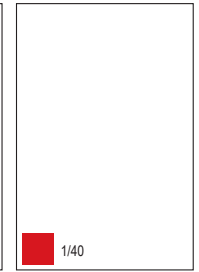
CD125L
w x h: 104 x 40



CD127BS
w x h: 50 x 70



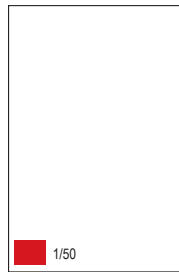
CD132L
w x h: 104 x 30



CD140B
w x h: 50 x 50



CD142B
w x h: 50 x 46



CD150BL
w x h: 50 x 40

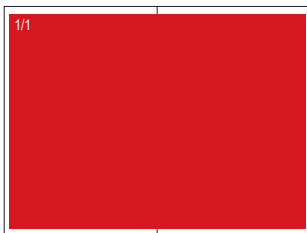


CD166L
w x h: 50 x 30

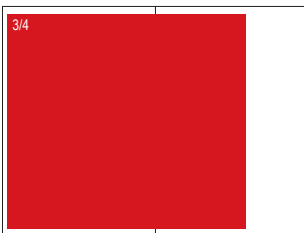
continued on the next page

Visualisation formats print

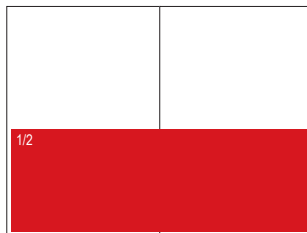
spreads



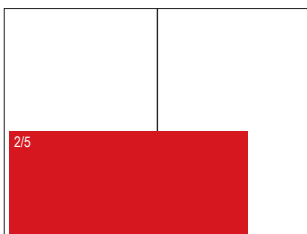
CS101V
w x h: 550 x 398



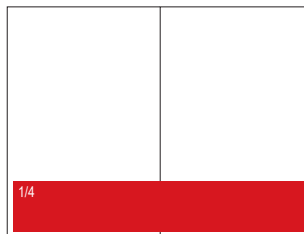
CS304VS
w x h: 442 x 398



CS102VL
w x h: 550 x 190



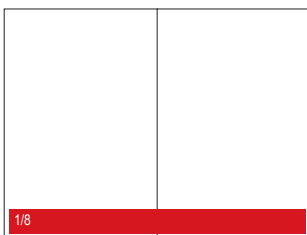
CS205L
w x h: 442 x 190



CS104VL
w x h: 550 x 94



CS105L
w x h: 442 x 94



CS108VL
w x h: 550 x 46

Surcharges and discounts

The above-mentioned advertising formats are standard and placed on an editorial page without a surcharge. You can reserve a specific page at the front of the newspaper, or in a certain section or editorial context. Surcharges only apply for page guarantees. The composition of the newspaper and the other advertisements determine the availability. Particular placement requests may be granted upon request.

position surcharges

position	surcharge	Subsequent section ¹⁾
front page	400%	200%
pages 2-3	300%	50%
pages 4-9	200%	50%
other page guarantee	50%	50%

¹⁾ For *nrc.next* and *NRC De Week*, these involve specials.

colour surcharge

	toeslag
spot colour	25%
full colour	50%

special discounts

	surcharge
cultural discount	15%
charitable discount	15%

The price of the advertisement is calculated on the basis of the following calculation model:

step 1	advertisement section	+	position surcharge	= position costs
step 2	position costs	+	colour surcharge	= placement costs
step 3	gross recommended retail price	-	contract discount	= net advertisement price

Supplements

Film, Cultural Supplement and Books

The NRC Handelsblad editorial board devotes a lot of attention to art, culture, film and literature, particularly in the weekly supplements Film on Wednesdays, Cultural Supplement on Thursdays and Books on Fridays. NRC Handelsblad readers are avid culture consumers. They see NRC Handelsblad as their primary source of information in this area. That is why the news section also meets readers' daily needs with its 'culture' page. The regular advertising options (see pages 4, 5 and 6) apply for these supplements.

Cultural Supplement – Art

The Art section is published weekly in the Cultural Supplement on Thursdays. Both are specially designed for announcements of exhibits, expositions, auctions, fairs, symposiums and lectures. This 1-column ladder is placed on the editorial pages in black-and-white. Reservation deadline: Monday, 10:00 a.m.

advertising formats

code	w x h (mm)	share	rate ddw NRCH (€)
ART-250	50 x 250	1/8	1,375
ART-200	50 x 200	1/10	1,100
ART-150	50 x 150	4/53	820
ART-100	50 x 100	1/20	550
ART-75	50 x 75	2/53	410
ART-50	50 x 50	1/40	275

A multiple of sections is possible. The regular colour surcharges are applicable.

Cultureel Supplement - PodiumKunsten

On this page you can bring your cultural programme to the focused attention of the target group by placing an advertorial. NRC provides the layout of the Performing Arts page. You can provide us with the text and photographic material for your advertorial. In coordination with your specific wishes, NRC will provide the layout of the advertisement for you (maximum of 2 correction rounds).

advertising formats

format

tarief (€)*

1/3 pagina

1,750,-

publication

reservation deadline

materials deadline

3rd Thursday of the month

Mon. 2:00 PM

Mon. 2:00 PM

*All above-mentioned advertising options and rates are applicable from 1 January 2012 to 31 December 2012 and are based on black-and-white placement, exclusive of VAT.

Economy

On Saturdays, the market reports are published in NRC Weekend in the Economy – Work & Money section. The stock market section is a special advertising position between the shares on Euronext Amsterdam and investment funds with an AEX listing.

Economie - frontpage banner

Easily seen position at the top of the front page of the Economy section,

advertentie formaat

code	w x h (mm)	share	rate ddw NRCH (€)	ratezat NRCH (€)
CD132L	104 x 30	1/32	850	1,134,

Your advantage: colour and position surcharges do not apply.

Economy - stock market section

On Saturdays, the market reports are published in NRC Weekend in the Economy – Work & Money section. The stock market section is a special advertising position between the shares on Euronext Amsterdam and investment funds with an AEX listing.

advertising format

code	w x h (mm)	share	ratezat NRCH (€)
CD108BS	104 x 118	1/8	4,826

Your advantage: colour and position surcharges do not apply.

Economy – financial reports

Your financial reports such as merger announcements, shareholders' meetings, etc. can be offered daily in NRC Handelsblad. These financial reports are placed on a 6-column page format based on millimetres per column.

advertising format

day	rate (€)
Monday to Friday	5.97 per millimetre per column in black-and-white
Saturday	7.94 per millimetre per column in black-and-white

The financial reports are placed on the personal announcements page. If you like to place your financial report at another location in the newspaper (such as in the Economy section), we advise placing an advertisement between the editorial section, see pages 4, 5 and 6.

**All above-mentioned advertising options and rates are applicable from 1 January 2012 to 31 December 2012 and are based on black-and-white placement, exclusive of VAT, unless otherwise specified.*

Supplements

Science

The NRC editorial board devotes a lot of attention to topics such as technology, innovation, education and fundamental science. Not in the least to meet the interests of our predominantly academically educated readers. With the science pages in the news section on Monday through Friday and the highly valued science supplement on Saturday. The regular advertising options (see pages 4, 5 and 6) are applicable to these theme pages and the Science supplement.

NRC De Wereld [NRC The World]

NRC De Wereld is a supplement that offers a superior guide in understanding international news at the start of every week, on Mondays. The NRC correspondents reveal the undercurrents in the international fields of influence, from Shanghai to Berlin and from Washington to Cairo. With weekly interviews and portraits of international players and specialists, reviews of international books and think tanks, commentaries and current theme maps of the world, retrospectives of historic news, and a guide for world tweets. The regular advertising options (see pages 4, 5 and 6) are applicable to this supplement.

Mens& [People&]

The People& supplement discusses people's choices and questions in their daily lives and is published weekly on Tuesdays. It covers personal development: I, 'as a person'. About relationships – with partners, in families and among relatives, at work, with neighbours and friends: we 'as fellow men'. And about reflections on life: the 'metahuman'. In short: a supplement that starts from daily life, deriving knowledge from psychology, sociology, educational theory, history, philosophy and other forms of ideology. The regular advertising options (see pages 4, 5 and 6) are applicable to this supplement.

Opinion & Debate

Opinion is one of the pillars of NRC Handelsblad. NRC would like to be one of the liveliest platforms for public debate in the Netherlands and play a crucial role in public opinion. NRC Handelsblad does not avoid any discussion and initiates debates in a broad spectrum: on political and social issues as well as surprising and everyday themes. Opinion has a regular position in the newspaper. Daily on a double page in NRC Handelsblad. Weekly on Saturdays in NRC Weekend as Opinion & Debate supplement. The regular advertising options (see pages 4, 5 and 6) are possible for this supplement.

Lux

NRC readers like quality, not only in information supply but in daily needs as well. In general, the readers have a high standard of living, which makes them an attractive target group for advertisers. They are not influenced by impulses, but by facts and good argumentation. Due to their financial security, they can quickly take the plunge. The newspaper offers good advertisement propositions for the Luxury & Lifestyle segment, such as the lifestyle section "Lux" on Saturdays; in the daily news section, you are also prominently visible for our reader group, with its considerable spending power. The regular advertising options (see pages 4, 5 and 6) are applicable to this supplement.

Other propositions

DeLUXE

The high-end glossy magazine DeLUXE has articles from the NRC editorial staff on extraordinary individuals and exclusive products, trends and experiences. The magazine is an attractive supplement to the other supplements of NRC Handelsblad. DeLUXE is made on the DNA of the NRC reader. It offers the reader in-depth, relevant articles with large, striking images from professional photographers. Key words for the magazine are: intelligent luxury, people of international renown, contemporary, ambitious, style and glamour.

advertising format					
code	w x h (mm)	rate (€) fc and b/w	surcharges		
CD101	270 x 372	22,500			
CD102VS	135 x 372	15,000			
CD102VL	270 x 186	15,000	cover surcharge		
CD201	540 x 372	40,000	2,3 en 4	25%	

*deliver material with 5 mm bleed on all sides

NRC Exclusief [NRC Exclusive]

The full-colour advertising section, NRC Exclusive, is designed for retailers and manufacturers in the luxury segment. The section is published in NRC Handelsblad from Thursday to Saturday on an editorial page in the news section.

advertising format				
code	w x h (mm)	share	rate ddw NRCH (€)	rate zat NRCH (€)
EXCL-250	104 x 250	1/4	7,938	10,583
EXCL-200	104 x 200	1/5	6,071	8,094
EXCL-150	104 x 150	1/7	4,184	5,579
EXCL-100	104 x 100	1/10	2,849	3,799
EXCL-50	104 x 50	1/20	1,378	1,837

Your advantage: colour and position surcharges do not apply.

All above-mentioned advertising options and rates are applicable from 1 January 2012 to 31 December 2012 and are based on black-and-white placement, exclusive of VAT, unless otherwise specified.

Other propositions

NRC Lifestyle

The NRC Lifestyle advertising page appears in NRC Weekend, especially for lifestyle products. On this page you can bring your product to the focused attention of your target group by placing an advertorial. NRC Lifestyle offers the opportunity to bring your product to the attention of the reader in word and image. A page consists of 8 blocks.

NRC provides the format* of your advertorial. You can provide us with the text and the photographic material for your advertorial. In coordination with your specific wishes, NRC will provide the layout of the advertisement for you (maximum of 2 correction rounds).

advertising formats

format	rate (€) excl. btw	publication	reservation deadline	deadline for materials
1/8 pagina	1,250	biweekly on Saturdays NRC Weekend	Mon., 12:00 p.m	Mon., 5:00 p.m.

Your advantage: colour and position surcharges do not apply.

NRC Huizen [NRC Houses]

The 'NRC Houses' page is specially designed for advertisers within the real estate sector and is published every Saturday in NRC Weekend and every Friday in nrc.next.

Via nrchuizen.nl you can easily provide the advertisement(s) yourself. In just 3 steps, your advertisement is not only placed on a stylishly laid out full-colour page in NRC Weekend and/or nrc.next, but online at nrc.nl and/or nrcnext.nl as well.

advertising formats

	w x h (mm)	rate (€)* nrc.next Friday	rate (€)* NRC Weekend
Format 1 (1/8 page)	131 x 85	495	795
Format 2 (1/4 page)	266 x 85	795	1,250
Format 3 (1/2 page)	266 x 174	1,250	2,500
Format 4 (1/1 page)	266 x 352	2,400	4,500

*prices incl. full colour and excl. VAT.

Sports

As a special feature on Mondays, NRC Handelsblad publishes the results, extraordinary achievements and other current sports news in its sports section. On other days, sports are addressed in the news section. The 'VP banner sport' has a prominent position at the top of the front page of the sports section on Mondays in banner format. The advertisement in the newspaper has relatively the same format as an online banner.

advertising formats

code	w x h (mm)	share	rate ddw NRCH (€)
CD132L	104 x 30	1/32	850

Your advantage: colour and position charges do not apply.

NRC Carrière [NRC Career]

NRC Carrière is the job market platform of NRC Media.

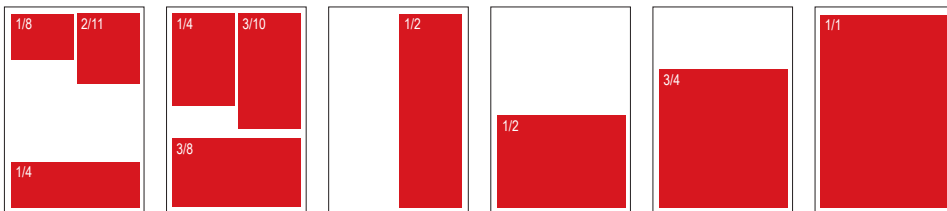
Advertising in NRC Carrière is cross-medial; business-oriented and in-depth with NRC Handelsblad and NRC Weekend, light-hearted and surprising with nrc.next, and informative and up-to-date with nrccarriere.nl.

print vacancy

A job market platform is offered in the Wednesday edition of nrc.next and in NRC Weekend on Saturdays. The cluster sections apply for these editions.

print vacancy					
basic rate (GA)	cluster page section	tabloid w x h vacancy	combination nrc.next Wednesday + NRC Weekend (€)	nrc.next Wednesday (€)	
CD 108 BL	1/8	130 x 94	4,200	1,200	
CD 211 B	2/11	130 x 142	6,125	1,750	
CD 104 VL	1/4	266 x 94	8,400	2,400	
CD 104 BS	1/4	130 x 190	8,400	2,400	
CD 310 S	3/10	130 x 238	9,800	2,800	
CD 308 VL	3/8	266 x 142	12,250	3,500	
CD 308 S	3/8	130 x 286	12,250	3,500	
CD 102 VL	1/2	266 x 190	16,550	4,700	colour surcharge
CD 102 S	1/2	130 x 382	16,550	4,700	surcharge
CD 304 VL	3/4	266 x 286	24,500	7,000	spot colour 25%
CD 101 V	1	266 x 398	32,550	9,300	full colour 50%

This is a visualisation of the advertising formats as reflected in the table above.



NRC Carrière

online vacancy

Your vacancy appears for a maximum of 60 days on nrccarriere.nl and is also published with a full-colour logo free of charge in the vacancy ladder in nrc.next on Wednesdays and in NRC Weekend on Saturdays.

online vacancies		
package	rate (€)	rate (€) per vacancy
vacancy	399	
package 5	1,875	375
package 10	3,500	350
package 15	4,875	325
package 20	5,900	295
package 50	12,000	240
online vacancy + career ladder	starting at 399	

vacancy template

The template offers the opportunity to present your vacancy in house style online. This gives the vacancy a professional look and also contributes to your employer brand. It has a positive influence on response to the vacancy. After purchase, the template can be used for an unlimited number of times in NRC Carrière.

vacancy banner

The vacancy banner is shown next to the articles on nrc.nl and nrcnext.nl. This offers the ideal platform to reach both the potential and active target group for your job.

CV database

For active recruitment, you can use the database of NRC Carrière. You log in with an employer account on nrccarriere.nl

products	period	rate (€)
vacancy template	once-only	749
vacancy banner	60 days	199
cv database	1 month	499
	3 months	1,249
	6 months	2,249
	12 months	3,499

banner campaign

NRC Media has a broad online network consisting of nrc.nl, nrcnext.nl, nrccarriere.nl, fokasuk.nl and geboorteregister.nl. This network has more than 3.8 million unique visitors a month, thereby offering the ideal platform to reach both the potential and the active target group with your image campaign.

banner campaign		
type	format (pixels)	rate (€)
rectangle	336 * 280	35 cpm
leaderboard	728 * 90	25 cpm
devil ad	336 * 1170	75 cpm

company profile on nrccarriere.nl

NRC Carrière offers you the opportunity to present your organisation to the target group interactively. You manage the profile in your employer account at nrccarriere.nl.

advertorial homepage nrc.nl

Reach the potential target group by placing your advertorial on the homepage of nrc.nl.

advertorial digital newsletter

nrc.nl sends a daily digital newsletter (Mon.-Fri.). It can be used for extra exposure.

company profiles		advertorial	
period	rate (€)	rate (€)	
3 months	450	homepage nrc.nl	5,000
6 months	800	digital newsletter	2,500 p.d.
12 months	1,500		

app takeover (iPad)

More and more people are reading the newspaper digitally on tablet or smartphone. For exposure to the potential target group and for employer branding, you can advertise in the digital newspaper.

app takeover				
	downloads per month	downloads per week	rate (€) per week	rate (€) per day
NRC Handelsblad	315,000	70,000	6,500	1,250
nrc.next	63,000	14,000	3,000	750

NRC Digitaal [NRC Digital]

nrc.nl

nrc.nl is the independent free news site of NRC Media. nrc.nl publishes the very latest news and adds a quick interpretation. Aside from topicality, nrc.nl also publishes the best from the web – the must-read article, the film not to be missed. Beautiful photos and expert blogs about niches. nrc.nl is there for the general public who want to know what is going on.

nrcnext.nl

nrcnext.nl is the weblog of nrc.next, which calls attention to striking and interesting items from around the world. Visitors are invited every day to contribute with tips and guest blogs. nrcnext.nl has received numerous awards for this innovative and interactive approach. nrcnext.nl will be converted to a 'fact check' blog in 2012.

applicaties

The digital newspaper not only offers extra reach but scores of new opportunities for advertisers as well. Interaction with the reader, campaigns integrating print and digital expressions, with quick, quantifiable results. NRC Media continues to innovate, enabling advertisers to optimally utilize the potential of their campaigns in the digital environment of the various titles.

NRC Handelsblad app

The digital edition of the newspaper and the latest news from nrc.nl are accessible 24 hours a day via the NRC Handelsblad app. The complete NRC Weekend newspaper including supplements is also published in digital form. Readers can purchase individual issues of the newspaper or subscribe to the digital version.

nrc.next app

nrc.next readers want to be able to read their newspaper anytime, anywhere. They choose the moment, the place and the medium: paper, iPhone or tablet. The newspaper can be downloaded 'individually' and is accessible through a digital subscription via the nrc.next app.

'In Beeld' app

The NRC "In Beeld" application for the iPad was launched in May 2011, based on an idea from the Boston Globe and The Guardian. The most important (international) news is summarised daily by the NRC editorial staff in photo series. Aside from via the free app for the iPad, the series can also be viewed at www.nrc.nl/inbeeld.

Online advertising options

The extensive product portfolio of NRC Media offers various online advertising options, as incorporated in the table below.

display advertising & rich media

options	w x h (in pixels)	rate nrc.nl (€)	rate nrcnext.nl(€)	rate RON (€)
leaderboard*	728 * 90	25	25	20
leaderboard XL ¹ *	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**	336 * 1170	75	75	65
floorad ²	980 * 500	45	45	40
cornerad	p.m.	40	40	35
homepage takeover ³	984 * 120	12.500 p.d.	2.000 p.d.	n.a.
sponsorlink ⁴	60 * 36 (logo)	5.000 p.m.	n.a.	n.a.

Calculation model: cpm (unless otherwise indicated)

* Not possible on the homepage of nrc.next

** Not possible on the homepage

¹ Optional Expandable, TV Leaderboard

² Maximum height 50 pixels on the fold

³ With leaderboard XL

⁴ Header maximum 20 characters, text maximum 42 characters

digital newsletter

option	w x h (in pixels)
full banner large ⁵	468 * 200

Calculation model: per day / Rate: € 2,500

⁵ Advertisement or advertorial

Online advertising options

NRC Handelsblad and nrc.next app Takeover

options	w x h (in pixels)	portrait w x h (in pixels)	landscape w x h (in pixels)
iPad article banner	320 * 75	n.a.	n.a.
ipad full page ¹	n.a.	753 * 1024	1024 * 753
ipad splash ²	n.a.	n.a.	n.a.
iphone article banner	320 * 75	468 * 200	468 * 200
iphone splash	n.a.	480 * 320	320 * 480

Calculation model NRC Handelsblad: per week / per day / Rate: € 6,500 / € 1,250

Calculation model nrc.next: per week / per day / Rate: € 3,000 / € 750

¹ Between pages 1 and 2

² Upon starting up app

'In Beeld' app

options	w x h (in pixels)	portrait w x h (in pixels)	landscape w x h (in pixels)
photo banner	120 * 60	n.a.	n.a.
full page	n.a.	768 * 960	1024 * 704
photo series ¹	n.a.	n.a.	1024 * 704

Calculation model: per week / Rate: € 1,500 / Photo series additional: € 1,500

¹ Upon request maximum 10 images

This is a selection of the formats. All above-mentioned advertising options and rates are applicable from 1 January 2012 to 31 December 2012 and are exclusive of VAT.

Visualisation formats online

This is a visualisation of the advertising formats as they appear in the tables on pages 21 and 22.

display advertising & rich media



Leaderboard
w x h: 728 * 90



Leaderboard XL
optioneel Expandable,
TV Leaderboard
w x h: 984 * 120



Rectangle Large
w x h: 336 * 280



Full Banner Large
w x h: 468 * 200



HalfPage
w x h: 336 * 600



DevilAd
w x h: 336 * 1170



FloorAd
max height 50,
on the fold
w x h: 980 * 500



CornerAd
w x h: p.m.



Homepage Takeover
with Leaderboard XL
w x h: 984 * 120



Sponsorlink
Header max. 20 char.
Text max. 42 char.
w x h logo: 60 * 36

digital newsletter



Full Banner Large
advertisement or advertorial
w x h: 468 * 200

NRC Handelsblad and nrc.next app Takeover



iPad Article
banner
w x h: 320 * 75



iPad Full Page
between pag. 1 and 2
w x h: 753 * 1024 and
1024 * 753



iPad Splash
upon starting up app
w x h: 753 * 1024 and
1024 * 753



iPhone Article
Banner
w x h:
320 * 75



iPhone Splash
w x h: 480 * 320 and
320 * 480



'In Beeld' app



Foto Banner
w x h:
120 * 60



Full Page
w x h: 753 * 1024 and
1024 * 753



Photo series
upon request
maximum 10 images
w x h: 1024 * 753

Closing times

NRC Handelsblad

	publications	reservation deadline	delivery deadline
News	Monday	Friday 12:00 p.m.	Friday 3:00 p.m.
	Tuesday	Monday 12:00 p.m.	Monday 3:00 p.m.
	Wednesday	Tuesday 12:00 p.m.	Tuesday 3:00 p.m.
	Thursday	Wednesday 12:00 p.m.	Wednesday 3:00 p.m.
	Friday	Thursday 12:00 p.m.	Thursday 3:00 p.m.
NRC Weekend news and week overview	Saturday	Thursday 12:00 p.m.	Thursday 5:00 p.m.

supplements

	publications	reservation deadline	delivery deadline
Sports	Monday	Friday 12:00 p.m.	Friday 3:00 p.m.
The World	Monday	Wednesday 3:00 p.m.	Thursday 3:00 p.m.
Economy	Tuesday	Monday 12:00 p.m.	Monday 3:00 p.m.
	Wednesday	Tuesday 12:00 p.m.	Tuesday 3:00 p.m.
	Thursday	Wednesday 12:00 p.m.	Wednesday 3:00 p.m.
	Friday	Thursday 12:00 p.m.	Thursday 3:00 p.m.
Economy	Saturday	Thursday 12:00 p.m.	Thursday 5:00 p.m.
People&	Tuesday	Thursday 3:00 p.m.	Friday 3:00 p.m.
Film	Wednesday	Friday 3:00 p.m.	Monday 3:00 p.m.
Cultural Supplement	Thursday	Monday 10:00 a.m.	Monday 3:00 p.m.
Books	Thursday	Monday 10:00 a.m.	Monday 3:00 p.m.
Lux	Saturday	Monday 12:00 p.m.	Wednesday 12:00 p.m.
Science	Saturday	Wednesday 12:00 p.m.	Thursday 3:00 p.m.

nrc.next

publications	reservation deadline	delivery deadline
Monday	Friday 10:00 a.m.	Friday 3:00 p.m.
Tuesday	Monday 10:00 a.m.	Monday 3:00 p.m.
Wednesday	Tuesday 10:00 a.m.	Tuesday 3:00 p.m.
Thursday	Wednesday 10:00 a.m.	Wednesday 3:00 p.m.
Friday	Thursday 10:00 a.m.	Thursday 3:00 p.m.

NRC De Week

publications	reservation deadline	delivery deadline
Monday	Thursday 11:00 a.m.	Friday 11:00 a.m.

Personal announcements

Personal announcements such as birth announcements, wedding announcements, death announcements, in memoriam and expressions of gratitude can be placed daily in NRC Handelsblad. The majority of the advertisers choose Saturday as the publication day for birth and wedding announcements as well as congratulations.

Rate for personal announcements

Colour surcharge

day	rate (€)	surcharge
Monday to Saturday	4.19 per millimetre per column in black-and-white	spot colour 25%
		full colour 50%

closing times

placement	deadline
Monday to Friday	day of placement before 8:00 a.m.
Saturday	Friday before 3:00 p.m.

reservation and delivery

Your death announcement, in memoriam or expression of gratitude for NRC Handelsblad online can be submitted via www.familieberichtenonline.nl.

You can also contact the Traffic & Service department:

T +31 (0)10 406 68 69
E familieberichten@nrc.nl

Classifieds

Classified ads in NRC Handelsblad and nrc.next together form the advertising combination "Treffers". The classified ads are clearly arranged in main categories and sub categories and are offered at an attractive rate.

rates

day	Monday to Friday (€)	Saturday (€)
"Treffer" without design ¹	40.68	43.77
Extra millimetre ²	4.07	4.38
"Treffer" with design ³	59.23	63.66
extra per millimetre	5.92	6.73
"Treffer" in colour based on one's own layout	8.88	9.54

¹ The "Treffer" is set compactly over one column (= 38 mm) with a minimum of three lines (approx. 10 mm), in a standard (8-point) font.

² 1 line of +/- 26 characters is 3 mm.

³ Your advertisement with text with design and/or photo/logo, minimum of 10 mm. You receive a quotation and proofs.

⁴ You provide the FC "treffer" print-ready, which will be placed over one column (= 38 mm) or two columns (= 78 mm). The rate is based on millimetres per column.

Your advertisement in the Saturday edition of NRC Handelsblad will be reproduced on the next weekday in nrc.next on the day of the appropriate category. See the schedule below.

day of placement

category

nrc.next

contact advertisements	Monday
Transportation	Monday
Miscellaneous	Monday
Real estate	Thursday
business to business	Thursday
personnel	Thursday
consumers	Thursday
tourism	Friday
water sports	Friday

closing times

day of placement

delivery before

Monday	Friday	9:00 a.m.
Tuesday	Friday	2:00 p.m.
Wednesday	Monday	2:00 p.m.
Thursday	Tuesday	2:00 p.m.
Friday	Wednesday	2:00 p.m.
Saturday	Thursday	12:00 p.m.

reservations and delivery of materials for business advertisements

T +31 (0)10 406 68 88

E treffers@nrc.nl

You can also submit your personal classified ads via the link on www.nrcmedia.nl/treffers

Reservations and delivery

reservations

Advertisements should be reserved with the Traffic & Service department

T +31 (0)10 406 73 35

E advertentie@nrc.nl

delivery of materials

Our digital standard for advertisement files is: certified pdf (cPDF).

- Materials should be delivered without transparency, without register marks.
- FC advertisements (300 dpi) should be delivered in CMYK, no RGB.
- Black-and-white advertisements should be delivered in Greyscale, not as CMYK or RGB.
- Advertisements can be delivered via the new delivery portal of NRC Media or via e-mail. More information can be found in the service section at www.nrcmedia.nl.
- For technical queries on delivering copy, please refer to www.printarena.nl.

NRC advertising portal

NRC Media has launched a new portal where you, as an advertiser, can deliver and upload advertising copy yourself. You can also follow the status of the copy via the portal. You can see whether the copy is linked to the reservation or whether it is still pending. Thanks to the advertising portal of NRC Media you now have control over your reservation. For more information, see: <https://advertentieportal.nrcmedia.nl>

general advertising conditions

The General Advertising Conditions of NRC Media, see also www.nrcmedia.nl and the Rules for the Advertising Industry ('the Rules'), see www.stichtingrota.nl apply to all agreements with and assignments to (business units of) the Publisher with regard to advertisements. The terms defined and employed in the Rules also apply to the agreement(s) between Client and Publisher. The former shall prevail in the event that the Advertising Conditions deviate from the Rules. The Advertising Conditions are filed at the Chamber of Commerce in Amsterdam (under no. 24280642) and the Rules for the Advertising Industry are filed at the court registry of the District Court of Amsterdam. For a detailed version of the General Advertising Conditions of NRC Media go to www.nrcmedia.nl/algemene-advertentievoorwaarden.

receipt numbers

- NRC Media has its own modern, digital receipt numbering system.
- The receipt numbers of NRC Media are available via the online platform of digital receipt numbering, ePublisher.
- Collaboration with the independent party Ebiqity.
- The introduction of digital receipt numbering gives you significant advantages as the advertiser:
 - The advertisements can be viewed directly on the day of placement (after 1:00 p.m.)
 - Digital receipt numbering provides complete (order) information
 - You can clearly see which advertisement is involved at a single glance
 - The service is offered to you free of charge

On the day of placement, you will receive an e-mail to view your receipt number online.

cancellations

Cancellations should always be made in writing. Reservations cancelled after the applicable deadline, i.e. 3 days before placement date, will be charged a cancellation fee of 50% of the placement costs. In cases of force majeure, the publisher shall exercise his own discretion. For more information see the General Terms and Conditions (www.nrcmedia.nl).

All above-mentioned advertising options and rates are applicable from 1 January 2012 to 31 December 2012 and are exclusive of VAT.

Our brochure has been compiled with the greatest possible care and accuracy; however, certain information may no longer be correct and adjustments may have been made. Unintentional errors and miscalculations, misprints and printer's errors are not binding. No claims can be made and no rights may be derived in any way from the contents of this brochure.

For the most up-to-date information see www.nrcmedia.nl

visiting address

NRC Media
Marten Meesweg 35
3068 AV Rotterdam

postal address

NRC Media
Postbus 8986
3009 TG Rotterdam

traffic & service

The Traffic & Service department is available
on all workdays from 8:30 a.m. to 5:00 p.m.

T +31 (0)10 406 73 35
E advertentie@nrc.nl

www.nrcmedia.nl