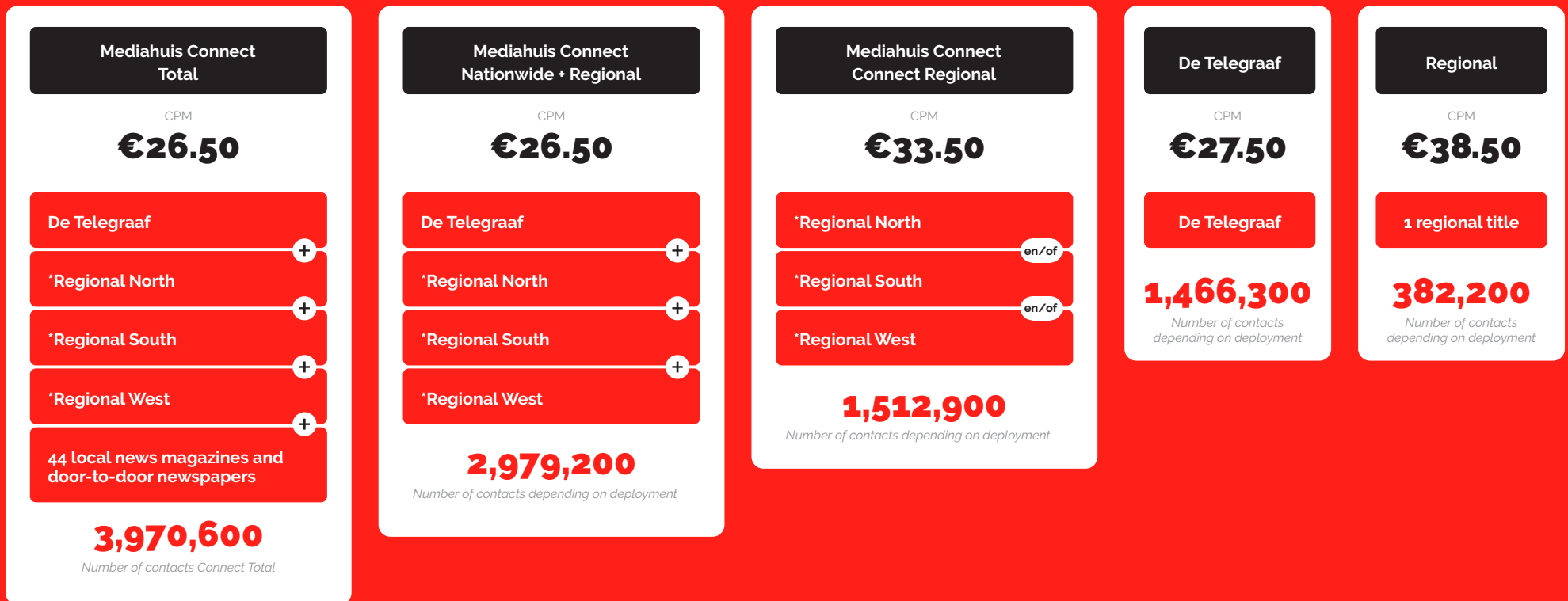




MEDIAHUIS connect



*Regional North (NDC Mediagroep): Dagblad van het Noorden, Leeuwarder Courant, Friesch dagblad

*Regional South (Mediahuis Limburg): De Limburger

*Regional West (Mediahuis Nederland): Noordhollands Dagblad, Haarlems dagblad, IJmuider Courant, Leidsch dagblad, De Gooi- en Eemlander

Tarieven Mediahuis Connect

Mediahuis Connect	CPM	Reach x 1,000 contacts		Size factor		Position factor		Gross page price (1/1)	
Newspapers, door-to-door newspapers and local news magazines	Gross	Mon thru Fri	Sa	Share	Factor	Guaranteed positions	Factor	Mon thru Fri	Sa
Mediahuis Connect	€ 26.50	3,970.6		1	1.0000	Back page	1.5	€ 105,221	
				1/2	0.6800				
				1/4	0.3000				

Newspapers		Mon thru Fri	Sa
Mediahuis Connect Nationwide and Regional	€ 26.50	2,374.0	2,979.2
Mediahuis Connect Regional	€ 33.50	1,306.1	1,512.9
Mediahuis Connect Regional North and West	€ 33.50	987.7	1,157.9
Mediahuis Connect Regional West and South	€ 33.50	865.1	987.9
Mediahuis Connect Regional North and South	€ 33.50	759.4	880.0

	Mon thru Fri	Sa
	€ 62,911	€ 78,949
	€ 43,754	€ 50,682
	€ 33,088	€ 38,790
	€ 28,981	€ 33,095
	€ 25,440	€ 29,480

Combination						
Newspapers	Mediahuis Connect Total	Mediahuis Connect Nationwide + Regional	Mediahuis Connect Regional Total	Mediahuis Connect Regional North + West	Mediahuis Connect Regional West + South	Mediahuis Connect Regional North + South
De Telegraaf	●	●				
Dagblad van het Noorden	●	●	●	●		●
Leeuwarder Courant	●	●	●	●		●
Friesch Dagblad	●	●	●	●		●
De Limburger	●	●	●		●	●
Noordhollands Dagblad	●	●	●	●	●	
Haarlems Dagblad/IJmuider Courant	●	●	●	●	●	
Leidsch Dagblad	●	●	●	●	●	
De Gooi- en Eemlander	●	●	●	●	●	
Edition	Mediahuis Connect Total	Mediahuis Connect Nationwide + Regional	Mediahuis Connect Regional Total	Mediahuis Connect Regional North + West	Mediahuis Connect Regional West + South	Mediahuis Connect Regional North + South
NDC door-to-door newspapers and local news magazines	●					
Mediahuis Limburg - VIA	●					

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card
- Placements without position guarantee (except back page, factor 1.5)
- The ad sizes D101V, D102VL, D104VL

Print De Telegraaf
Rate card 2021



De Telegraaf

CPM		X	Reach x 1,000 contacts		X	Size factor		X	Position factor		=	Gross page price (1/1)		X	Season	
Name	Gross		Mon thru Fri	Sa		Share	Factor		Guaranteed positions	Factor		Mon thru Fri	Sa		Mon-Sa	Factor
Nationwide					2	1.6700	Front page	4								
De Telegraaf	€ 27.50		1,067.9	1,466.3	1	1.0000	Page 3	2	€ 29,367	€ 40,323					Special days**	1.15
Regional					1/2	0.6800	Page 5	2								
De Telegraaf, Amsterdam supplement (thu)*	€ 38.50		267.7		1/4	0.3000	Page 7	1.5	€ 10,306							
					1/6	0.2000	DFT	1.5								
					1/8	0.1500	Back page	1.5								
					1/12	0.1000	Back page Theme	1.2								
					1/16	0.0800	Amsterdam supplement	1								
					1/24	0.0500	Sport	1								
					1/48	0.0300	Other guaranteed positions	1.2								

For the price conditions see page 'Advertising packages'

* For other regional options in De Telegraaf, please contact your account manager

** See Special Days Calendar 2021

Print Region North
Rate card 2021



Region North - Regional Newspapers

Regional Newspapers	CPM	X	Reach x 1,000 contacts		X	Size factor		X	Position factor		=	Gross page price (1/1)	
	Gross		Mon thru Fri	Sa		Share	Factor		Guaranteed positions	Factor		Mon thru Fri	Sa
Combination													
NDC Mediagroep Newspapers	€ 38.50		441.0	525.0		1	1.0000		Front page	4		€ 16,979	€ 20,213
Regional						1/2	0.6800		Editorial page	2			
Dagblad van het Noorden	€ 38.50		257.0	300.0		2/5	0.5400		Advertising page	1		€ 9,895	€ 11,550
Dagblad van het Noorden Groningen	€ 38.50		137.0	159.0		1/4	0.3000		Back page	1.5		€ 5,275	€ 6,122
Dagblad van het Noorden North	€ 38.50		93.0	108.0		3/16	0.2300					€ 3,581	€ 4,158
Dagblad van het Noorden East	€ 38.50		44.0	51.0		3/20	0.1800					€ 1,694	€ 1,964
Dagblad van het Noorden Drenthe	€ 38.50		120.0	141.0		1/8	0.1500					€ 4,620	€ 5,429
Dagblad van het Noorden South	€ 38.50			54.0		1/10	0.1200						€ 2,079
Dagblad van het Noorden West	€ 38.50			87.0		1/12	0.1000						€ 3,350
						1/14	0.0900						
Leeuwarder Courant	€ 38.50		153.0	192.0		1/20	0.0600					€ 5,891	€ 7,392
Leeuwarder Courant North	€ 38.50		77.0			1/21	0.0571					€ 2,965	
Leeuwarder Courant South	€ 38.50		76.0			1/24	0.0500					€ 2,926	
						1/25	0.0500						
Friesch Dagblad	€ 38.50		31.0	33.0		3/80	0.0500					€ 1,194	€ 1,271
						1/50	0.0200						

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

Advertising packages Region North - Regional Newspapers

Advertising package	CPM
Regional Newspapers	Gross
Combinations en editions	
NDC Mediagroep Newspapers	€ 38.50
Dagblad van het Noorden	€ 38.50
Dagblad van het Noorden Groningen	€ 38.50
Dagblad van het Noorden North	€ 38.50
Dagblad van het Noorden Oost	€ 38.50
Dagblad van het Noorden Drenthe	€ 38.50
Dagblad van het Noorden South	€ 38.50
Dagblad van het Noorden West	€ 38.50
Leeuwarder Courant	€ 38.50
Leeuwarder Courant North	€ 38.50
Leeuwarder Courant South	€ 38.50
Friesch Dagblad	€ 38.50

Combination						
Edition	Newspaper combination					
	NDC Mediagroep Newspapers	Dagblad van het Noorden	Dagblad van het Noorden Groningen	Dagblad van het Noorden Drenthe	Leeuwarder Courant	Friesch Dagblad
Dagblad van het Noorden North	●	●	●			
Dagblad van het Noorden East	●	●	●			
Dagblad van het Noorden South	●	●		●		
Dagblad van het Noorden West	●	●		●		
Leeuwarder Courant North	●				●	
Leeuwarder Courant South	●				●	
Friesch Dagblad	●					●

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

The placements options differ per titel, edition and ad combination, depending on your choices. Please contact your accountmanager for this

Region North - door-to-door newspapers and local news magazines

		CPM	X	Reach x 1,000 contacts	X	Size factor	X	Position factor	=	Gross page price (1/1)	Publication day
	Door-to-door newspapers and local news magazines	Gross Mon-Sa		Mon thru Fri		Share	Factor	Guaranteed positions	Factor		
	Combinations					2	1.6700	Front page	4		
	NDC Mediagroep Door-to-door and News magazines	.		1,216.6		1	1.0000	Editorial page	2	€ 43,927	
	NDC Mediagroep Door-to-door newspapers	.		1,160.4		1/2	0.6800	Advertising page	1	€ 39,357	
	NDC Mediagroep News magazines	.		56.2		1/4	0.3000	Back page	1.5	€ 4,570	
						3/16	0.2300				
						1/6	0.2000				
						3/20	0.1800				
						1/8	0.1500			€ 1,072.50	
						1/12	0.1000			€ 1,227.60	Tuesday
						1/16	0.0800			€ 608.30	Wednesday
						1/24	0.0500			€ 1,435.50	Tuesday
						1/48	0.0300			€ 2,083.20	Wednesday
										€ 1,128.40	Tuesday
										€ 623.70	Tuesday
										€ 1,005.55	Wednesday
										€ 1,221.40	Wednesday
										€ 1,633.45	Wednesday
										€ 1,174.25	Wednesday
										€ 658.60	Thursday
										€ 685.30	Thursday
										€ 744.00	Tuesday

		Circulation / 1,000
	Mon thru Fri	
	39,000	
	19,800	
	15,800	
	52,200	
	33,600	
	18,200	
	16,200	
	22,100	
	19,700	
	35,900	
	30,500	
	7,400	
	17,800	
	12,000	

Province	Door-to-door newspapers	Gross
Drenthe	Asser Courant	€ 27.50
Drenthe	Coevorder Courant	€ 62.00
Drenthe	De Krant van Midden Drenthe	€ 38.50
Drenthe	Emmer Courant	€ 27.50
Drenthe	Hoogeveensche Courant	€ 62.00
Drenthe	Meppeler Courant	€ 62.00
Drenthe	Roder Journaal	€ 38.50
Drenthe	Westervelder - Wolder Courant	€ 45.50
Flevoland	Flevopost Dronten	€ 62.00
Flevoland	Flevopost Lelystad	€ 45.50
Flevoland	De Northoostpolder	€ 38.50
Friesland	Balkster Courant	€ 89.00
Friesland	Bolswards Nieuwsblad	€ 38.50
Friesland	Stellingwerf	€ 62.00

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

Region North - door-to-door newspapers and local news magazines

Province	Door-to-door newspapers	CPM	Circulation / 1,000	Size factor		Position factor		Gross page price (1/1)	Publication day
		Gross		Mon thru Fri	Share	Factor	Guaranteed positions		
Friesland	<i>Nieuwe Dockumer Courant</i>	€ 45.50	32,300	2	1.6700	Front page	4	€ 1,469.65	Wednesday
Friesland	<i>Drachtster Courant</i>	€ 38.50	47,500	1	1.0000	Editorial page	2	€ 1,828.75	Wednesday
Friesland	<i>De Feanster</i>	€ 45.50	19,800	1/2	0.6800	Advertising page	1	€ 900.90	Tuesday
Friesland	<i>Franeke Courant</i>	€ 38.50	27,100	1/4	0.3000	Back page	1.5	€ 1,043.35	Wednesday
Friesland	<i>Heerenveense Courant</i>	€ 45.50	24,100	3/16	0.2300			€ 1,096.55	Thursday
Friesland	<i>Huis aan Huis Leeuwarden</i>	€ 27.50	61,300	1/6	0.2000			€ 1,685.75	Wednesday
Friesland	<i>Nieuwe Ooststellingwerper</i>	€ 62.00	11,000	3/20	0.1800			€ 682.00	Tuesday
Friesland	<i>Sneeker Nieuwsblad</i>	€ 38.50	30,600	1/8	0.1500			€ 1,178.10	Thursday
Friesland	<i>Jouster Courant South Friesland</i>	€ 45.50	19,200	1/12	0.1000			€ 873.60	Thursday
Groningen	<i>Eemsbode</i>	€ 45.50	27,400	1/16	0.0800			€ 1,246.70	Wednesday
Groningen	<i>HS-Krant</i>	€ 38.50	27,000	1/24	0.0500			€ 1,039.50	Wednesday
Groningen	<i>Northerkrant</i>	€ 27.50	25,800	1/48	0.0300			€ 709.50	Wednesday
Groningen	<i>Streekblad</i>	€ 45.50	31,400					€ 1,428.70	Wednesday
Groningen	<i>Veendammer</i>	€ 45.50	17,700					€ 805.35	Wednesday
Groningen	<i>Westerkwartier</i>	€ 38.50	27,700					€ 1,066.45	Tuesday
Groningen	<i>Groninger Gezinsbode</i>	€ 27.50	96,900					€ 2,664.75	Wednesday
Groningen	<i>Kanaalstreek Ter Apeler Courant</i>	€ 45.50	40,500					€ 1,842.75	Wednesday
Overijssel	<i>De Staphorster</i>	€ 62.00	18,000					€ 1,116.00	Tuesday
Overijssel	<i>Steenwijker Courant</i>	€ 62.00	22,200					€ 1,376.40	Tuesday

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

Region North - News magazines

Province	News magazines	CPM		Circulation / 1,000	Size factor		Position factor		Gross page price (1/1)	Publication day
		Gross			Share	Factor	Guaranteed positions	Factor		
Drenthe	<i>Hoogeveensche Courant</i>	€ 88.00		8,300	2	1.6700	Front page	4	€ 730.40	Mon/Fri
Friesland	<i>Balkster Courant</i>	€ 88.00		4,200	1	1.0000	Editorial page	2	€ 369.60	Thursday
Friesland	<i>Stellingwerf</i>	€ 61.00		6,800	1/2	0.6800	Advertising page	1	€ 414.80	Thursday
Friesland	<i>Nieuwe Ooststellingwerper</i>	€ 61.00		7,100	2/5	0.5400	Back page	1.5	€ 433.10	Thursday
Friesland	<i>Nieuwsblad Northoost-Friesland</i>	€ 88.00		6,300	1/4	0.3000			€ 554.40	Tue/Fri
Overijssel	<i>Meppeler Courant</i>	€ 88.00		15,800	3/16	0.2300			€ 1,390.40	Mon/Tue/Fri
Overijssel	<i>Steenwijker Courant</i>	€ 88.00		7,700	1/6	0.2000			€ 677.60	Mon/Tue/Fri
					3/20	0.1800				
					1/8	0.1500				
					1/10	0.1200				
					1/12	0.1000				
					1/14	0.0900				
					1/16	0.0800				
					1/20	0.0600				
					1/21	0.0571				
					1/24	0.0500				
					1/25	0.0500				
					3/80	0.0500				
					1/48	0.0300				
					1/50	0.0200				

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

Advertising packages Region North - door-to-door newspapers and local news magazines

Advertising package	CPM
Door-to-door newspapers and local news magazines	Gross
Combination	
NDC Mediagroep D-t-d newspapers en news magazines	*
NDC Mediagroep Door-to-door newspapers	*
NDC Mediagroep News magazines	*

* Zie Gross page price op Page 8, 9 en 10 (= de som van de individuele tarieven van de bijbehorende titels in de betreffende Combination)

Combination		Combinations door-to-door newspapers en news magazines		
Province	Edition	NDC mediagroep Door-to-door newspapers and news magazines	NDC Mediagroep Door-to-door newspapers	NDC Mediagroep News magazines
Hah-kranten				
Drenthe	Asser Courant	●	●	
Drenthe	Coevorder Courant	●	●	
Drenthe	De Krant van Midden Drenthe	●	●	
Drenthe	Emmer Courant	●	●	
Drenthe	Hoogeveensche Courant	●	●	
Drenthe	Meppeler Courant	●	●	
Drenthe	Roder Journaal	●	●	
Drenthe	Westervelder - Wolder Courant	●	●	
Flevoland	Flevopost Dronten	●	●	
Flevoland	Flevopost Lelystad	●	●	
Flevoland	De Northoostpolder	●	●	
Friesland	Balkster Courant	●	●	
Friesland	Bolswards Nieuwsblad	●	●	
Friesland	Stellingwerf	●	●	
Friesland	Nieuwe Dockumer Courant	●	●	
Friesland	Drachtster Courant	●	●	
Friesland	De Feanster	●	●	
Friesland	Franeker Courant	●	●	
Friesland	Heerenveense Courant	●	●	
Friesland	Huis aan Huis Leeuwarden	●	●	
Friesland	Nieuwe Ooststellingwerf	●	●	
Friesland	Sneeker Nieuwsblad	●	●	

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

The placements options differ per titel, edition and ad combination, depending on your choices. Please contact your accountmanager for this

Advertising packages Region North - door-to-door newspapers and local news magazines

Advertising package	CPM
Door-to-door newspapers and local news magazines	Gross
Combination	
NDC Mediagroep D-t-d newspapers en news magazines	*
NDC Mediagroep Door-to-door newspapers	*
NDC Mediagroep News magazines	*

* Zie Gross page price op Page 8, 9 en 10 (= de som van de individuele tarieven van de bijbehorende titels in de betreffende Combination)

Combination		Combinations Door-to-door newspapers en news magazines		
Province	Edition	NDC Mediagroep Door-to-door newspapers en news magazines	NDC Mediagroep Door-to-door newspapers	NDC Mediagroep News magazines
Hah-kranten				
Friesland	Jouster Courant South Friesland	●	●	
Groningen	Eemsbode	●	●	
Groningen	HS-Krant	●	●	
Groningen	Northerkrant	●	●	
Groningen	Streekblad	●	●	
Groningen	Veendammer	●	●	
Groningen	Westerkwartier	●	●	
Groningen	Groninger Gezinsbode	●	●	
Groningen	Kanaalstreek Ter Apeler Courant	●	●	
Overijssel	De Staphorster	●	●	
Overijssel	Steenwijker Courant	●	●	
News magazines				
Drenthe	Hoogeveensche Courant	●		●
Friesland	Balkster Courant	●		●
Friesland	Stellingwerf	●		●
Friesland	Nieuwe Ooststellingwerper	●		●
Friesland	Nieuwsblad Northoost-Friesland	●		●
Overijssel	Meppeler Courant	●		●
Overijssel	Steenwijker Courant	●		●

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

The placements options differ per titel, edition and ad combination, depending on your choices. Please contact your accountmanager for this

Print Region South
Rate card 2021



Region South - Regional Newspapers

Regional Newspapers	CPM	X	Reach x 1,000 contacts		X	Size factor		X	Position factor		=	Gross page price (1/1)	
	Gross		Mon thru Fri	Sa		Share	Factor		Guaranteed positions	Factor		Mon thru Fri	Sa
<i>De Limburger</i>	€ 38.50		318.4	355.0		2	1.6700		Front page	4		€ 12,258	€ 13,668
						1	1.0000		Page 5	1.1			
<i>North-Limburg</i>	€ 38.50		63.6	72.5		1/2	0.6800		Page 7	1.1		€ 2,449	€ 2,791
<i>Midden-Limburg</i>	€ 38.50		74.1	82.2		1/4	0.3000		Other editorial pages	1		€ 2,853	€ 3,165
<i>Westelijke Mijnstreek</i>	€ 38.50		50.9	55.7		1/5	0.2400		Back page	1.5		€ 1,960	€ 2,144
<i>Parkstad Limburg</i>	€ 38.50		66.4	73.6		1/6	0.2000					€ 2,556	€ 2,834
<i>Maastricht-Heuvelland</i>	€ 38.50		63.4	71.0		1/7	0.1750					€ 2,441	€ 2,734
<i>North- en Midden-Limburg</i>	€ 38.50		137.7	154.7		1/8	0.1500					€ 5,301	€ 5,956
<i>South-Limburg</i>	€ 38.50		180.7	200.3		1/10	0.1200					€ 6,957	€ 7,712
						1/14	0.0900						
						1/20	0.0600						
						1/21	0.0571						
						1/27	0.0450						
						1/43	0.0315						
						1/66	0.0180						

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

A job advertisement is always in combination with Limburgvac.

Advertising packages Region South - Regional Newspapers

Advertising package	CPM
Regional Newspapers	Gross
Combinations and editions	
De Limburger	€ 38,50
Noord-Limburg	€ 38,50
Midden-Limburg	€ 38,50
Westelijke Mijnstreek	€ 38,50
Parkstad Limburg	€ 38,50
Maastricht-Heuvelland	€ 38,50
Noord- en Midden-Limburg	€ 38,50
Zuid-Limburg	€ 38,50

Combination			
De Limburger, edition:	Newspaper combination		
	De Limburger	Noord- en Midden-Limburg	Zuid-Limburg
Noord-Limburg	●	●	
Midden-Limburg	●	●	
Westelijke Mijnstreek	●		●
Parkstad Limburg	●		●
Maastricht-Heuvelland	●		●

The newspaper combination rates only apply to:

- Unaltered material
 - The same posting day (date)
 - All titles and editions belonging to the combi as stated on the rate card
- A job advertisement is always in combination with Limburgvac.

The placements options differ per titel, edition and ad combination, depending on your choices. Please contact your accountmanager for this

Region South - VIA

CPM		X	Reach x 1,000 contacts		X	Size factor		X	Position factor		=	Gross page price (1/1)	
Weekly newspaper	Gross		Mon thru Fri	Share		Factor	Guaranteed positions		Factor	Mon thru Fri			
VIA Hele Circulation	€ 34.00		380.0	2	1.6700	Front page	4		€ 12,920				
VIA Horst-Venray	€ 34.00		30.8	1	1.0000	Other editorial pages	1						
VIA Venlo	€ 34.00		53.4	1/2	0.6800	Back page	1.5		€ 1,047				
VIA Roermond	€ 34.00		56.6	1/4	0.3000				€ 1,816				
VIA Weert	€ 34.00		24.7	1/7	0.1750				€ 1,924				
VIA Parkstad Limburg Heerlen-Brunssum	€ 34.00		45.5	1/8	0.1500				€ 840				
VIA Parkstad Limburg Kerkrade-Landgraaf	€ 34.00		32.5	1/16	0.0800				€ 1,547				
VIA Westelijke Mijnstreek	€ 34.00		58.0	1/20	0.0600				€ 1,105				
VIA Maastricht-Heuvelland	€ 34.00		78.5	1/21	0.0571				€ 1,972				
VIA Noord-Limburg	€ 34.00		84.2	1/32	0.0400				€ 2,669				
VIA Midden-Limburg	€ 34.00		81.3	1/43	0.0315				€ 2,863				
VIA Parkstad Limburg	€ 34.00		78.0						€ 2,764				
VIA Noord- en Midden-Limburg	€ 34.00		165.5						€ 2,652				
VIA Zuid-Limburg	€ 34.00		214.5						€ 5,627				
									€ 7,293				

The newspaper combination rates only apply to:

- Unaltered material
- The same posting day (date)
- All titles and editions belonging to the combi as stated on the rate card

Advertising packages Region South - VIA

Advertising package	CPM
Weekly newspaper	Gross
Combinations	
VIA entire edition	€ 34.00
VIA Horst-Venray	€ 34.00
VIA Venlo	€ 34.00
VIA Roermond	€ 34.00
VIA Weert	€ 34.00
VIA Parkstad Limburg Heerlen-Brunssum	€ 34.00
VIA Parkstad Limburg Kerkrade-Landgraaf	€ 34.00
VIA Westelijke Mijnstreek	€ 34.00
VIA Maastricht-Heuvelland	€ 34.00
VIA North Limburg	€ 34.00
VIA Central Limburg	€ 34.00
VIA Parkstad Limburg	€ 34.00
VIA North and Central Limburg	€ 34.00
VIA South Limburg	€ 34.00

Combination						
Edition	Newspaper combination					
	VIA entire edition	VIA North-Limburg	VIA Central Limburg	VIA Parkstad Limburg	VIA North and Central Limburg	VIA South Limburg
VIA Horst-Venray	●	●			●	
VIA Venlo	●	●			●	
VIA Roermond	●		●		●	
VIA Weert	●		●		●	
VIA Parkstad Limburg Heerlen-Brunssum	●			●		●
VIA Parkstad Limburg Kerkrade-Landgraaf	●			●		●
VIA Westelijke Mijnstreek	●					●
VIA Maastricht-Heuvelland	●					●

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The placements options differ per titel, edition and ad combination, depending on your choices. Please contact your accountmanager for this

Print Region West
Rate card 2021



Region West - Regional Newspapers

		CPM	Reach x 1,000 contacts		Size factor		Position factor		Gross page price (1/1)		Season	
Code	Regional Newspapers	Gross	Mon thru Fri	Sa	Share	Factor	Guaranteed positions	Factor	Mon thru Fri	Sa	Mon-Sa	Factor
K51	Mediahuis Regional Newspapers West	€ 38.50	546.7	632.9	2	1.6700	Front page	4	€ 21,048	€ 24,367	Special days*	1.15
K32	Noordhollands Dagblad	€ 38.50	338.6	382.2	1	1.0000	Page 3	2	€ 13,036	€ 14,715		
K05	Haarlems Dagblad Combinatie	€ 38.50	87.2	103.8	1/2	0.6800	Page 5	2	€ 3,357	€ 3,996		
12P	Leidsch Dagblad	€ 38.50	61.5	78.4	1/4	0.3000	Page 7	1.5	€ 2,368	€ 3,018		
13P	De Gooi- en Eemlander	€ 38.50	59.4	68.5	1/5	0.2400	Back page	1.5	€ 2,287	€ 2,637		
					1/6	0.2000	Front page Region	3				
K01	Schager Courant / Helderse Courant	€ 38.50	64.5	70.1	1/8	0.1500	Page 3 Region	2.5	€ 2,483	€ 2,699		
K06	Dagblad Waterland / Dagblad Zaanstreek	€ 38.50	86.6	100.5	1/10	0.1200	Back page Theme	1.2	€ 3,334	€ 3,869		
K21	Alkmaarsche Courant / Dagblad Kennemerland	€ 38.50	111.0	125.7	1/12	0.1000	Obituaries, Personal Announcements Module	1.5	€ 4,274	€ 4,839		
K31	Newspaper combination Noord Noord-Holland	€ 38.50	221.3	246.2	1/14	0.0900	Personel	1	€ 8,520	€ 9,479		
					1/20	0.0600	Other guaranteed positions	1.2	€ 1,074	€ 1,186		
01P	Helderse Courant	€ 38.50	27.9	30.8	1/21	0.0571			€ 1,409	€ 1,513		
01Q	Schager Courant	€ 38.50	36.6	39.3	1/24	0.0500			€ 2,945	€ 3,307		
02P	Dagblad voor West-Friesland	€ 38.50	76.5	85.9	1/43	0.0315			€ 3,092	€ 3,473		
03P	Alkmaarsche Courant	€ 38.50	80.3	90.2					€ 1,182	€ 1,367		
04P	Dagblad Kennemerland	€ 38.50	30.7	35.5					€ 2,044	€ 2,510		
06P	Dagblad Zaanstreek	€ 38.50	53.1	65.2					€ 1,290	€ 1,359		
06Q	Dagblad Waterland	€ 38.50	33.5	35.3					€ 2,730	€ 3,184		
05P	Haarlems Dagblad	€ 38.50	70.9	82.7					€ 628	€ 812		
05Q	IJmuider Courant	€ 38.50	16.3	21.1								

* See Special Days Calendar 2021

Advertising packages Region West - Regional Newspapers

Advertising packages		CPM
Code	Regional Newspapers	Gross
K51	Mediahuis Regional Newspapers West	€ 38,50
K32	Noordhollands Dagblad	€ 38,50
K05	Haarlems Dagblad Combinatie	€ 38,50
12P	Leidsch Dagblad	€ 38,50
13P	De Gooi- en Eemlander	€ 38,50
K01	Schager Courant / Helderse Courant	€ 38,50
K06	Dagblad Waterland / Dagblad Zaanstreek	€ 38,50
K21	Alkmaarsche Courant / Dagblad Kennemerland	€ 38,50
K31	Newspaper combination Noord Noord-Holland	€ 38,50

Combination							
Code	Edition	Combination					
		K01	K05	K21	K31	K32	K51
01P	Helderse Courant	●			●	●	●
01Q	Schager Courant	●			●	●	●
02P	Dagblad voor West-Friesland				●	●	●
03P	Alkmaarsche Courant			●	●	●	●
04P	Dagblad Kennemerland			●		●	●
06P	Dagblad Zaanstreek					●	●
06Q	Dagblad Waterland					●	●
12P	Leidsch Dagblad						●
13P	De Gooi- en Eemlander						●
05P	Haarlems Dagblad		●				●
05Q	IJmuider Courant		●				●

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The following also applies to the De Telegraaf + Mediahuis Regional Newspapers West combination:

- Placements without position guarantee (except back page, factor 1.5)
- The ad sizes S101V, D101V, D102VL, D104VL en D108VL

The placements options differ per titel, edition and ad combination, depending on your choices. Please contact your accountmanager for this

Print Magazines
Rate card 2021



Magazines

CPM		X	Reach x 1.000 contacts		X	Size factor		X	Position factor		=	Gross page price (1/1)		X	Season	
	Gross		Mon-Sa	Sa		Share	Factor		Guaranteed positions	Factor		Mon-Sa	Sa		Mon-Sa	Factor
Nationwide																
Autovisie	€ 12.80		311.6		2	2.0000		Cover 2 and/or Page 3	1.2			€ 3,988				
Privé	€ 7.45		900.9		1	1.0000		Back page	1.5			€ 6,712				
VROUW Glossy	€ 26.50		292.2		1/2	0.7500		Other guaranteed positions	1.2			€ 7,743				
VROUW Magazine	€ 11.90			881.1	1/4	0.4000							€ 10,485			
Regional																
VRIJ Magazine Mediahuis Regional Newspapers West	€ 13.30			632.9									€ 8,418			
VRIJ Magazine Noordhollands Dagblad	€ 18.45			382.2									€ 7,052			
VRIJ Magazine Haarlems Dagblad	€ 18.45			103.8									€ 1,915			
VRIJ Magazine Leidsch Dagblad	€ 18.45			78.4									€ 1,446			
VRIJ Magazine De Gooi- en Eemlander	€ 18.45			68.5									€ 1,264			
															Special days*	1.15

* See Special Days Calendar 2021

Special Days Calendar 2021

Special days	Seasonal factor 1.15
Easter	Tue. March 30 to Sa. April 3
Pentecost	Tue. May 18 to Sa. May 22
Singles day	Thu. Nov 11
Black Friday Week	Wed. Nov 24 to vr. Nov 26
Cyber Monday	Mon. Nov 29
Christmas	Mon. Dec 13 to vr. Dec 24
New Years Eve	Mon. Dec 27 to vr. Dec 31