


Print

Advertising rates 2023

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Advertising rates 2023

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Mediahuis Nederland

Advertising rates print 2023

De Telegraaf

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
Mon-Fri					Mon-Fri
De Telegraaf	€ 30,775	€ 20,927	€ 10,771	€ 5,540	869
Saturday					Saturday
De Telegraaf	€ 43,405	€ 29,515	€ 15,192	€ 7,813	1.166

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

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

Size	
Page share	Format size
2	2.000
1	1.000
1/2	0.680
1/4	0.350
1/6	0.240
1/8	0.180
1/12	0.130
1/16	0.100
1/24	0.070
1/48	0.040

See [page 27](#) for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5
Other guaranteed position	+20%

Regional West - Regional daily newspapers, Monday to Friday

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
					Mon-Fri
Mediahuis Regionale Dagbladen West	€ 22,365	€ 15,208	€ 7,828	€ 4,026	435
Noordhollands Dagblad	€ 13,822	€ 9,399	€ 4,838	€ 2,488	255
Haarlems Dagblad Combinatie	€ 3,528	€ 2,399	€ 1,235	€ 635	80
Leidsch Dagblad	€ 2,366	€ 1,609	€ 828	€ 426	52
De Gooi- en Eemlander	€ 2,648	€ 1,801	€ 927	€ 477	48
Noordhollands Dagblad, edities					
Helderse Courant / Schager Courant	€ 2,307	€ 1,569	€ 807	€ 415	37
Dagblad Waterland / Dagblad Zaanstreek	€ 3,545	€ 2,411	€ 1,241	€ 638	71
Alkmaarsche Courant / Dagblad Kennemerland	€ 4,787	€ 3,255	€ 1,675	€ 862	85
Dagbladcombinatie Noord Noord-Holland	€ 9,073	€ 6,170	€ 3,176	€ 1,633	162
Haarlems Dagblad Combinatie					
Helderse Courant	€ 989	€ 673	€ 346	€ 178	18
Schager Courant	€ 1,318	€ 896	€ 461	€ 237	19
Dagblad voor West-Friesland	€ 3,183	€ 2,164	€ 1,114	€ 573	62
Alkmaarsche Courant	€ 3,583	€ 2,436	€ 1,254	€ 645	63
Dagblad Kennemerland	€ 1,204	€ 819	€ 421	€ 217	22
Dagblad Zaanstreek	€ 2,299	€ 1,563	€ 805	€ 414	48
Dagblad Waterland	€ 1,246	€ 847	€ 436	€ 224	23
Haarlems Dagblad Combinatie					
Haarlems Dagblad	€ 3,044	€ 2,070	€ 1,065	€ 548	58
IJmuider Courant	€ 484	€ 329	€ 169	€ 87	22

Size	
Page share	Format size
2	2.000
1	1.000
1/2	0.680
1/4	0.350
1/5	0.280
1/6	0.240
1/7	0.200
1/8	0.180
1/10	0.150
1/12	0.130
1/14	0.110
1/20	0.080
1/21	0.075
1/24	0.070
1/27	0.060
1/43	0.045

See page 27 for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5
Other Editorial page	1.0
Front page Regio	3
Page 3 Regio	2
Other guaranteed position	+20%

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Regionaal West - Regional daily newspapers, Saturday

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
					Saturday
<i>Mediahuis Regionale Dagbladen West</i>	€ 25,018	€ 17,012	€ 8,756	€ 4,503	521
<i>Noordhollands Dagblad</i>	€ 15,363	€ 10,447	€ 5,377	€ 2,765	303
<i>Haarlems Dagblad Combinatie</i>	€ 4,038	€ 2,746	€ 1,413	€ 727	99
<i>Leidsch Dagblad</i>	€ 2,791	€ 1,898	€ 977	€ 502	66
<i>De Gooi- en Eemlander</i>	€ 2,825	€ 1,921	€ 989	€ 509	53
Noordhollands Dagblad, edities					
<i>Helderse Courant / Schager Courant</i>	€ 2,522	€ 1,715	€ 883	€ 454	46
<i>Dagblad Waterland / Dagblad Zaanstreek</i>	€ 3,831	€ 2,605	€ 1,341	€ 690	74
<i>Alkmaarsche Courant / Dagblad Kennemerland</i>	€ 5,431	€ 3,693	€ 1,901	€ 978	110
<i>Dagbladcombinatie Noord Noord-Holland</i>	€ 10,075	€ 6,851	€ 3,526	€ 1,814	193
<i>Helderse Courant</i>	€ 1,124	€ 764	€ 393	€ 202	17
<i>Schager Courant</i>	€ 1,398	€ 951	€ 489	€ 252	29
<i>Dagblad voor West-Friesland</i>	€ 3,579	€ 2,434	€ 1,253	€ 644	73
<i>Alkmaarsche Courant</i>	€ 3,975	€ 2,703	€ 1,391	€ 716	74
<i>Dagblad Kennemerland</i>	€ 1,457	€ 991	€ 510	€ 262	36
<i>Dagblad Zaanstreek</i>	€ 2,438	€ 1,658	€ 853	€ 439	49
<i>Dagblad Waterland</i>	€ 1,394	€ 948	€ 488	€ 251	25
Haarlems Dagblad Combinatie					
<i>Haarlems Dagblad</i>	€ 3,377	€ 2,296	€ 1,182	€ 608	69
<i>IJmuider Courant</i>	€ 661	€ 449	€ 231	€ 119	30

Size	
Page share	Format size
2	2.000
1	1.000
1/2	0.680
1/4	0.350
1/5	0.280
1/6	0.240
1/7	0.200
1/8	0.180
1/10	0.150
1/12	0.130
1/14	0.110
1/20	0.080
1/21	0.075
1/24	0.070
1/27	0.060
1/43	0.045

See page 27 for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5
Other Editorial page	1.0
Front page Regio	3
Page 3 Regio	2
Other guaranteed position	+20%

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Magazines

Advertising rates

Page share	Gross ad price per size, for example:			Reach (x 1,000)
	1	1/2	1/4	
				Saturday
VRIJ Magazine	€ 8,867	N/A	€ 3,547	521.0

Miv. 2023: 1 inschakelingsmogelijkheid + wijziging titelnaam

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Size	
Page share	Format size
2	N/A
1	1.000
1/2	N/A
1/4	0.400

See page 28 for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Back page	1.5
Other guaranteed position	+20%

Page share	Gross ad price per size, for example:			Reach (x 1,000)
	1	1/2	1/4	
				Mon-Fri
Autovisie	€ 3,678	€ 2,759	€ 1,287	136
Privé	€ 6,543	€ 4,907	€ 2,290	623
VROUW Glossy	€ 7,386	N/A	N/A	210
VROUW Magazine	€ 11,691	N/A	N/A	773

* tweewekelijkse verschijning

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Issue day
Thursday*
Wednesday
Tuesday
Saturday

Size	
Page share	Format size
2	2.000
1	1.000
1/2	0.750
1/4	0.400

See page 28 for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Back page	1.5
Other guaranteed position	+20%

Mediahuis Noord

Advertising rates print 2023

Mediahuis Noord - Regional daily newspapers, Monday to Friday

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
					Mon-Fri
Mediahuis Regionale Dagbladen Noord	€ 18,197	€ 12,374	€ 6,369	€ 3,275	354
Dagblad van het Noorden Totaal	€ 10,522	€ 7,155	€ 3,683	€ 1,894	182
Dagblad van het Noorden Groningen	€ 5,612	€ 3,816	€ 1,964	€ 1,010	96
Dagblad van het Noorden Noord	€ 3,798	€ 2,583	€ 1,329	€ 684	66
Dagblad van het Noorden Oost	€ 1,815	€ 1,234	€ 635	€ 327	31
Dagblad van het Noorden Drenthe	€ 4,909	€ 3,338	€ 1,718	€ 884	86
Leeuwarder Courant	€ 6,539	€ 4,447	€ 2,289	€ 1,177	143
Friesch Dagblad	€ 1,137	€ 773	€ 398	€ 205	29

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Size	
Page share	Format size
2	2.000
1	1.000
1/2	0.680
3/8	0.510
1/4	0.350
1/5	0.280
3/16	0.260
1/7	0.200
1/8	0.180
1/10	0.150
1/12	0.130
1/14	0.110
1/16	0.100
1/20	0.080
1/21	0.075
1/24	0.070
1/27	0.060
1/43	0.045
1/48	0.040

See [page 27](#) for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5
Other Editorial page	1.5
Front page Regio	2
Page 3 Regio	2
Other guaranteed position	+20%

Mediahuis Noord - Regional daily newspapers, Saturday

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
					Saturday
Mediahuis Regionale Dagbladen Noord	€ 22,550	€ 15,334	€ 7,893	€ 4,059	446
Dagblad van het Noorden Totaal	€ 13,098	€ 8,907	€ 4,584	€ 2,358	233
Dagblad van het Noorden Groningen	€ 6,951	€ 4,727	€ 2,433	€ 1,251	123
Dagblad van het Noorden Noord	€ 4,720	€ 3,210	€ 1,652	€ 850	84
Dagblad van het Noorden Oost	€ 2,231	€ 1,517	€ 781	€ 402	40
Dagblad van het Noorden Drenthe	€ 6,147	€ 4,180	€ 2,151	€ 1,106	110
Dagblad van het Noorden Zuid	€ 2,358	€ 1,603	€ 825	€ 424	42
Dagblad van het Noorden West	€ 3,789	€ 2,577	€ 1,326	€ 682	68
Leeuwarder Courant	€ 8,197	€ 5,574	€ 2,869	€ 1,475	176
Friesch Dagblad	€ 1,255	€ 853	€ 439	€ 226	37

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Size	
Page share	Format size
2	2.000
1	1.000
1/2	0.680
3/8	0.510
1/4	0.350
1/5	0.280
3/16	0.260
1/7	0.200
1/8	0.180
1/10	0.150
1/12	0.130
1/14	0.110
1/16	0.100
1/20	0.080
1/21	0.075
1/24	0.070
1/27	0.060
1/43	0.045
1/48	0.040

See [page 27](#) for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5
Other Editorial page	1.5
Front page Regio	2
Page 3 Regio	2
Other guaranteed position	+20%

Mediahuis Noord - Newspapers

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
Mediahuis Noord Nieuws- en Weekbladen	€ 53,349	€ 36,277	€ 18,672	€ 9,603	1,127.0
Mediahuis Noord Nieuwsbladen	€ 5,087	€ 3,459	€ 1,780	€ 916	58.0
Hoogeveensche Courant	€ 818	€ 556	€ 286	€ 147	8.5
Balkster Courant	€ 394	€ 268	€ 138	€ 71	4.1
Stellingwerf	€ 481	€ 327	€ 168	€ 87	7.3
Nieuwe Ooststellingwerf	€ 496	€ 337	€ 174	€ 89	7.5
Nieuwsblad Noordoost-Friesland	€ 596	€ 405	€ 209	€ 107	6.2
Meppeler Courant	€ 1,545	€ 1,051	€ 541	€ 278	16.3
Steenwijker Courant	€ 757	€ 515	€ 265	€ 136	8.1

Issue day
do (+vr)
Mon/Fri
Thursday
Thursday
Thursday
Thu/Fri
Mon/Wed/Fri
Mon/Wed/Fri

Size	
Page share	Format size
Nieuwsbladen	
2	2.000
1	1.000
1/2	0.680
3/8	0.510
1/4	0.350
1/5	0.280
3/16	0.260
1/7	0.200
1/8	0.180
1/10	0.150
1/12	0.130
1/14	0.110
1/16	0.100
1/20	0.080
1/21	0.075
1/24	0.070
1/27	0.060
1/43	0.045
1/48	0.040

Guaranteed position	
Page	Position factor
Nieuwsbladen	
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5
Other Editorial page	1.5
Other guaranteed position	+20%

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

See page 27 for a visual representation and specifications of all sizes →

Mediahuis Noord - Weeklies

Advertising rates

Page share	Gross ad price per size, for example:				Print run	Province	Issue day
	1	1/2	1/4	1/8			
Mediahuis Noord Weekbladen	€ 48.262	€ 32.818	€ 16.892	€ 8.687	901.200		
Mediahuis Weekbladen Drenthe	€ 11.762	€ 7.998	€ 4.117	€ 2.117	210.500	Drenthe	Tue/Wed
Mediahuis Weekbladen Flevoland	€ 4.897	€ 3.330	€ 1.714	€ 881	84.700	Flevoland	Wednesday
Mediahuis Weekbladen Friesland	€ 14.306	€ 9.728	€ 5.007	€ 2.575	273.700	Friesland	Tue/Wed/do
Mediahuis Weekbladen Groningen	€ 14.193	€ 9.651	€ 4.968	€ 2.555	291.700	Groningen	Tue/Wed
Mediahuis Weekbladen Overijssel	€ 3.104	€ 2.111	€ 1.086	€ 559	40.600	Overijssel	Tuesday
Asser Courant	€ 1.608	€ 1.093	€ 563	€ 289	38.300	Drenthe	Tuesday
Coevorder Courant	€ 1.411	€ 959	€ 494	€ 254	18.500	Drenthe	Tuesday
De Krant van Midden Drenthe	€ 762	€ 518	€ 267	€ 137	16.000	Drenthe	Wednesday
Emmer Courant	€ 2.194	€ 1.492	€ 768	€ 395	52.200	Drenthe	Tuesday
Hoogeveensche Courant	€ 2.464	€ 1.676	€ 862	€ 444	32.300	Drenthe	Wednesday
Meppeler Courant	€ 1.291	€ 878	€ 452	€ 232	16.900	Drenthe	Tuesday
Roder Journaal	€ 822	€ 559	€ 288	€ 148	14.700	Drenthe	Tuesday
Westervelder - Wolder Courant	€ 1.210	€ 823	€ 424	€ 218	21.600	Drenthe	Wednesday
Flevopost Dronten	€ 1.488	€ 1.012	€ 521	€ 268	19.500	Flevoland	Wednesday
Flevopost Lelystad	€ 2.009	€ 1.366	€ 703	€ 362	35.800	Flevoland	Wednesday
De Noordoostpolder	€ 1.400	€ 952	€ 490	€ 252	29.400	Flevoland	Wednesday
Bolswards Nieuwsblad	€ 775	€ 527	€ 271	€ 140	16.300	Friesland	Thursday
Stellingwerf	€ 895	€ 609	€ 313	€ 161	11.700	Friesland	Tuesday
Nieuwe Dockumer Courant	€ 1.708	€ 1.161	€ 598	€ 307	30.400	Friesland	Wednesday
Drachtster Courant	€ 2.226	€ 1.514	€ 779	€ 401	46.700	Friesland	Wednesday

Size	
Page share	Format size
Weeklies	
2	2,000
1	1,000
1/2	0,680
3/8	0,510
1/4	0,350
3/16	0,260
1/8	0,180
1/12	0,130
1/16	0,100
1/20	0,080
1/24	0,070
1/48	0,040

See page 27 for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Weeklies	
Front page	4
Page 3	2
Other Editorial page	1,5
Back page	1,5
Other guaranteed position	+20%

Advertising rate = Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Mediahuis Noord - Weeklies

Advertising rates

Page share	Gross ad price per size, for example:				Print run	Province	Issue day
	1	1/2	1/4	1/8			
De Feanster	€ 907	€ 617	€ 317	€ 163	16,200	Friesland	Wednesday
Franeker Courant	€ 1,151	€ 783	€ 403	€ 207	20,500	Friesland	Wednesday
Heerenveense Courant	€ 1,325	€ 901	€ 464	€ 239	23,600	Friesland	Thursday
Huis aan Huis Leeuwarden	€ 2,212	€ 1,504	€ 774	€ 398	52,700	Friesland	Wednesday
Nieuwe Ooststellingwerper	€ 828	€ 563	€ 290	€ 149	10,800	Friesland	Tuesday
Sneeker Nieuwsblad	€ 1,337	€ 909	€ 468	€ 241	28,000	Friesland	Thursday
Jouster Courant Zuid Friesland	€ 942	€ 641	€ 330	€ 170	16,800	Friesland	Thursday
Eemsbode	€ 1,589	€ 1,081	€ 556	€ 286	28,300	Groningen	Wednesday
HS-Krant	€ 1,264	€ 860	€ 442	€ 228	26,500	Groningen	Wednesday
Noorderkrant	€ 1,048	€ 713	€ 367	€ 189	25,000	Groningen	Wednesday
Streekblad	€ 1,675	€ 1,139	€ 586	€ 302	29,900	Groningen	Wednesday
Veendammer	€ 992	€ 675	€ 347	€ 179	17,700	Groningen	Wednesday
Westerkwartier	€ 1,382	€ 940	€ 484	€ 249	29,000	Groningen	Tuesday
Groninger Gezinsbode	€ 4,016	€ 2,731	€ 1,406	€ 723	95,600	Groningen	Wednesday
Kanaalstreek Ter Apeler Courant	€ 2,227	€ 1,514	€ 779	€ 401	39,700	Groningen	Wednesday
De Staphorster	€ 1,422	€ 967	€ 498	€ 256	18,600	Overijssel	Tuesday
Steenwijker Courant	€ 1,682	€ 1,144	€ 589	€ 303	22,000	Overijssel	Tuesday

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Size	
Page share	Format size
Weeklies	
2	2.000
1	1.000
1/2	0.680
3/8	0.510
1/4	0.350
3/16	0.260
1/8	0.180
1/12	0.130
1/16	0.100
1/20	0.080
1/24	0.070
1/48	0.040

See page 27 for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Weeklies	
Front page	4
Page 3	2
Other Editorial page	1.5
Back page	1.5
Other guaranteed position	+20%

Mediahuis Noord - MEER magazine

Advertising rates

	Gross ad price 1/1 page	Reach
		(x 1.000)
	Saturday	Saturday
MEER magazine Mediahuis Noord	€ 11.322	409.0
MEER magazine, Dagblad van het Noorden	€ 6.964	233.0
MEER magazine Leeuwarder Courant	€ 4.358	176.0

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Size	
Page share	Format size
1	1.000

See page 28 for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Back page	1.5

Mediahuis Limburg

Advertising rates print 2023

Mediahuis Limburg - Regional Daily Newspapers

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
Monday to Friday					Mon-Fri
De Limburger	€ 12,947	€ 8,804	€ 4,531	€ 2,330	230
Noord- en Midden-Limburg	€ 5,786	€ 3,934	€ 2,025	€ 1,041	103
Zuid-Limburg	€ 7,161	€ 4,869	€ 2,506	€ 1,289	127
Noord-Limburg	€ 2,885	€ 1,962	€ 1,010	€ 519	51
Midden-Limburg	€ 2,901	€ 1,973	€ 1,015	€ 522	52
Westelijke Mijnstreek	€ 2,039	€ 1,387	€ 714	€ 367	36
Parkstad Limburg	€ 2,422	€ 1,647	€ 848	€ 436	43
Maastricht-Heuvelland	€ 2,700	€ 1,836	€ 945	€ 486	48
Saturday					Saturday
De Limburger	€ 14,222	€ 9,671	€ 4,978	€ 2,560	282
Noord- en Midden-Limburg	€ 6,355	€ 4,321	€ 2,224	€ 1,144	126
Zuid-Limburg	€ 7,867	€ 5,350	€ 2,753	€ 1,416	156
Noord-Limburg	€ 3,169	€ 2,155	€ 1,109	€ 570	63
Midden-Limburg	€ 3,186	€ 2,166	€ 1,115	€ 573	63
Westelijke Mijnstreek	€ 2,240	€ 1,523	€ 784	€ 403	44
Parkstad Limburg	€ 2,661	€ 1,809	€ 931	€ 479	53
Maastricht-Heuvelland	€ 2,966	€ 2,017	€ 1,038	€ 534	59

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Size	
Page share	Format size
2	2.000
1	1.000
1/2	0.680
1/4	0.350
1/5	0.280
1/6	0.240
1/7	0.200
1/8	0.180
1/10	0.150
1/12	0.130
1/14	0.110
1/20	0.080
1/21	0.075
1/24	0.070
1/27	0.060
1/43	0.045
1/48	0.040

See [page 27](#) for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5
Other Editorial page	1.5
Other guaranteed position	+20%

Mediahuis Limburg - Weekly newspaper

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1/1	1/2	1/4	1/8	(x 1,000)
Wednesday					Wednesday
VIA Hele Print run	€ 14,242	€ 9,685	€ 4,985	€ 2,564	309
VIA Noord- en Midden-Limburg	€ 6,314	€ 4,294	€ 2,210	€ 1,137	137
VIA Zuid-Limburg	€ 7,928	€ 5,391	€ 2,775	€ 1,427	172
VIA Noord-Limburg	€ 3,148	€ 2,141	€ 1,102	€ 567	68
VIA Venlo	€ 1,997	€ 1,358	€ 699	€ 359	43
VIA Horst-Venray	€ 1,151	€ 783	€ 403	€ 207	25
VIA Midden-Limburg	€ 3,166	€ 2,153	€ 1,108	€ 570	69
VIA Roermond	€ 2,217	€ 1,508	€ 776	€ 399	48
VIA Weert	€ 949	€ 645	€ 332	€ 171	21
VIA Parkstad Limburg	€ 2,754	€ 1,873	€ 964	€ 496	60
VIA Parkstad Limburg Heerlen-Brunssum	€ 1,642	€ 1,117	€ 575	€ 296	36
VIA Parkstad Limburg Kerkrade-Landgraaf	€ 1,112	€ 756	€ 389	€ 200	24
VIA Westelijke Mijnstreek	€ 2,202	€ 1,497	€ 771	€ 396	48
VIA Maastricht-Heuvelland	€ 2,972	€ 2,021	€ 1,040	€ 535	64

Size	
Page share	Format size
2	2.000
1	1.000
1/2	0.680
2/7	0.385
1/4	0.350
1/7	0.200
1/8	0.180
1/10	0.150
1/20	0.080
1/21	0.075
1/32	0.055
1/43	0.045
1/48	0.040

See [page 27](#) for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Weekly newspaper	
Front page	4
Page 3	2
Other Editorial page	1.5
Back page	1.5
Other guaranteed position	+20%

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Mediahuis Limburg - Voilà Magazine

Advertising rates

Page share	Gross ad price per size, for example:			Reach
	1	1/2	1/4	(x 1.000)
Fri (10 p yr)				vr
Voilà Gehele Print run	€ 7,561	€ 5,671	€ 3,024	230

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Size	
Page share	Format size
2	N/A
1	1.000
1/2	0.750
1/4	0.400

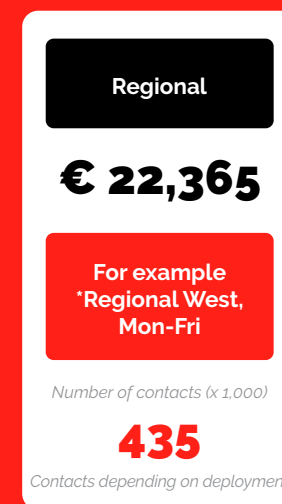
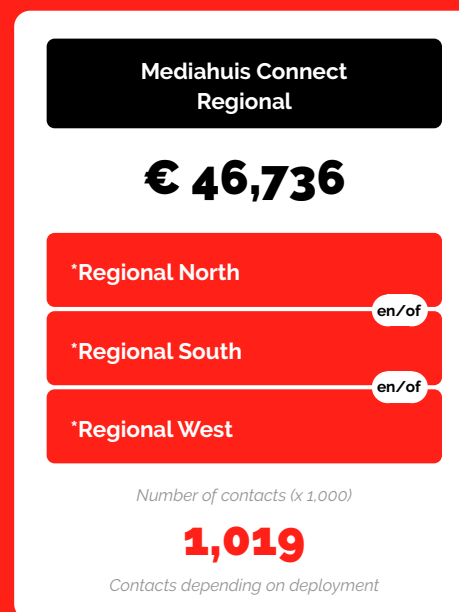
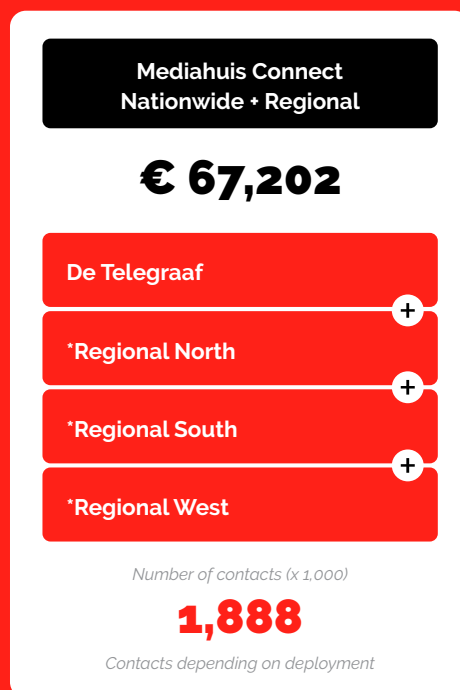
See [page 28](#) for a visual representation and specifications of all sizes →

Guaranteed position	
Page	Position factor
Back page	1.5
Other guaranteed position	+20%

Mediahuis Connect

Advertising rates print 2023

MEDIAHUIS connect



*Regional North (Mediahuis Noord): Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad

*Regional South (Mediahuis Limburg): De Limburger

*Regional West (Mediahuis Nederland): Noordhollands Dagblad, Haarlems Dagblad, IJmuider Courant, Leidsch Dagblad, De Gooi- en Eemlander

Mediahuis Connect - Advertising combinations Daily newspapers, Local newspapers, Weeklies

Advertising rates

Page share	Gross ad price per size, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
Mon-Fri					Mon-Fri
Daily newspapers, weeklies and local weekly newspaper					
Mediahuis Connect	€ 114,887	€ 78,123	€ 40,210	€ 20,680	3,324
Regionale Dag- en Nieuwsbladen					
Mediahuis Connect Regionaal Plus, do (+vr)	€ 50,979	€ 34,666	€ 17,843	€ 9,176	1,077
Daily newspapers					
Mediahuis Connect Landelijk en Regionaal	€ 67,202	€ 45,697	€ 23,521	€ 12,096	1,888
Mediahuis Connect Regionaal	€ 46,736	€ 31,780	€ 16,358	€ 8,412	1,019
Mediahuis Connect Regionaal Noord en West	€ 35,428	€ 24,091	€ 12,400	€ 6,377	789
Mediahuis Connect Regionaal West en Zuid	€ 30,842	€ 20,973	€ 10,795	€ 5,552	665
Mediahuis Connect Regionaal Noord en Zuid	€ 27,201	€ 18,497	€ 9,520	€ 4,896	584
De Telegraaf + Mediahuis Regionale Dagbladen West	€ 57,392	€ 39,027	€ 20,087	€ 10,331	1,304
Saturday					Saturday
Daily newspapers					
Mediahuis Connect Landelijk en Regionaal	€ 85,358	€ 58,043	€ 29,875	€ 15,364	2,415
Mediahuis Connect Regionaal	€ 53,969	€ 36,699	€ 18,889	€ 9,714	1,249
Mediahuis Connect Regionaal Noord en West	€ 41,547	€ 28,252	€ 14,541	€ 7,478	967
Mediahuis Connect Regionaal West en Zuid	€ 34,273	€ 23,306	€ 11,996	€ 6,169	803
Mediahuis Connect Regionaal Noord en Zuid	€ 32,118	€ 21,840	€ 11,241	€ 5,781	728
De Telegraaf + Mediahuis Regionale Dagbladen West	€ 75,305	€ 51,207	€ 26,357	€ 13,555	1,687

Advertising rate= Page price x Size factor x Position factor (optional: Guaranty factor and Seasonal factor)

Combination rates apply only to:

- Unchanged material
 - Placement on the same date (daily newspapers) or in the same placement week (weeklies and local newspapers)
 - All titles and editions belonging to a combination as mentioned on the page 'Composition of advertising combinations'
- Possibilities per title, edition or combination may differ, depending on your choice. Please consult your account manager.

Page share	Format size
2	2.000
1	1.000
1/2	0.680
1/4	0.350
1/5	0.280
1/7	0.200
1/8	0.180
1/10	0.150
1/14	0.110
1/20	0.080
1/21	0.075
1/27	0.060
1/43	0.045

See page 27 for a visual representation and specifications of all sizes →

Daily newspapers:	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5

Mediahuis Connect Regional - uniform guaranteed positions

Regional and local newspapers (North, South and West)

Trade sizes per guaranteed position				
Editorial page	Page share	Module-code	Width (mm)	Height (mm)
Front page				
	1/8	D108VL	266	46
	1/14	D114BL	104	70
	1/20	D120L	104	46
	1/27	D127BS	50	70
	1/43	D143B	50	46
Page 3				
	1/8	D108VL	266	46
	1/20	D120L	104	46
	1/43	D143B	50	46
Page 5				
	1/4	D104VL	266	94
	1/5	D105S	104	190
	1/7	D107L	158	94
	1/8	D108VL	266	46
	1/10	D110BL	104	94
	1/14	D114BL	104	70
	1/21	D121S	50	94
	1/27	D127BS	50	70
	1/43	D143B	50	46
Page 7				
	1/2	D102VL	266	190
Back page				
	1/1	D101V	266	398

Seasonality and ad sizes



Season factor Print box formats

Special Day Calendar 2023	Seasonal factor 1,2 applies to placements in 2023 on:
Easter	Thu. 6 to Mon. 10 april
Ascension Day	Wed. 17 to Fri. 19 May
Pentecost	Thu. 25 to Mon. 29 May
Black Friday Week Cyber Monday	Mon. 20 to Mon. 27 November
Christmas New Year's Eve	Thu. 21 to Sun. 31 December

* exceptions: subject formats on Family Notices pages, in Weeklies and VIA

Advertising sizes

6-columns advertising formats: D-modules										
Page share	Module-code	Width (mm)	Height (mm)	De Telegraaf	West Regional Daily newspapers	North Regional Daily newspapers	North Newspapers	North DTD-newspapers	South Regional Daily newspapers	South Weekly newspaper
				Editorial pages Advertising pages	Advertising pages	Advertising pages	Advertising pages	Editorial pages Advertising pages	Advertising pages	Advertising pages
2/1	S101V	550	398	●	●	●	●	●	●	●
1/1	D101V	266	398	●	●	●	●	●	●	●
1/2	D102VS	131	388			●	●	●		
		131	398						●	●
	D102VL	266	190	●	●	●	●	●	●	●
3/8	D308VL	266	142			●	●	●		
1/4	D104BL	176	142	●		●	●	●		
	D104BS	131	190	●		●	●	●	●	●
	D104VL	266	94	●	●	●	●	●	●	●
3/16	D316B	131	142			●	●	●		
1/6	D106VL	266	70	●						
1/8	D108BL	131	94	●		●	●	●	●	●
	D108BS	86	142	●	●	●	●	●	●	
	D108VL	266	46	●		●	●	●		
1/12	D112B	86	94	●	●	●	●	●	●	
1/16	D116BL	86	70	●		●	●	●		
	D116BS	64	94							●
1/24	D124L	86	46	●	●	●	●	●	●	
1/48	D148BS	41	46	●		●	●	●		
1/32	D132BL	64	46							●

Advertising sizes

5-columns advertising formats: D-modules									
Page share	Module-code	Width (mm)	Height (mm)	De Telegraaf	West Regional Daily newspapers	North Regional Daily newspapers	North Newspapers	South Regional Daily newspapers	South Weekly newspaper
					Editorial pages	Editorial pages	Editorial pages	Editorial pages	Editorial pages
1/2	D102VL	266	190		●	●	●	●	●
2/7	D207BS	158	190						●
1/4	D104B	158	166		●			●	
	D104VL	266	94		●	●	●	●	●
1/5	D105S	104	190		●	●	●	●	
1/6	D106VL	266	70		●			●	
1/7	D107L	158	94		●	●	●	●	●
1/8	D108BS	104	118		●	●	●		
	D108VL	266	46		●	●	●	●	
1/10	D110BL	104	94		●	●	●	●	●
1/14	D114BL	104	70		●	●	●	●	
1/20	D120L	104	46		●	●	●	●	●
1/21	D121S	50	94		●	●	●	●	●
1/27	D127BS	50	70		●	●	●	●	
1/43	D143B	50	46		●	●	●	●	●

Advertising sizes

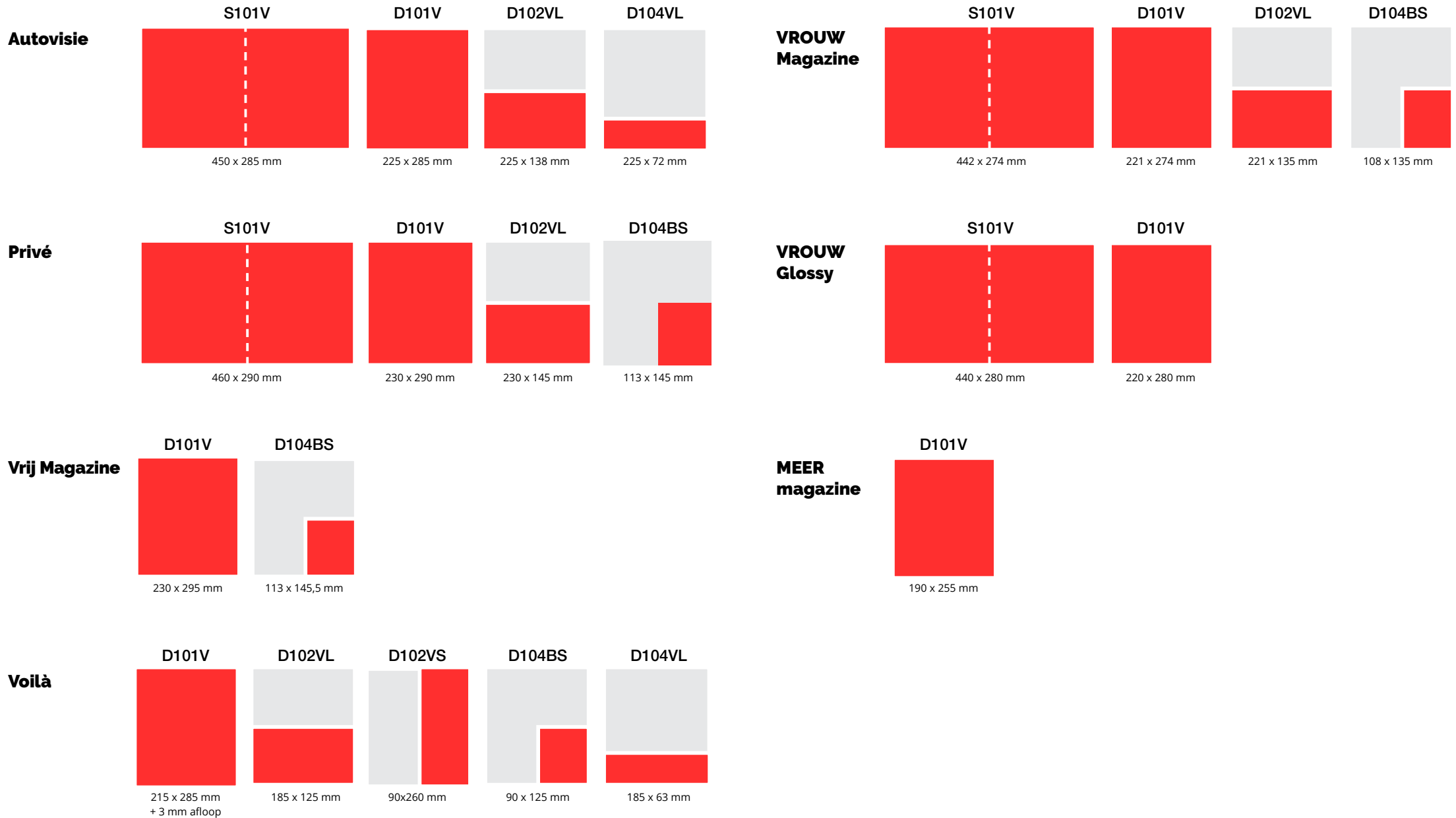


Legend

- V = Full width page
- VL = Full width landscape
- VS = Full height (portrait)
- L = Landscape
- BL = Block landscape
- B = Block
- BS = Block Portrait
- S = Spread (2/1 page)

S101V (2/1 spread) possible in consultation.

Advertising sizes magazines



* Flattened formats: 5 mm bleed + cutting marks

Composition combinations



West Region - Composition of advertisement combinations

Title	Helderse Courant / Schager Courant	Haarlems Dagblad Kombinatie	Dagblad Waterland / Dagblad Zaanstreek	Alkmaarsche Courant / Dagblad Kennemerland	Dagbladcombinatie Noord Noord-Holland	Noordhollands Dagblad	Mediahuis Regionale Dagbladen West
Helderse Courant	•				•	•	•
Schager Courant	•				•	•	•
Dagblad voor West-Friesland					•	•	•
Alkmaarsche Courant				•	•	•	•
Dagblad Kennemerland				•		•	•
Dagblad Zaanstreek			•			•	•
Dagblad Waterland			•			•	•
Haarlems Dagblad		•					•
IJmuider Courant		•					•
Leidsch Dagblad							•
De Gooi- en Eemlander							•

Combination rates apply only to:

- Unchanged material
 - Placement on the same date (daily newspapers) or in the same placement week (weeklies and local newspapers)
 - All titles and editions belonging to a combination as mentioned on the page 'Composition of advertising combinations'
- Possibilities per title, edition or combination may differ, depending on your choice. Please consult your account manager.

Mediahuis Noord - Composition of advertisement combinations

Edition	Dagblad vh Noorden Drenthe	Dagblad vh Noorden Groningen	Dagblad vh Noorden Totaal	MH Regionale Dagbladen Noord
Dagblad van het Noorden Noord		•	•	•
Dagblad van het Noorden Oost		•	•	•
Dagblad van het Noorden Zuid	•		•	•
Dagblad van het Noorden West	•		•	•
Leeuwarder Courant				•
Friesch Dagblad				•

Combination rates apply only to:

- Unchanged material
 - Placement on the same date (daily newspapers) or in the same placement week (weeklies and local newspapers)
 - All titles and editions belonging to a combination as mentioned on the page 'Composition of advertising combinations'
- Possibilities per title, edition or combination may differ, depending on your choice. Please consult your account manager.

Mediahuis Noord - Composition of ad combinations local newspapers and weeklies

Title	Weekbladen Drente	Weekbladen Flevoland	Weekbladen Friesland	Weekbladen Groningen	Weekbladen Overijssel	Mediahuis Noord Weekbladen	Mediahuis Noord Nieuwsbladen	Mediahuis Noord Nieuwsbladen en Weekbladen
Stellingwerf			•			•		•
Nieuwe Dockumer Courant			•			•		•
Drachtster Courant			•			•		•
De Feanster			•			•		•
Franeker Courant			•			•		•
Heerenveense Courant			•			•		•
Huis aan Huis Leeuwarden			•			•		•
Nieuwe Ooststellingwerf			•			•		•
Sneeker Nieuwsblad			•			•		•
Jouster Courant Zuid Friesland			•			•		•
Eemsbode				•		•		•
HS-Krant				•		•		•
Noorderkrant				•		•		•
Streekblad				•		•		•
Veendammer				•		•		•
Westerkwartier				•		•		•
Groninger Gezinsbode				•		•		•
Kanaalstreek Ter Apeler Courant				•		•		•
De Staphorster					•	•		•
Steenwijker Courant					•	•		•

Combination rates apply only to:

- Unchanged material
 - Placement on the same date (daily newspapers) or in the same placement week (weeklies and local newspapers)
 - All titles and editions belonging to a combination as mentioned on the page 'Composition of advertising combinations'
- Possibilities per title, edition or combination may differ, depending on your choice. Please consult your account manager.

Mediahuis Noord - Composition of ad combinations local newspapers and weeklies

Title	Weekbladen Drente	Weekbladen Flevoland	Weekbladen Friesland	Weekbladen Groningen	Weekbladen Overijssel	Mediahuis Noord Weekbladen	Mediahuis Noord Nieuwsbladen	Mediahuis Noord Nieuwsbladen en Weekbladen
Local newspapers								
Hoogeveensche Courant							•	•
Balkster Courant							•	•
Stellingwerf							•	•
Nieuwe Ooststellingwerf							•	•
Nieuwsblad Noordoost-Friesland							•	•
Meppeler Courant							•	•
Steenwijker Courant							•	•
Weeklies								
Asser Courant	•					•		•
Coevorder Courant	•					•		•
De Krant van Midden Drenthe	•					•		•
Emmer Courant	•					•		•
Hoogeveensche Courant	•					•		•
Meppeler Courant	•					•		•
Roder Journaal	•					•		•
Westervelder - Wolder Courant	•					•		•
Flevopost Dronten		•				•		•
Flevopost Lelystad		•				•		•
De Noordoostpolder		•				•		•

Combination rates apply only to:

- Unchanged material
 - Placement on the same date (daily newspapers) or in the same placement week (weeklies and local newspapers)
 - All titles and editions belonging to a combination as mentioned on the page 'Composition of advertising combinations'
- Possibilities per title, edition or combination may differ, depending on your choice. Please consult your account manager.

Mediahuis Limburg - Composition of ad combinations

De Limburger	Zuid-Limburg	Noord- en Midden-Limburg	Whole print run
Noord-Limburg		•	•
Midden-Limburg		•	•
Westelijke Mijnstreek	•		•
Parkstad Limburg	•		•
Maastricht-Heuvelland	•		•

VIA	VIA Zuid-Limburg	VIA Noord- en Midden-Limburg	VIA Parkstad Limburg	VIA Midden-Limburg	VIA Noord-Limburg	VIA Hele Print run
VIA Venlo		•			•	•
VIA Horst-Venray		•			•	•
VIA Roermond		•		•		•
VIA Weert		•		•		•
VIA Parkstad Limburg Heerlen-Brunssum	•		•			•
VIA Parkstad Limburg Kerkrade-Landgraaf	•		•			•
VIA Westelijke Mijnstreek	•					•
VIA Maastricht-Heuvelland	•					•

Combination rates apply only to:

- Unchanged material
 - Placement on the same date (daily newspapers) or in the same placement week (weeklies and local newspapers)
 - All titles and editions belonging to a combination as mentioned on the page 'Composition of advertising combinations'
- Possibilities per title, edition or combination may differ, depending on your choice. Please consult your account manager.

Mediahuis Connect - Composition of ad combinations

	De Telegraaf + Mediahuis Regionale Dagbladen West	Mediahuis Connect Regionaal Noord en Zuid	Mediahuis Connect Regionaal West en Zuid	Mediahuis Connect Regionaal Noord en West	Mediahuis Connect Regionaal	Mediahuis Connect Regionaal Plus, do. (+vr.)	Mediahuis Connect Landelijk en Regionaal	Mediahuis Connect
De Telegraaf	•						•	•
Dagblad van het Noorden		•		•	•	•	•	•
Leeuwarder Courant		•		•	•	•	•	•
Friesch Dagblad		•		•	•	•	•	•
De Limburger		•	•		•	•	•	•
Noordhollands Dagblad	•		•	•	•	•	•	•
Haarlems Dagblad	•		•	•	•	•	•	•
IJmuider Courant	•		•	•	•	•	•	•
Leidsch Dagblad	•		•	•	•	•	•	•
De Gooi- en Eemlander	•		•	•	•	•	•	•
Mediahuis Noord Nieuwsbladen						•		•
Mediahuis Noord Weekbladen								•
VIA								•

Combination rates apply only to:

- Unchanged material
 - Placement on the same date (daily newspapers) or in the same placement week (weeklies and local newspapers)
 - All titles and editions belonging to a combination as mentioned on the page 'Composition of advertising combinations'
- Possibilities per title, edition or combination may differ, depending on your choice. Please consult your account manager.

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