

Branded content
Rate card 2022



Branded content online

NATIVE ARTICLE				
Product	Product specification **	Rate (gross)	Rate QV *	Period of deployment
Elastic native	Distribution technology in which the branded content article is loaded under an editorial		€ 1,00	Based on objective
Native article (fixed)				
De Telegraaf	Native article page including a booster on homepage	€ 28,750		1 day (07.00 - 07.00)
De Telegraaf	Native article page including a booster on homepage	€ 17,450		half day (07.00-17.00)
Telegraaf.nl/entertainment (Privé)	Native article page including a booster on section entertainment	€ 6,420		1 day (07.00 - 07.00)
Telegraaf.nl/finance (DFT)	Native article page including a booster on section finance	€ 6,050		1 day (07.00 - 07.00)
Telegraaf.nl/lifestyle	Native article page including a booster on section lifestyle	€ 1,335		1 day (07.00 - 07.00)
Telegraaf.nl/sport (Telesport)	Native article page including a booster on section sport	€ 3,595		1 day (07.00 - 07.00)
VROUW	Native article page including a booster on section VROUW	€ 3,030		1 day (07.00 - 07.00)
Metro	Native article page including a booster on homepage	€ 1,925		7 days
Autovisie	Native article page including a booster on homepage	€ 1,925		7 days
Beautify	Native article page ***	€ 1,030		Always online
Bedrock	Native article page ***	€ 1,030		Always online
Culy	Native article page ***	€ 1,030		Always online
Famme	Native article page ***	€ 1,030		Always online
JM Ouders	Native article page ***	€ 1,030		Always online
Manners	Native article page ***	€ 1,030		Always online
NSMBL	Native article page ***	€ 1,030		Always online
OneMoreThing	Native article page ***	€ 1,030		Always online
WANT	Native article page ***	€ 1,030		Always online

Product	Specification **	Rate (gross)		Period of deployment
Native article file **	Sponsored article included in De Telegraaf's file page ****	€ 1,030		Always online

Aanjaging native article	Product specification	Rate (gross)	Rate CPM	Period of deployment
Contentpusher	IAB display expression driving a native article.		ROS € 3.60 ROC € 3.30	Based on objective

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

** Production costs Native Article and Native Article Dossier € 750,-.

*** Native Article (fixed per placement) and Native Article Dossier always in combination with Contentpusher (CPM).

Branded content online

SOCIAL MEDIA					
	Instagram post	Instagram stories	Facebook post	Pinterest post	TikTok post
Autovisie	€ 975	€ 745	€ 720		
Beautify	€ 335	€ 250	€ 2,775		
Bedrock	€ 642	€ 460	€ 1,595		
Culy	€ 1,078	€ 820	€ 1,285	€ 1,070	
Dumpert	€ 9,000	€ 7,200	€ 9,000		€ 4,200
Famme	€ 250	€ 250	€ 2,310		
JM Ouders		€ 515	€ 565		
Manners	€ 435	€ 310	€ 1,385		
Metro	€ 875	€ 670	€ 2,775		
NSMBL	€ 615	€ 670	€ 2,775		
OneMoreThing		€ 515	€ 105		
VROUW	€ 875	€ 670	€ 2,310		
WANT	€ 250	€ 250	€ 1,075		

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

VIDEO	
Dumpert Video Seeder	€ 7,700
Branded Content Video, telegraaf.nl/video	€ 5,135
Branded Content Video Youtube, Youtube kanaal De Telegraaf	€ 7,705

Rates excluding production costs.

BRANDED CONTENT BLOCK	
Title/device	Crossdevice
Autovisie	€ 5,135
Culy	€ 5,135
Famme	€ 1,540
Manners	€ 7,700
Metro	€ 7,700
NSMBL	€ 1,540
OneMoreThing	€ 7,700
WANT	€ 5,135

Rates excluding production costs.
Period of deployment always four weeks.

NEWSLETTERS				
Size	Newsletter	Circulation	Frequency	Rate per placement
Advertorial	De Telegraaf Lunch Update	176,455	Daily at 12:00	€ 1,250
	De Telegraaf Avond	149,924	Monday till Friday 20:45	€ 1,050
	De Telegraaf Zondag	154,337	Weekly on Sunday at 09:15	€ 1,080
	DFT	20,935	Daily at 09:30	€ 500
	DFT Geld	17,166	Weekly on Sunday at 09:00	€ 410
	VROUW	15,558	Monday till Friday at 09:30	€ 310
	VROUW	41,749	Weekly on Saturday at 09:30	€ 835
	Telesport F1	14,081	Saturday and Sunday during race weekend	€ 200
	De Telegraaf VRIJ	13,229	Weekly on Tuesday at 20:00	€ 265
	Culy	12,144	Daily at 15:00	€ 250
	De Limburger Middagupdate	98,354	Daily in the afternoon	€ 600
	Noordhollands Dagblad Lunchupdate	38,862	Daily at 11:45	€ 270
	Noordhollands Dagblad Middagupdate	50,898	Daily at 17:30	€ 360
	Het Beste van Famme	26,739	Weekly on Sa. at 09:30	€ 535
	JM Ouders	26,021	Weekly on Su. at 09:30	€ 520

OTHER BRANDED CONTENT PRODUCTS				
Product	Product specification	Rate (gross)	Base rate RON (CPM)	Period of deployment
Matchmaker	Interactive quiz tool that engages the target audience with your brand or product in an entertaining way	Upon request		Based on objective
Elastic Chat	Conversation tool to involve the target group interactively in the campaign		€ 14.00	Based on objective
Branded webinar Telegraaf.nl	Commercial webinar including distribution package and production costs	€ 12,850		
Branded webinar Telegraaf.nl/finance	Commercial webinar including distribution package and production costs	€ 12,850		
Dumpert.nl	Productplacement / sponsoring (DumpertReeten / DumpertEten)	in consultation		Based on objective

De Telegraaf

Content rates

CPM		x	Reach		=	Gross Advertising Price per whole (1/1) page		x	Size factor Content		=	Gross content price per page share, for example:			
Cost per 1,000 reach			average range (x 1,000 contacts), on:			in the newspaper of:			Page share	Size factor		1	1/2	1/4	
<i>De Telegraaf</i>		€ 28.50	Monday to Friday			Monday to Friday			1	1.2500		Monday to Friday			
<i>De Telegraaf, Amsterdambijlage*</i>		€ 39.50	1,046.1			€ 29,814			1/2	0.8500		<i>De Telegraaf</i>	€ 37,268	€ 25,342	€ 13,044
<i>De Telegraaf</i>		€ 28.50	Thursday			Thursday			1/4	0.4375		Thursday			
			288.5			€ 11,396			<i>2/1 advertising page (spread): upon request</i>						
			Saturday			Saturday			Monday to Friday						
			1,475.4			€ 42,049			<i>De Telegraaf</i>						
									Thursday						
									<i>De Telegraaf, Amsterdambijlage*</i>						
									Saturday						
									<i>De Telegraaf</i>						
									€ 52,561						
									€ 35,742						
									€ 18,396						

Rates are as of prices excluding position factor and seasonal factor, see page 9 for additional cost.

* For other regional placement opportunities in De Telegraaf, please consult your account manager.

Region West - Regional Newspapers, Monday to Friday

Content rates

CPM		x	Reach	=	Gross Advertising Price per whole (1/1) page	x	Size factor Content		=	Gross content price per page share, for example:				
Cost per 1,000 reach	average range (x 1,000 contacts), on:		in the newspaper of:		Page share		Size factor	Page share		1	1/2	1/4		
			Mo-Fr		Mo-Fr		1	1.2500		Monday to Friday				
Mediahuis Regional Newspapers West	€ 39.50		531.2		€ 20,982		1/2	0.8500		Mediahuis Regional Newspapers West	€ 26,228	€ 17,835	€ 11,475	
Noordhollands Dagblad	€ 39.50		328.3		€ 12,968		1/4	0.4375		Noordhollands Dagblad	€ 16,210	€ 11,023	€ 7,092	
Haarlems Dagblad Combination	€ 39.50		83.8		€ 3,310		2/1 advertising page (spread): upon request			Haarlems Dagblad Combination	€ 4,138	€ 2,814	€ 1,810	
Leidsch Dagblad	€ 39.50		56.2		€ 2,220					Leidsch Dagblad	€ 2,775	€ 1,887	€ 1,214	
De Gooi- en Eemlander	€ 39.50		62.9		€ 2,485					De Gooi- en Eemlander	€ 3,106	€ 2,112	€ 1,359	
Noordhollands Dagblad, edition														
Helderse Courant / Schager Courant	€ 39.50		54.8		€ 2,165					Helderse Courant / Schager Courant	€ 2,706	€ 1,840	€ 1,184	
Dagblad Waterland / Dagblad Zaanstreek	€ 39.50		84.2		€ 3,326					Dagblad Waterland / Dagblad Zaanstreek	€ 4,158	€ 2,827	€ 1,819	
Alkmaarsche Courant / Dagblad Kennemerland	€ 39.50		113.7		€ 4,491					Alkmaarsche Courant / Dagblad Kennemerland	€ 5,614	€ 3,817	€ 2,456	
Dagbladcombinatie Noord Noord-Holland	€ 39.50		215.5		€ 8,512					Dagbladcombinatie Noord Noord-Holland	€ 10,640	€ 7,235	€ 4,655	
Helderse Courant	€ 39.50		23.5		€ 928					Helderse Courant	€ 1,160	€ 789	€ 508	
Schager Courant	€ 39.50		31.3		€ 1,236					Schager Courant	€ 1,545	€ 1,051	€ 676	
Dagblad voor West-Friesland	€ 39.50		75.6		€ 2,986					Dagblad voor West-Friesland	€ 3,733	€ 2,538	€ 1,633	
Alkmaarsche Courant	€ 39.50		85.1		€ 3,361					Alkmaarsche Courant	€ 4,201	€ 2,857	€ 1,838	
Dagblad Kennemerland	€ 39.50		28.6		€ 1,130					Dagblad Kennemerland	€ 1,413	€ 961	€ 618	
Dagblad Zaanstreek	€ 39.50		54.6		€ 2,157					Dagblad Zaanstreek	€ 2,696	€ 1,833	€ 1,180	
Dagblad Waterland	€ 39.50		29.6		€ 1,169					Dagblad Waterland	€ 1,461	€ 994	€ 639	
Haarlems Dagblad Combination														
Haarlems Dagblad	€ 39.50		72.3		€ 2,856					Haarlems Dagblad	€ 3,570	€ 2,428	€ 1,562	
IJmuider Courant	€ 39.50		11.5		€ 454					IJmuider Courant	€ 568	€ 386	€ 249	

Rates are as of prices excluding position factor and seasonal factor, see page 9 for additional cost.

Region West - Regional Newspapers, Saturday

Content rates

CPM		x	Reach		=	Gross Advertising Price per whole (1/1) page		x	Size factor Content		=	Gross content price per page share, for example:			
Cost per 1,000 reach	average range (x 1,000 contacts), on:		in the newspaper of:	Page share		Size factor	1		1/2	1/4					
			Saturday			Saturday									
Mediahuis Regional Newspapers West	€ 39.50		594.2			€ 23,471		1	1.2500			€ 29,339	€ 19,950	€ 12,836	
Noordhollands Dagblad	€ 39.50		364.9			€ 14,414		1/2	0.8500			€ 18,018	€ 12,252	€ 7,883	
Haarlems Dagblad Combination	€ 39.50		95.9			€ 3,788		1/4	0.4375			€ 4,735	€ 3,220	€ 2,072	
Leidsch Dagblad	€ 39.50		66.3			€ 2,619		2/1 advertising page (spread): upon request				€ 3,274	€ 2,226	€ 1,432	
De Gooi- en Eemlander	€ 39.50		67.1			€ 2,650				€ 3,313	€ 2,253	€ 1,449			
Noordhollands Dagblad, edition															
Helderse Courant / Schager Courant	€ 39.50		59.9			€ 2,366						€ 2,958	€ 2,011	€ 1,294	
Dagblad Waterland / Dagblad Zaanstreek	€ 39.50		91			€ 3,595						€ 4,494	€ 3,056	€ 1,966	
Alkmaarsche Courant / Dagblad Kennemerland	€ 39.50		129			€ 5,096						€ 6,370	€ 4,332	€ 2,787	
Dagbladcombinatie Noord Noord-Holland	€ 39.50		239.3			€ 9,452						€ 11,815	€ 8,034	€ 5,169	
Helderse Courant															
Helderse Courant	€ 39.50		26.7			€ 1,055						€ 1,319	€ 897	€ 577	
Schager Courant															
Schager Courant	€ 39.50		33.2			€ 1,311						€ 1,639	€ 1,114	€ 717	
Dagblad voor West-Friesland															
Dagblad voor West-Friesland	€ 39.50		85			€ 3,358						€ 4,198	€ 2,854	€ 1,837	
Alkmaarsche Courant															
Alkmaarsche Courant	€ 39.50		94.4			€ 3,729						€ 4,661	€ 3,170	€ 2,039	
Dagblad Kennemerland															
Dagblad Kennemerland	€ 39.50		34.6			€ 1,367						€ 1,709	€ 1,162	€ 748	
Dagblad Zaanstreek															
Dagblad Zaanstreek	€ 39.50		57.9			€ 2,287						€ 2,859	€ 1,944	€ 1,251	
Dagblad Waterland															
Dagblad Waterland	€ 39.50		33.1			€ 1,307						€ 1,634	€ 1,111	€ 715	
Haarlems Dagblad Combination															
Haarlems Dagblad	€ 39.50		80.2			€ 3,168						€ 3,960	€ 2,693	€ 1,733	
Umuider Courant	€ 39.50		15.7			€ 620						€ 775	€ 527	€ 339	

Rates are as of prices excluding position factor and seasonal factor, see page 9 for additional cost.

Region West - Composition of ad combinations

Title	Helderse Courant / Schager Courant	Haarlems Dagblad Combination	Dagblad Waterland / Dagblad Zaanstreek	Alkmaarsche Courant / Dagblad Kennemerland	Dagbladcombinatie Noord Noord-Holland	Noordhollands Dagblad	Mediahuis Regional Newspapers West
<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>							•

Magazines Nationwide and Newspaper Magazines Region West

Content rates

CPM		x	Reach		=	Gross Advertising Price per whole (1/1) page		x	Size factor Content		=	Gross content price per page share, for example:			
Cost per 1,000 reach	average range (x 1,000 contacts)		in the issue that appears on a:			Page share	Size factor		Page share	1		1/2	1/4		
Autovisie	€ 13.00		265.4		Thursday*	€ 3,450		1	1.250			€ 4,313	€ 4,313	€ 5,391	
Privé	€ 8.00		819.1		Wednesday	€ 6,553		1/2	0.938			€ 8,191	€ 8,191	€ 10,239	
VROUW Glossy	€ 27.50		257.4		Tuesday	€ 7,079		1/4	0.500			€ 8,849	€ 8,849	€ 11,061	
VROUW Glossy Special	€ 27.50		99.9		Tuesday**	€ 2,748						€ 3,435	N/A	N/A	
VROUW Magazine	€ 12.50		896.3		Saturday	€ 11,204						€ 14,005	€ 14,005	€ 17,506	
Region West															
VRIJ Magazine Mediahuis Regional Newspapers West	€ 14.00				Saturday	€ 8,319								€ 12,999	
VRIJ Magazine Noordhollands Dagblad	€ 19.00				Saturday	€ 6,933								€ 10,833	
VRIJ Magazine Haarlems Dagblad / IJmuider Courant	€ 19.00				Saturday	€ 1,822								€ 2,848	
VRIJ Magazine Leidsch Dagblad	€ 19.00				Saturday	€ 1,260								€ 1,969	
VRIJ Magazine De Gooi- en Eemlander	€ 19.00				Saturday	€ 1,275								€ 1,993	

2/1 advertising page (spread): upon request

* biweekly appearance
 ** VROUW Glossy Special, forthcoming issues 2022: September 20th, December 13th

Composition advertisement combination Magazine Region West

Vrij Magazine	Vrij Magazine Mediahuis Regional Newspapers West
VRIJ Magazine Noordhollands Dagblad	●
VRIJ Magazine Haarlems Dagblad	●
VRIJ Magazine Leidsch Dagblad	●
VRIJ Magazine De Gooi- en Eemlander	●

Rates are as of prices excluding position factor and seasonal factor, see page 9 for additional cost.

Guaranteed placement on a page of your choice

We calculate a position factor for this, depending on the type of medium and page chosen by you:

Newspapers			
Guaranteed placement on:	Position factor	De Telegraaf	Region West
Guaranteed position	1.2	●	●

Magazines			
Guaranteed placement on:	Position factor	Autovisie Prive Vrouw Vrouw Glossy VROUW Glossy Special	Region West (Vrij Magazine)
Guaranteed position	1.2	●	●

Placement options may vary by title and combination, depending on your choice.
Ask your account manager about the possibilities.

Seasonal factor 2022 Print box formats & Online-fixed

Special Days Calendar 2022	Seasonal factor: 1.2 applies to placements in 2022 on:
Winter Olympics	Wed. 2 to Sun. 20 February 2022
Easter	Tue. 12 April to Mon. 18 April
Pentecost	Tue. 31 May to Mon. 6 June
World Cup Football	
Black Friday	
Cyber Monday	Mon. 14 November until Sat. 31 December**
Christmas	
New Year's Eve	

Online fixed: based on start or placement date, except for Branded Content Block and Branded Webinar (n.a.).

Questions?
Our team is ready for you.

Call us via +31 88 824 0234
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