

Online Direct
Rate card 2022



Price calculation Online (direct buy)

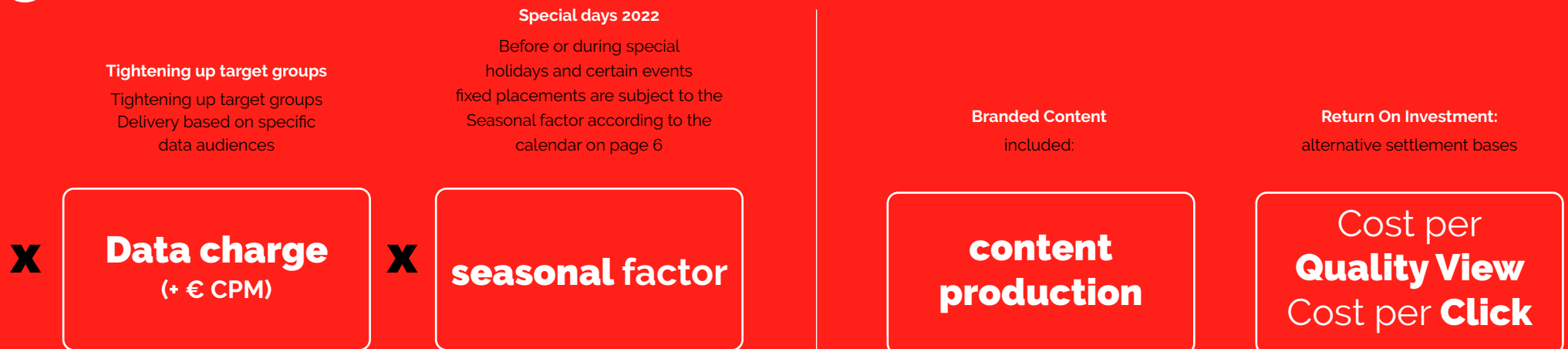
1. The basic rate: purchase based on a number of (viewable) impressions



Or: purchase based on a fixed rate (per day, per week or per placement)



2. Additional possibilities:



Online Direct

CPM											
DISPLAY											
Size	Medium rectangle	Large rectangle	Leaderboard	Wide skyscraper	Half page ad	Billboard	Display Medium*	Display Small*	AR Banner (HPA)	AR Banner (Mrec)	
Specs	300x250	336x280	728x90	160x600	300x600	970x250	300x250, 300x600, 970x250	300x250, 336x280, 728x90, 160x600	300x600	300x250	
Device	cross device	desktop/tablet	desktop/tablet	desktop/tablet	cross device	desktop/tablet	cross device	cross device	mobile/web	mobile/web	
	factor										
Dumpert	0.8	€ 3.60	€ 4.00	€ 3.60		€ 8.00	€ 10.00	€ 6.40	€ 3.60	n/a	n/a
RON	1.00	€ 4.50	€ 5.00	€ 4.50	€ 4.50	€ 10.00	€ 12.50	€ 8.00	€ 4.50	€ 10.00	€ 4.50
ROC	1.10	€ 4.95	€ 5.50	€ 4.95	€ 4.95	€ 11.00	€ 13.75	€ 8.80	€ 4.95	n/a	n/a
ROS	1.20	€ 5.40	€ 6.00	€ 5.40	€ 5.40	€ 12.00	€ 15.00	€ 9.60	€ 5.40	n/a	n/a

* Display Medium, Display Small: the impressions are randomly delivered over the relevant formats

CPM						
RICH MEDIA						
Size	Skin billboard	Swipe cube	Interscroller	Elastic chat	Mobile portrait	
Specs	See template	300x250	320x500	300x600	See template	
Device	desktop	mobile	mobile web	cross device	mobile web	
	factor					
Dumpert	0.8	€ 16.00	€ 5.60	€ 7.20	€ 11.20	€ 7.20
RON	1.00	€ 20.00	€ 7.00	€ 9.00	€ 14.00	€ 9.00
ROC	1.10	€ 22.00	€ 7.70	€ 9.90	€ 15.40	€ 9.90
ROS	1.20	€ 24.00	€ 8.40	€ 10.80	€ 16.80	€ 10.80

CPM				
NATIVE				
Size	FluidAd	Brandstory	Scorebord Banner	
Specs	See specs*	300x250	300x600	
Device	cross device	cross device	cross device	
	factor			
Dumpert	0.8	€ 5.20	€ 6.80	n/a
RON	1.00	€ 6.50	€ 8.50	n/a
ROC	1.10	€ 7.15	€ 9.35	€ 13.75
ROS	1.20	€ 7.80	€ 10.20	€ 15.00

* Go to page 8 for the specifications

Online Direct

CPM								
		INSTREAM VIDEO		OUTSTREAM VIDEO				
Size		Bumper ad	Pre-roll	In-article	In-article native	In-article YouTube	Mobile portrait video	Elastic Chat Video
Specs		640x360/480	640x360/480	640x360/480	640x360/480	embedded YouTube-link	See template	640x360/480
		up to 6 sec	15-20 sec	up to 30 sec	up to 30 sec	up to 30 sec	up to 30 sec	up to 30 sec
Device		cross device	cross device	cross device	cross device	cross device	mobile web	cross device
	factor							
Dumpert	0.80	€ 10.80	€ 18.00	-	-	-	€ 7.20	n/a
RON	1.00	€ 13.50	€ 22.50	€ 10.00	€ 10.00	€ 10.00	€ 9.00	€ 10.00
ROC	1.10	€ 14.85	€ 24.75	€ 11.00	€ 11.00	€ 11.00	€ 9.90	n/a
ROS	1.20	€ 16.20	€ 27.00	€ 12.00	€ 12.00	€ 12.00	€ 10.80	n/a

CPM				
		YOUTUBE VIDEO		
Size		Bumper ad	Pre-roll	Sponsorship roadblock
Specs		480x60	480x360	480x360
		up to 6 sec	12-360 sec, skippable	t/m 20 sec, non-skippable
Device		cross device	cross device	cross device
	factor			
Dumpert	0.80	€ 8.80	€ 10.40	€ 13.60
RON	1.00	€ 11.00	€ 13.00	€ 17.00
ROC	1.10	nvt	nvt	nvt
ROS	1.20	€ 13.20	€ 15.60	€ 20.40

vCPM *			
		SOCIAL EXTENSIONS	DISPLAY
Name		Elastic social	Speechbubble
Device		cross device	cross device
	factor		
RON	1.00	€ 10.00	€ 14.00
ROC	1.10	€ 11.00	€ 15.40
ROS	1.20	€ 12.00	€ 16.80

CPC			
		SOCIAL EXTENSIONS	NATIVE DISPLAY
Name		Elastic social	FluidAd
Device		cross device	cross device
	factor		
RON	1.00	€ 0.75	€ 0.75

* vCPM all impressions are 100% viewable based on the IAB standard (50% in view for at least 1 second)

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HPTO			
Title/device	Cross device	Mobile	Desktop/tablet
De Telegraaf	€ 37,800	€ 22,400	€ 18,600
De Telegraaf-sections*	€ 8,000	N/A	N/A

* Section-Take Over on the homepages of Telegraaf-sections:
Sport/home, Entertainment/home, Financieel/home, Vrouw/home, Lifestyle/home, Wat u zegt/home

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

SOCIAL *					
	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		

* Social: excluding production costs. Only possible in combination with Native Article

** Elastic Native: a quality view is a visitor who has seen the content for 15 seconds or longer

ELASTIC NATIVE			
	factor	Quality view**	production costs
RON	1	€ 1.00	€ 750
ROC	1	€ 1.00	€ 750
ROS	1	€ 1.00	€ 750

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

Online Direct

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

Audience targeting	
Delivery to target groups based on specific outreach characteristics	
Sociodemografie	€ 1.00
Interest	€ 1.00
Intent	€ 2.00
Keyword Targeting	On request
Custom segments	On request

Seasonal factor 2022 Print box formats & Online-fixed

Special Day Calendar 2022	Seasonal factor: 1.2 applies to 2022 placements at:
Winter Olympics	Wed. 2 to Sun. 20 February
Easter	Tues. 12 April to Mon. 18 April
Pentecost	Tues. 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.)

Network and Channel format 2022

Name	Definition
Run of Channel (ROC)	A category within our network that includes several 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 & Millennials	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

Video formats		Device targeting					Purchasing ways		
size	length video	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Bumper Ad	max. 6 seconds	●	●	●	●	●	●	●	●
Elastic Chat Video	max. 30 seconds	●	●	●	●	●	●		
In-article	max. 30 seconds	●	●	●	●	●	●	●	●
In-article Native	max. 30 seconds	●	●	●	●	●	●		●
In-article Youtube	no maximum length	●	●	●	●	●	●		
Mobile Portrait Video	320x400 max. 30 seconds					●	●		●
Pre-roll	max. 20 seconds	●	●	●	●	●	●	●	●
Youtube Bumper Ad	max. 6 seconds	●	●	●	●	●	●		●
Youtube Pre-roll non-skippable	max. 20 seconds	●	●	●	●	●	●		●
Youtube Pre-roll skippable	12 - 360 seconds	●	●	●	●	●	●		●
Youtube Sponsorship Roadblock	6 - 360 seconds (skippable)	●	●	●	●	●	●		●

Content formats		Device targeting					Purchasing ways		
size	format	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Branded Content Block	custom	●					●		
Content Pusher	variable (300x250, 300x600)	●	●	●	●	●	●		
Cover Video	custom	●					●		
Elastic Native	custom	●					●		
Facebook Post	custom	●					●		
Instagram Post	custom	●					●		
Instagram Stories	custom	●					●		
Pinterest Post	custom	●					●		
TikTok Post	custom	●					●		
Matchmaker	custom	●					●		
Native article	custom	●					●		
Native article - Dossier	custom	●					●		
SEO article Metronieuws	custom	●					●		

Video content		Device targeting					Purchasing ways		
size	length video	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Branded Content Video	custom	●					●		
Branded Content Video Youtube	custom	●					●		
Branded Webinar	custom	●					●		
Video Seeder	custom	●					●		

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				●	●	●		●
AR Banner (HPA)	300x600					●			
AR Banner (Mrec)	300x250					●			
Billboard	970x250		●	●			●	●	●
Brandstory	300x250	●	●	●	●	●	●		
Display Medium	300x250, 300x600, 970x250	●					●	●	
Display Small	300x250, 336x280, 728x90, 160x600	●					●	●	
Display Large	300x600, Skin + BB	●					●	●	
Elastic Chat	300x600	●					●		
Elastic Social	See template**		●	●		●	●	●	
Elastic Social (CPC)	See template**		●	●		●	●		
FluidAd CPM	Total max. 130 characters + image*	●	●	●	●	●	●	●	●
FluidAd (CPC)	Total max. 130 characters + image*	●					●		
Half Page Ad	300x600	●	●	●	●	●	●	●	●
HPTO cross device	See template**	●	●	●	●	●	●		
HPTO desktop tablet	See template**		●	●			●		
HPTO mobile	300x250 (3)				●	●	●		
Interscroller	320x500					●	●		●
Large Rectangle	336x280		●	●			●		●
Leaderboard	728x90		●	●			●	●	●
Medium Rectangle	300x250	●	●	●	●	●	●	●	●
Mobile Portrait	320x400					●	●		●
Newsletters (advertorial)	See template**	●					●		
Scorebord Banner	300x600	●	●	●	●	●	●		
Skin + Billboard	1800x1000 / 970x1000		●				●	●	●
Speechbubble	300x250	●	●	●		●	●		
Wide Skyscraper	160x600		●	●			●		●

Questions?
Our team is ready for you.

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