

Speurders (classified ads)
Rate card 2022



Speurders (classified ads)

Rate calculation

Number of columns x height = format in MM

format in MM x millimeter rate = gross price excl. VAT

Typeset size		
Columns	1	2
Width in MM	41	86

Calculation example		
Basic Speurder (Text ad) in De Telegraaf of 2 columns and 100 mm height on Monday		
Columns	2	
Height	100 mm	
Millimeter rate	€ 3.91	MM rate De Telegraaf
Campaign price	2 x 100 mm x € 3.91 = € 782.- exclusive of VAT	

Speurders (classified ads)

Package		
Travel & Leisure De Telegraaf + Mediahuis Regional Newspapers West (K51)		Sa
BasisSpeurder (text ad)		€ 7.14
BeeldSpeurder (with image/logo)		€ 10.88

Nationwide			
De Telegraaf		Mo/Fri	Sa
BasisSpeurder (text ad)		€ 3.91	€ 5.08
BeeldSpeurder (with image/logo)		€ 6.70	€ 8.69

Regional			
K51	Mediahuis Regionale Dagbladen West	We	Sa
	BasisSpeurder (text ad)	€ 4.34	€ 4.89
	BeeldSpeurder (with image/logo)	€ 5.88	€ 6.62
K32	Noordhollands Dagblad	We	Sa
	BasisSpeurder (text ad)	€ 2.69	€ 2.97
	BeeldSpeurder (with image/logo)	€ 3.65	€ 4.02
K05	Haarlems Dagblad Combinatie	We	Sa
	BasisSpeurder (text ad)	€ 0.69	€ 0.80
	BeeldSpeurder (with image/logo)	€ 0.93	€ 1.08
12P	Leidsch Dagblad	We	Sa
	BasisSpeurder (text ad)	€ 0.49	€ 0.54
	Beeldspeurder	€ 0.66	€ 0.74
13P	De Gooi- en Eemlander	We	Sa
	BasisSpeurder (text ad)	€ 0.47	€ 0.53
	BeeldSpeurder (with image/logo)	€ 0.64	€ 0.72

Combinations				
Edition Code Newspaper Combination	K05	K32	K51	Travel & Leisure
<i>De Telegraaf</i>				●
<i>Helderse Courant</i>		●	●	●
<i>Schager Courant</i>		●	●	●
<i>Dagblad voor West-Friesland</i>		●	●	●
<i>Alkmaarsche Courant</i>		●	●	●
<i>Dagblad Kennemerland</i>		●	●	●
<i>Dagblad Zaanstreek</i>		●	●	●
<i>Dagblad Waterland</i>		●	●	●
<i>Haarlems Dagblad</i>	●		●	●
<i>IJmuider Courant</i>	●		●	●
<i>Leidsch Dagblad</i>			●	●
<i>De Gooi- en Eemlander</i>			●	●

Questions?
Our team is ready for you

Call us via +31 88 824 0234
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