

# **Programmatic** ***Advertising rates 2023***

# Programmatic

Privat Market Place		
Desktop/tablet	Format	Floor price
336 x 280	Large Rectangle	€ 2.00
300 x 250	Medium Rectangle	€ 2.00
970 x 90	Super Leaderboard	€ 2.00
160 x 600	Wide Skyscraper	€ 2.00
728 x 90	Leaderboard	€ 2.00
	Fluid ad	€ 4.25
300 x 600	Half Page Ad	€ 6.50
970 x 250	Billboard	€ 7.50
1800 x 200	Super Header / Substantial	€ 8.50
970 x 1000	Skin + Billboard	€ 12.00
1800 x 1000	Skin + Leaderboard / Full width header	€ 12.00

Mobile	Format	Floor price
320 x 100	Double-sized banner	€ 1.00
320 x 50	Mobile banner	€ 1.00
300 x 250	Mobile Medium Rectangle	€ 2.00
320 x 240	Mobile Half Page Ad (Rich Media)	€ 3.00
	Fluid ad	€ 4.25
300 x 250	Swipe cube	€ 4.00
300x600	Half page Ad	€ 6.50
320 x 500	Interscroller	€ 6.50
320x400	Mobile portrait	€ 6.00

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

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

Socio-demographic
Based on socio-demographic characteristics of the visitor
Gender
Age
Education
Social class

Intent
On request
Housing market
E-commerce

**On request:** keyword targeting and custom segments.

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

Contact your account manager or at [programmatic@mediahuis.nl](mailto:programmatic@mediahuis.nl) for more information.

# Targeting and data

Data	Mediahuis Run of Network			Run of Channel / Run of Site				
	Display	Youtube	Youtube Mediahuis & Partners	Nationwide	Regional	Dumpert, subsections telegraaf.nl	telegraaf.nl/ <subsections>	Millennials & Generation Z + subchannels
<b>Targeting capabilities + Data surcharges per Quality View:</b>								
Additional data layer Elastic Native (max. 4x)	€ 0.25			€ 0.25				€ 0.25
<b>Targeting capabilities + Data surcharges per 1.000 impressions (CPM):</b>								
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 segments	on request			on request				

# Network and channel arrangement 2023

Name	Definition
Run of Channel (ROC)	A category within our network that includes several titles within De Telegraaf
Run of Site (ROS)	A specific title or a subsection of a title, e.g. Autovisie or telegraaf.nl/financieel (DFT)
Run of Network (RON)	Complete 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, Jaap, JM Ouders, Leeuwarder Courant, Leidsch Dagblad, Limburgvac, Manners, Mensening, Meppeler Courant, Metro, Nieuwe Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, NSMBL, OneMoreThing, Sikkom, Steenwijker Courant, Uit Tips Limburg, VIA, WANT.

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, NSMBL, Telegraaf.nl/lifestyle, Telegraaf.nl/VROUW, Limburger.nl/zine, dvhn.nl/lifestyle, lc.nl/lifestyle.
Women	Beautify, Bedrock, Famme, JM Ouders, NSMBL, Telegraaf.nl/VROUW.
Sports	Sport 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), Limburger.nl/nieuws/media-en-cultuur.
Parenting	Famme, JM Ouders.
Technology	OneMoreThing, WANT.

# Sizes and specifications

Display sizes		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		●				●	●	●
Superheader / Substantial	1800x200		●				●		●
Super Leaderboard	970x90		●						●
Wide Skyscraper	160x600		●	●			●		●

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# Mediahuis Noord

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# Mediahuis Limburg

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