

Programmatic *Rates 2024*

Programmatic

Private Market Place

Desktop/tablet	Format	Floor price
336 x 280	Large Rectangle	€ 2.00
300 x 250	Medium Rectangle	€ 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	€ 8.00
970 x 1000	Skin + Billboard	€ 12.00
1800 x 1000	Skin + Leaderboard / Full width header	€ 12.00

Mobile	Format	Floorprice
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)	€ 2.00
	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	Floorprice
640x360/480	Bumper ad	€ 10.00
640x360/480	Pre-roll / Mid-roll	€ 16.00
640x360/480	In-article video	€ 7.00
640x360/480	Youtube Pre-roll	€ 14.00

You can choose from different types of targeting. You can target on socio-demographic data, intent data, interests and contextual data.

Discover the possibilities for your campaign and view all data audiences in the online Data Audience Tool: <https://www.mediahuis.nl/audience-tool/>

Targeting	
CPM-factor	
Target group selection (data targeting):	
Geographic	1.0
Socio-demographic	1.1
Interest	1.1
Intent	1.3
Keyword	On request
Custom segment	On request
Digital Pro	1.2

Contact your account manager or at programmatic@mediahuis.nl for more information.

On request: keyword targeting and custom segments.

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

Network and Channel layout 2024 (Programmatic)

Name	Definition
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, J/M Ouders, Leeuwarder Courant, Leidsch Dagblad, Limburgvac, Manners, Mensenling, Meppeler Courant, Metro, Nieuwe Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, NSMBL, Sikkom, Steenwijker Courant, Uit Tips Limburg, VIA, WANT.
Run of Channel (ROC)	One of the following categories in our network that includes multiple titles and/or subsections
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, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), WANT.
Gen Z & Millennials	Beautify, Bedrock, Culy, Dumpert, Famme, Manners, Metro, NSMBL, 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, J/M Ouders, NSMBL, Telegraaf.nl/VROUW.
Sport	The sports sections of De Telegraaf and regional daily 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 similar to the news channel, except for De Telegraaf and Metro.
Entertainment	Dumpert, NSMBL, Sikkom, Telegraaf.nl/entertainment (Privé), Limburger.nl/nieuws/media-en-cultuur.
Parenting	Famme, J/M Ouders.
Run of Site (ROS)	A specific title or subsection of a title, for example Autovisie or Telegraaf.nl/financieel (DFT).

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		•						•
Wide Skyscraper	160x600		•	•			•		•

Advertise?

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