

Personel
Rate card 2022



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	0.35	0.35	0.35	0.18	0.18
		Code	D101V	D102VL	D104BS	D104BL	D104VL	D108BL	D108BS
	Position factor DFT	Reach x 1000	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)	1.2	1,475.4	€ 50,459	€ 34,312	€ 17,661	€ 17,661	€ 17,661	€ 9,083	€ 9,083
Tuesday to Friday	1.2	1,046.1	€ 35,777	€ 24,328	€ 12,522	€ 12,522	€ 12,522	€ 6,440	€ 6,440

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 Personel	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	0.35	0.35	0.35	0.18	0.18	
	Code	D101V	D102VL	D104B	D104L	D104VL	D108VL	D108BS	
Placement on Saturday	Reach x 1000	gross price	gross price	gross price	gross price	gross price	gross price	gross price	
K51	Mediahuis Regional newspapers West	594.2	€ 23,471	€ 15,960	€ 8,215	€ 8,215	€ 8,215	€ 4,225	€ 4,225
K32	Noordhollands Dagblad	364.9	€ 14,414	€ 9,801	€ 5,045	€ 5,045	€ 5,045	€ 2,594	€ 2,594
K05	Haarlems Dagblad Combinatie	95.9	€ 3,788	€ 2,576	€ 1,326	€ 1,326	€ 1,326	€ 682	€ 682
12P	Leidsch Dagblad	66.3	€ 2,619	€ 1,781	€ 917	€ 917	€ 917	€ 471	€ 471
13P	De Gooi- en Eemlander	67.1	€ 2,650	€ 1,802	€ 928	€ 928	€ 928	€ 477	€ 477
02P	Dagblad voor West-Friesland	85	€ 3,358	€ 2,283	€ 1,175	€ 1,175	€ 1,175	€ 604	€ 604
K01	Helderse Courant / Schager Courant	59.9	€ 2,366	€ 1,609	€ 828	€ 828	€ 828	€ 426	€ 426
K06	Dagblad Waterland / Dagblad Zaanstreek	91	€ 3,595	€ 2,444	€ 1,258	€ 1,258	€ 1,258	€ 647	€ 647
K21	Alkmaarsche Courant / Dagblad Kennemerland	129	€ 5,096	€ 3,465	€ 1,783	€ 1,783	€ 1,783	€ 917	€ 917

Job posting in Regional section									
Placement on Monday to Friday	Reach x 1000	gross price *	gross price *	gross price *	gross price *	gross price *	gross price *	gross price *	
K51	Mediahuis Regional newspapers West	531.2	€ 20,982	€ 14,268	€ 7,344	€ 7,344	€ 7,344	€ 3,777	€ 3,777
K32	Noordhollands Dagblad	328.3	€ 12,968	€ 8,818	€ 4,539	€ 4,539	€ 4,539	€ 2,334	€ 2,334
K05	Haarlems Dagblad Combinatie	83.8	€ 3,310	€ 2,251	€ 1,159	€ 1,159	€ 1,159	€ 596	€ 596
12P	Leidsch Dagblad	56.2	€ 2,220	€ 1,510	€ 777	€ 777	€ 777	€ 400	€ 400
13P	De Gooi- en Eemlander	62.9	€ 2,485	€ 1,689	€ 870	€ 870	€ 870	€ 447	€ 447
02P	Dagblad voor West-Friesland	75.6	€ 2,986	€ 2,031	€ 1,045	€ 1,045	€ 1,045	€ 538	€ 538
K01	Helderse Courant / Schager Courant	54.8	€ 2,165	€ 1,472	€ 758	€ 758	€ 758	€ 390	€ 390
K06	Dagblad Waterland / Dagblad Zaanstreek	84.2	€ 3,326	€ 2,262	€ 1,164	€ 1,164	€ 1,164	€ 599	€ 599
K21	Alkmaarsche Courant / Dagblad Kennemerland	113.7	€ 4,491	€ 3,054	€ 1,572	€ 1,572	€ 1,572	€ 808	€ 808

* 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). Width and height of the possible sizes Sat may differ from those on Mon - Fri.

Questions?
Our team is ready for you.

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