

Personel
Rate card 2021



Personel De Telegraaf

De Telegraaf									
Job posting in De Financiële Telegraaf (DFT)	Size		1/1	1/2	1/4	1/4	1/4	1/8	1/8
	Width in MM		266	266	131	176	266	131	86
	Height in MM		398	190	190	142	94	94	142
	Size factor		1.00	0.68	0.30	0.30	0.30	0.15	0.15
	Position factor DFT	Reach x 1.000	gross price incl. position factor	gross price incl. position factor	gross price incl. position factor	gross price incl. position factor	gross price incl. position factor	gross price incl. position factor	gross price incl. position factor
Saturday (DFT Carrière)	1.5	1,466	€ 60,485	€ 41,130	€ 18,145	€ 18,145	€ 18,145	€ 9,073	€ 9,073
Tuesday to Friday	1.5	1068	€ 44,051	€ 29,955	€ 13,215	€ 13,215	€ 13,215	€ 6,608	€ 6,608

If a vacancy is posted on Saturday in the newspaper from the following Monday to Friday, a 50% discount applies on the 2nd placement (Mon-Fri).
 Note: only valid for unchanged content (same vacancy).

Personel Region West - regional newspapers

Regio West - Regional newspapers									
Job posting in weekend section PLUS, page Personel		Size	1/1	1/2	1/4	1/4	1/4	1/8	1/8
		Width in MM	266	266	131	176	266	131	86
		Height in MM	398	190	190	142	94	94	142
		Size factor	1.00	0.68	0.30	0.30	0.30	0.15	0.15
Placement on Saturday		Reach x 1,000	gross price	gross price	gross price	gross price	gross price	gross price	gross price
K51	Mediahuis Regional newspapers West	632.9	€ 24,367	€ 16,569	€ 7,310	€ 7,310	€ 7,310	€ 3,655	€ 3,655
K32	Noordhollands Dagblad	382.2	€ 14,715	€ 10,006	€ 4,414	€ 4,414	€ 4,414	€ 2,207	€ 2,207
K05	Haarlems Dagblad Combinatie	103.8	€ 3,996	€ 2,717	€ 1,199	€ 1,199	€ 1,199	€ 599	€ 599
12P	Leidsch Dagblad	78.4	€ 3,018	€ 2,053	€ 906	€ 906	€ 906	€ 453	€ 453
13P	De Gooi- en Eemlander	68.5	€ 2,637	€ 1,793	€ 791	€ 791	€ 791	€ 396	€ 396
K01	Schager Courant / Helderse Courant	70.1	€ 2,699	€ 1,835	€ 810	€ 810	€ 810	€ 405	€ 405
K06	Dagblad Waterland / Dagblad Zaanstreek	100.5	€ 3,869	€ 2,631	€ 1,161	€ 1,161	€ 1,161	€ 580	€ 580
K21	Alkmaarsche Courant / Dagblad Kennemerland	125.7	€ 4,839	€ 3,291	€ 1,452	€ 1,452	€ 1,452	€ 726	€ 726
Job posting in Regional section		Size	1/1	1/2	1/4	1/4	1/4	1/8	1/8
		Width in MM	266	266	158	212	266	266	104
		Height in MM	398	190	166	118	94	46	118
		Size factor	1.00	0.68	0.30	0.30	0.30	0.15	0.15
Placement on Monday to Friday		Reach x 1,000	gross price **	gross price **	gross price **	gross price **	gross price **	gross price **	gross price **
K51	Mediahuis Regional newspapers West	546.7	€ 21,048	€ 14,313	€ 6,314	€ 6,314	€ 6,314	€ 3,157	€ 3,157
K32	Noordhollands Dagblad	338.6	€ 13,036	€ 8,865	€ 3,911	€ 3,911	€ 3,911	€ 1,955	€ 1,955
K05	Haarlems Dagblad Combinatie	87.2	€ 3,357	€ 2,283	€ 1,007	€ 1,007	€ 1,007	€ 504	€ 504
12P	Leidsch Dagblad	61.5	€ 2,368	€ 1,610	€ 710	€ 710	€ 710	€ 355	€ 355
13P	De Gooi- en Eemlander	59.4	€ 2,287	€ 1,555	€ 686	€ 686	€ 686	€ 343	€ 343
K01	Schager Courant / Helderse Courant	64.5	€ 2,483	€ 1,689	€ 745	€ 745	€ 745	€ 372	€ 372
K06	Dagblad Waterland / Dagblad Zaanstreek	86.6	€ 3,334	€ 2,267	€ 1,000	€ 1,000	€ 1,000	€ 500	€ 500
K21	Alkmaarsche Courant / Dagblad Kennemerland	111	€ 4,274	€ 2,906	€ 1,282	€ 1,282	€ 1,282	€ 641	€ 641

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Note: only valid for unchanged content (same vacancy). Width and height of the possible sizes Sat may differ from those on Mon - Fri.