

Branded content
Rate card 2021



Branded content online

| NATIVE ARTICLE | | | | |
|----------------------------------|---|--------------|--------------------------|-------------------------|
| Product | Productspecification ** | Rate (gross) | Rate QV * | Period of deployment |
| Elastic native | Distribution technology in which the branded content article is placed under an editorial article | | € 1.00 | Based on objective |
| Fixed native article | | | | |
| Telegraaf.nl (homepage) | Native Article page including content pusher on homepage | € 28,000 | | 1 day (07.00 - 07.00) |
| Telegraaf.nl (homepage) | Native Article page including content pusher on homepage | € 17,000 | | halve day (07.00-17.00) |
| Telegraaf.nl/entertainment | Native Article page including content pusher on section entertainment | € 6,250 | | 1 day (07.00 - 07.00) |
| Telegraaf.nl/financieel | Native Article page including content pusher on section financieel | € 5,900 | | 1 day (07.00 - 07.00) |
| Telegraaf.nl/financieel/carrière | Native Article page including content pusher on section financieel/carrière | € 400 | | 7 days |
| Telegraaf.nl/lifestyle | Native Article page including content pusher on section lifestyle | € 1,300 | | 1 day (07.00 - 07.00) |
| Telegraaf.nl/sport | Native Article page including content pusher on section sport | € 3,500 | | 1 day (07.00 - 07.00) |
| Telegraaf.nl/vrouw | Native Article page including content pusher on section VROUW | € 2,950 | | 1 day (07.00 - 07.00) |
| Metronieuws.nl (homepage) | Native Article page including content pusher on homepage | € 1,875 | | 7 days |
| Autovisie.nl | Native Article page including content pusher on homepage | € 1,875 | | 7 days |
| NHD.nl | Native Article page including content pusher on homepage | € 3,300 | | 7 days |
| Gooieneemlander.nl | Native Article page including content pusher on homepage | € 1,650 | | 7 days |
| Haarlemsdagblad.nl | Native Article page including content pusher on homepage | € 1,650 | | 7 days |
| Ijmuidercourant.nl | Native Article page including content pusher on homepage | € 1,650 | | 7 days |
| Leidschdagblad.nl | Native Article page including content pusher on homepage | € 1,650 | | 7 days |
| Beautify.nl | Native Article page **** | € 1,000 | | Always online |
| Bedrock.nl | Native Article page **** | € 1,000 | | Always online |
| Culy.nl | Native Article page **** | € 1,000 | | Always online |
| Famme.nl | Native Article page **** | € 1,000 | | Always online |
| JMouders.nl | Native Article page **** | € 1,000 | | Always online |
| Mamaenzo.nl | Native Article page **** | € 1,000 | | Always online |
| Manners.nl | Native Article page **** | € 1,000 | | Always online |
| Nsmb.nl | Native Article page **** | € 1,000 | | Always online |
| Onemoregthing.nl | Native Article page **** | € 1,000 | | Always online |
| Roomed.nl | Native Article page **** | € 1,000 | | Always online |
| Want.nl | Native Article page **** | € 1,000 | | Always online |
| Workjuice | Native Article page **** | € 1,000 | | Always online |
| Product | Productspecification ** | Rate (gross) | Rate QV * | Period of deployment |
| Native article dossier ** | Sponsored article included in file page De Telegraaf **** | € 1,000 | | Always online |
| Traffic boost native article | Productspecification *** | Rate (gross) | Rate CPM | Period of deployment |
| Contentpusher | IAB display format that drives traffic towards a native article | | ROS € 3.06 ROC € 2.81 | Based on objective |

* Any visitor who has seen the content for longer than 15 seconds

** Production costs Native Artikel and Native Artikel Dossier € 750.-

*** Production costs contentpusher € 150.-

**** Native Article (fixed per placement) and Native Article File always in combination with Content Pusher (CPM)

Branded content online

| SOCIAL MEDIA | | | |
|--------------|----------------|-------------------|---------------|
| | Instagram post | Instagram stories | Facebook post |
| Autovisie | € 950 | € 725 | € 700 |
| Beautify | € 325 | € 200 | € 2,700 |
| Bedrock | € 625 | € 450 | € 1,550 |
| Culy | € 1,050 | € 800 | € 1,250 |
| Dumpert | € 8,750 | € 7,000 | € 8,750 |
| Famme | € 100 | € 25 | € 2,250 |
| JM Ouders | | € 500 | € 550 |
| Mama en Zo | | € 500 | € 1,200 |
| Manners | € 425 | € 300 | € 1,350 |
| Metro | € 850 | € 650 | € 2,700 |
| NSMBL | € 600 | € 650 | € 2,700 |
| OneMoreThing | | € 500 | € 100 |
| Roomed | € 500 | € 325 | € 950 |
| VROUW | € 850 | € 650 | € 2,250 |
| WANT | € 125 | € 50 | € 1,050 |
| WorkJuice | | € 500 | € 50 |

Rates excluding production costs. Only possible in combination with Native Article.

| VIDEO | | |
|--|--|---------|
| Dumpert Video Seeder | | € 7,500 |
| Branded Content Video, telegraaf.nl/video | | € 5,000 |
| Branded Content Video Youtube, Youtube kanaal De Telegraaf | | € 7,500 |

Rates excluding production costs

| NEWSLETTERS | | | | | |
|-------------|---------------------------|-------------|--|--------------------------------|---------|
| Size | Newsletter | Circulation | Frequency | Rate per placement | |
| Advertorial | De Telegraaf Lunch Update | 257,898 | Daily at 12:00 PM | € 1,825 | |
| | De Telegraaf Zondag | 162,902 | Weekly on Sundays | € 1,155 | |
| | DFT | 26,802 | Daily at 9:30 AM | € 670 | |
| | DFT Geld | 26,364 | Weekly on Sundays | € 660 | |
| | De Telegraaf Vrouw | | 19,162 | Daily at 10:00 AM | € 383 |
| | | | 81,554 | Weekly on Saturday at 10:00 AM | € 1,655 |
| | De Telegraaf Sport | 22,496 | Daily at 08:00 AM | € 160 | |
| | De Telegraaf Privé | 17,643 | Daily at 3:00 PM | € 126 | |
| | De Telegraaf VRIJ | 25,537 | Weekly on Tuesday | € 180 | |
| | Bedrock.nl | 7,404 | 2 times a week on Wednesday and Saturday morning | € 195 | |
| | Culy.nl | 12,891 | Daily | € 255 | |

| BRANDED CONTENT BLOCK | |
|-----------------------|-------------|
| Title/device | Crossdevice |
| Autovisie | € 5,000 |
| Culy | € 5,000 |
| Famme | € 1,500 |
| Manners | € 7,500 |
| Metro | € 7,500 |
| NSMBL | € 1,500 |
| OneMoreThing | € 7,500 |
| WANT | € 5,000 |

Rates excluding production costs.

Period of deployment always four weeks

| OTHER BRANDED CONTENT PRODUCTS | | | | |
|---|---|-----------------|------------|----------------------|
| Product | Product specification | Rate (gross) | Rate (CPM) | Period of deployment |
| Matchmaker | Interactive quiz tool that brings the target group into contact with your brand or product in an entertaining way | On request | | Based on objective |
| Elastic Chat | Conversation tool to involve target group in the campaign in an interactive way | | € 14,00 | Based on objective |
| Branded webinar Telegraaf.nl | Commercial webinar including distribution package and production costs | € 12,500 | | |
| Branded webinar Telegraaf.nl/financieel | Commercial webinar including distribution package and production costs | € 12,500 | | |
| Dumpert.nl | Productplacement / sponsoring (DumpertReeten / DumpertEten) | In consultation | | Based on objective |

Branded content De Telegraaf

| Modules | | CPM | Reach x 1,000 contacts | | Size factor | | Position factor | | Season | |
|------------|--|---------|------------------------|---------|-------------|---------------|----------------------------|--------|------------------|--------|
| Code | Name | Gross | Mon thru Fri | Sa | Share | Content sizes | Guaranteed positions | Factor | Mon thru Sa | Factor |
| Combinatie | | | | | | | | | | |
| | De Telegraaf + Mediahuis Regionale Dagbladen West* | € 33.50 | 1,614.6 | 2,099.2 | 2 | 2.0875 | Page 3 | 2 | Speciale days*** | |
| | Nationwide | | | | 1 | 1.2500 | Page 5 | 2 | | |
| | De Telegraaf | € 27.50 | 1,067.9 | 1,466.3 | 1/2 | 0.8500 | Page 7 | 1.5 | | |
| | Regional | | | | 1/4 | 0.3750 | DFT | 1.5 | | |
| | De Telegraaf, Amsterdam supplement (do.)** | € 38.50 | 267.7 | | | | Back page | 1.5 | | |
| | | | | | | | Back page Theme | 1.2 | | |
| | | | | | | | Amsterdam supplement | 1 | | |
| | | | | | | | Sport | 1 | | |
| | | | | | | | 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

Branded content Regional Newspapers

| Modules | | CPM | Reach x 1,000 contacts | | Size factor | | Position factor | | Season | |
|------------|---|---------|------------------------|---------|-------------|---------------|---|--------|-----------------|--------|
| Code | Name | Gross | Mon thru Fri | Sa | Share | Content sizes | Guaranteed positions | Factor | Mon thru Sa | Factor |
| Combinatie | | | | | | | | | | |
| | <i>De Telegraaf + Mediahuis Regionale Dagbladen West*</i> | € 33.50 | 1,614.6 | 2,099.2 | 2 | 2.0875 | Page 3 | 2 | Speciale days** | 1.15 |
| | | | | | 1 | 1.2500 | Page 5 | 2 | | |
| | | | | | 1/2 | 0.8500 | Page 7 | 1.5 | | |
| | | | | | 1/4 | 0.3750 | Back page | 1.5 | | |
| Regional | | | | | | | Frontpage Region | 3 | | |
| K51 | <i>Mediahuis Regionale Dagbladen West</i> | € 38.50 | 546.7 | 632.9 | | | Page 3 Region | 2.5 | | |
| K32 | <i>Noordhollands Dagblad</i> | € 38.50 | 338.6 | 382.2 | | | Back page Thema | 1.2 | | |
| K05 | <i>Haarlems Dagblad Combinatie</i> | € 38.50 | 87.2 | 103.8 | | | Obituaries, Personal Announcements Module | 1.5 | | |
| 12P | <i>Leidsch Dagblad</i> | € 38.50 | 61.5 | 78.4 | | | Personel | 1 | | |
| 13P | <i>De Gooi- en Eemlander</i> | € 38.50 | 59.4 | 68.5 | | | Other guaranteed positions | 1.2 | | |
| K01 | <i>Schager Courant / Helderse Courant</i> | € 38.50 | 64.5 | 70.1 | | | | | | |
| K06 | <i>Dagblad Waterland / Dagblad Zaanstreek</i> | € 38.50 | 86.6 | 100.5 | | | | | | |
| K21 | <i>Alkmaarsche Courant / Dagblad Kennemerland</i> | € 38.50 | 111.0 | 125.7 | | | | | | |
| K31 | <i>Dagbladcombinatie Noord Noord-Holland</i> | € 38.50 | 221.3 | 246.2 | | | | | | |
| 01P | <i>Helderse Courant</i> | € 38.50 | 27.9 | 30.8 | | | | | | |
| 01Q | <i>Schager Courant</i> | € 38.50 | 36.6 | 39.3 | | | | | | |
| 02P | <i>Dagblad voor West-Friesland</i> | € 38.50 | 76.5 | 85.9 | | | | | | |
| 03P | <i>Alkmaarsche Courant</i> | € 38.50 | 80.3 | 90.2 | | | | | | |
| 04P | <i>Dagblad Kennemerland</i> | € 38.50 | 30.7 | 35.5 | | | | | | |
| 06P | <i>Dagblad Zaanstreek</i> | € 38.50 | 53.1 | 65.2 | | | | | | |
| 06Q | <i>Dagblad Waterland</i> | € 38.50 | 33.5 | 35.3 | | | | | | |
| 05P | <i>Haarlems Dagblad</i> | € 38.50 | 70.9 | 82.7 | | | | | | |
| 05Q | <i>IJmuider Courant</i> | € 38.50 | 16.3 | 21.1 | | | | | | |

NDC titels (Leeuwarder Courant, Friesch Dagblad, Dagblad van het Noorden :
for options please contact your account manager

* For the price conditions see page 'Advertising packages'

** See Special Days Calendar 2021

Branded content Magazines

| Modules | | | CPM | Reach x 1,000 contacts | | Size factor | | Position factor | | Season | |
|------------|--|---------|-----|------------------------|-------|-------------|---------------|----------------------------|--------|----------------|--------|
| Code | Name | Gross | | Mon thru Sa | Sa | Share | Content sizes | Guaranteed positions | Factor | Mon thru Sa | Factor |
| Nationwide | | | | | | | | | | | |
| | Autovisie | € 12.80 | X | 311.6 | | 2 | 2.5000 | Cover 2 and/or page 3 | 1.2 | Speciale days* | 1.15 |
| | Privé | € 7.45 | X | 900.9 | | 1 | 1.2500 | Back page | 1.5 | | |
| | VROUW Glossy | € 26.50 | X | 292.2 | | 1/2 | 0.9380 | Other guaranteed positions | 1.2 | | |
| | VROUW Magazine | € 11.90 | X | | 881.1 | 1/4 | 0.5000 | | | | |
| Regional | | | | | | | | | | | |
| | VRIJ Magazine Mediahuis Regionale Dagbladen West | € 13.30 | X | | 632.9 | | | | | | |
| | VRIJ Magazine Noordhollands Dagblad | € 18.45 | X | | 382.2 | | | | | | |
| | VRIJ Magazine Haarlems Dagblad | € 18.45 | X | | 103.8 | | | | | | |
| | VRIJ Magazine Leidsch Dagblad | € 18.45 | X | | 78.4 | | | | | | |
| | VRIJ Magazine De Gooi- en Eemlander | € 18.45 | X | | 68.5 | | | | | | |

| Custom made | | | |
|--------------------------|--|--------------|----------------------|
| Product | Product specification | Rate (gross) | Period of deployment |
| VROUW Magazine | Turning cover (4 or 8 pages) | On request | On Saturdays |
| Premium branded magazine | Customized special of branded magazine | On request | |

| Production costs | |
|--------------------------|------------|
| Branded content 1 page | € 750 |
| Branded content spread | € 1,500 |
| Premium branded magazine | On request |

* 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 |