

Programmatic
Rate card 2022



Programmatic

Desktop/tablet	Format	Floor price
300 x 250	Medium Rectangle	€ 2.00
336 x 280	Large Rectangle	€ 2.00
160 x 600	Wide Skyscraper	€ 2.00
728 x 90	Leaderboard	€ 1.50
970 x 90	Super Leaderboard	€ 2.00
300 x 600	Half Page Ad	€ 6.50
970 x 250	Billboard	€ 7.50
1800 x 200	Super Header / Substantial	€ 10.00
1800 x 1000	Skin + Leaderboard / Full width header	€ 11.00
970 x 1000	Skin + Billboard	€ 11.00
	Fluid ad	€ 3.50

Mobile	Format	Floor price
300 x 250	Mobile Medium Rectangle	€ 2.00
320 x 50	Mobile banner	€ 1.00
320 x 100	Double-sized banner	€ 1.00
320 x 240	Mobile Half Page Ad (Rich Media)	€ 3.00
300 x 250	Swipe cube	€ 4.00
320 x 500	Interscroller	€ 6.00
	Fluid ad	€ 3.50
320x400	Mobile portrait	€ 6.00
300x600	Half page Ad	€ 6.50

Video	Format	Floor price
	Instream / Pre-roll	€ 14.00
	Outstream / In-article video	€ 7.00
	Youtube Instream / Pre-roll	€ 13.00
	Instream / Bumper Ad	€ 8.00

Interest (only with ROS and RON)
Based on targeted search behavior of visitor
Car Lovers
Fam & Relations
Fashion Lovers
Finance Business
Finance Personal
Foodies
Health
Investors
MKB
Movie Lovers
Music lovers
Online Shopper
Sports
Sustainability Lovers
Tech Lovers
Travellers

Socio-demographic
On the basis of socio-demographic characteristics of the visitor
Gender
Age
Education
Social class

Intent
On application
Housing market

Inventory	
Telegraaf.nl	Autovisie.nl
Metronieuws.nl	Beautify.nl
DagbladvanhetNoorden.nl	Bedrock.nl
Frieschdagblad.nl	Culy.nl
Haarlemsdagblad.nl	Famme.nl
Gooieneemlander.nl	JMouders.nl
Ijmuidercourant.nl	Jaap.nl
Leeuwardercourant.nl	Manners.nl
Leidschsdagblad.nl	NSMBL.nl
Limburger.nl	Onemorething.nl
Noordhollandsdagblad.nl	Want.nl

On demand: keyword targeting and custom segments.

Resources:
 Responsive web (desktop/mobile)
 Mobile in-app
 Tablet in-app

Contact your account manager or send an email to programmatic@mediahuis.nl for more information.

Targeting & data

Data	Run of Network Mediahuis			Run of Channel / Run of Site				
	Display	Youtube	Youtube Mediahuis & Partners	National	Regional	Dumpert, subsecties telegraaf.nl	telegraaf.nl/ <subsecties>	Millennials & Generation Z + subchannels
Targeting possibilities + Data surcharges per Quality View:								
Additional data layer Elastic Native (max 4x)	€ 0.25			€ 0.25				€ 0.25
Targeting possibilities + Data surcharges per 1,000 impressions (CPM):								
Youtube		€ 2.60	€ 2.60					
Interest	€ 1.00			€ 1.00	€ 1.00	€ 1.00	€ 1.00	€ 1.00
Sociodemo	€ 1.00			€ 1.00	€ 1.00	€ 1.00	€ 1.00	€ 1.00
Intent	€ 2.00			€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00
Keyword targeting	On request			On request				
Custom segmenten	On request			On request				

Network and Channel format 2022

Name	Definition
Run of Channel (ROC)	A category within our network that includes multiple titles or De Telegraaf.
Run of Site (ROS)	A specific title or subsection of a title, for example Autovisie or Telegraaf.nl/financieel (DFT).
Run of Network (RON)	The entire Mediahuis network: Autovisie, Balkster Courant, Beautify, Bedrock, Culy, Dagblad van het Noorden, De Gooi- en Eemlander, De Limburger, De Noordoostpolder, De Stellingwerf, De Telegraaf, Dumpert, Famme, Flevopost, Friesch Dagblad, Haarlems Dagblad, Hoogeveensche Courant, IJmuider Courant, JM Ouders, Leeuwarder Courant, Leidsch Dagblad, Limburgvac, Manners, Mensenling, Meppeler Courant, Metro, Nieuwe Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, NSMBL, OneMoreThing, Sikkom, Steenwijker Courant, Uit Tips Limburg, VIA, WANT, WijLimburg.

Channels	
News	Balkster Courant, Dagblad van het Noorden, De Gooi- en Eemlander, De Limburger, De Noordoostpolder, De Stellingwerf, De Telegraaf, Flevopost, Friesch Dagblad, Haarlems Dagblad, Hoogeveensche Courant, IJmuider Courant, Leeuwarder Courant, Leidsch Dagblad, Meppeler Courant, Metro, Nieuwe Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, Steenwijker Courant.
Men	Autovisie, Dumpert, Manners, OneMoreThing, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), WANT.
Gen Z & Millenials	Beautify, Bedrock, Culy, Dumpert, Famme, Manners, Metro, NSMBL, OneMoreThing, Sikkom, WANT.
Lifestyle	Beautify, Bedrock, Culy, Manners, MEER magazine, NSMBL, Telegraaf.nl/lifestyle, Telegraaf.nl/VROUW.
Women	Beautify, Bedrock, Famme, JM Ouders, NSMBL, Telegraaf.nl/VROUW.
Sport	The sports sections of De Telegraaf and the regional newspapers.
Food	Culy and the culinary sections of De Telegraaf and De Limburger.
De Telegraaf	De Telegraaf including all subsections: entertainment (Privé), financieel (DFT), lifestyle, nieuws, sport (Telesport), VROUW.
Regional	This channel is the same as the news channel, with the exception of De Telegraaf and Metro.
Entertainment	Dumpert, NSMBL, Sikkom, Telegraaf.nl/entertainment (Privé).
Parenting	Famme, JM Ouders.
Technology	OneMoreThing, WANT.

Formats and specifications

Display formats		Device targeting					Purchasing ways		
size	width x height	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
3D-Cube Swipe Cube	300x250				●	●	●		●
Billboard	970x250		●	●			●	●	●
Double-sized Banner	320x100					●			●
FluidAd CPM	Total max. 130 characters + image*	●	●	●	●	●	●	●	●
Half Page Ad	300x600	●	●	●	●	●	●	●	●
Interscroller	320x500					●	●		●
Large Rectangle	336x280		●	●			●		●
Leaderboard	728x90		●	●			●	●	●
Medium Rectangle	300x250	●	●	●	●	●	●	●	●
Mobile Banner	320x50					●			●
Mobile Half Page Ad (Rich Media)	320 x 240				●	●			●
Mobile Portrait	320x400					●	●		●
Skin + Billboard	1800x1000 / 970x1000		●				●	●	●
Skin + Leaderboard	1800x1000		●				●	●	●
Skin + Leaderboard / full width header	1800x1000		●				●	●	●
Super Header / Substantial	1800x200		●						●
Super Leaderboard	970x90		●						●
Wide Skyscraper	160x600		●	●			●		●

Questions?
Our team is ready for you.

Call us via +31 88 824 0234
or send an e-mail to international@mediahuis.nl

