


Print

Rates 2024

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Price changes, printing and typesetting errors reserved.
Rates are gross rounded figures and exclusive of VAT. The general terms and conditions of sale apply to the purchase of advertising space.
For these conditions and delivery specifications, please visit the website of the relevant publisher.

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

Editorial pages in front of the newspaper and Back page: possibilities and advertising rates

Gross ad price per format excluding Position Factor, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Monday to Friday					
Daily newspapers, local newspapers and weeklies					
Mediahuis Connect Plus	€ 117,157	€ 79,667	€ 41,005	€ 21,088	3,198
Regional Daily newspapers and local newspapers					
Mediahuis Connect Regional Plus, Thu (+Fri)	€ 52,819	€ 35,917	€ 18,487	€ 9,507	1,082
Daily newspapers					
Mediahuis Connect	€ 67,458	€ 45,871	€ 23,610	€ 12,142	1,840
Mediahuis Connect Regional	€ 48,280	€ 32,830	€ 16,898	€ 8,690	1,022
Mediahuis Connect Regional North and West	€ 36,598	€ 24,887	€ 12,809	€ 6,588	780
Mediahuis Connect Regional West and South	€ 31,861	€ 21,665	€ 11,151	€ 5,735	680
Mediahuis Connect Regional North and South	€ 28,100	€ 19,108	€ 9,835	€ 5,058	584
De Telegraaf + Mediahuis Regional Newspapers West	€ 57,611	€ 39,175	€ 20,164	€ 10,370	1,256

Size	
Page share	Size factor
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

Guarantee position	
	Position factor
Front page	4
Back page	15
Daily newspapers and local newspapers:	
Page 3	2
Page 5	2
Page 7	2
Other guaranteed position	20%

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Saturday					
Daily newspapers					
Mediahuis Connect	€ 83,732	€ 56,938	€ 29,306	€ 15,072	2,300
Mediahuis Connect Regional	€ 54,742	€ 37,225	€ 19,160	€ 9,854	1,230
Mediahuis Connect Regional North and West	€ 42,142	€ 28,657	€ 14,750	€ 7,586	954
Mediahuis Connect Regional West and South	€ 34,764	€ 23,640	€ 12,167	€ 6,258	778
Mediahuis Connect Regional North and South	€ 32,578	€ 22,153	€ 11,402	€ 5,864	728
De Telegraaf + Mediahuis Regional Newspapers West	€ 73,871	€ 50,232	€ 25,855	€ 13,297	1,572

Guarantee options vary by combination. Consult your account manager or the rate calculator at <https://adverteren.mediahuis.nl/tariecalculator>, or [see page 6](#) for uniform options in Mediahuis Connect Regional

See [page 23 onwards](#) for a visual representation and specifications of all formats

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

Advertising pages: options & advertising rates

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Monday to Friday					
Daily newspapers, local newspapers and weeklies					
Mediahuis Connect Plus	€ 117,157				3,198
Regional Daily newspapers and local newspapers					
Mediahuis Connect Regional Plus, Thu (+Fri)	€ 52,819				1,082
Daily newspapers					
Mediahuis Connect	€ 67,458				1,840
Mediahuis Connect Regional	€ 48,280				1,022
Mediahuis Connect Regional North and West	€ 36,598				780
Mediahuis Connect Regional West and South	€ 31,861				680
Mediahuis Connect Regional North and South	€ 28,100	€ 19,108	€ 9,835	€ 5,058	584
De Telegraaf + Mediahuis Regional Newspapers West	€ 57,611				1,256

Size	
Page share	Size factor
2	2
1	1
1/2	0.68
1/4	0.35
1/8	0.18
1/12	0.13
1/24	0.07

(Guarantee) position	
Daily newspapers, local newspapers and weeklies	Position factor
Other Advertising Page	1
Other guaranteed position	20%

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Saturday					
Daily newspapers					
Mediahuis Connect	€ 83,732				2,300
Mediahuis Connect Regional	€ 54,742				1,230
Mediahuis Connect Regional North and West	€ 42,142				954
Mediahuis Connect Regional West and South	€ 34,764				778
Mediahuis Connect Regional North and South	€ 32,578	€ 22,153	€ 11,402	€ 5,864	728
De Telegraaf + Mediahuis Regional Newspapers West	€ 73,871				1,572

See [page 23 onwards](#) for a visual representation and specifications of all formats

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

General Editorial Pages: options & advertising rates

Gross ad price per format excluding Position Factor, for example:					Reach
Page share	1/1 (next to Editorial)	1/2	1/4	1/8	(x 1,000)
Monday to Friday					
Daily newspapers, local newspapers and weeklies					
Mediahuis Connect Plus	€ 117,157				3,198
Regional Daily newspapers and local newspapers					
Mediahuis Connect Regional Plus, Thu (+Fri)	€ 52,819				1,082
Daily newspapers					
Mediahuis Connect	€ 67,458				1,840
Mediahuis Connect Regional	€ 48,280				1,022
Mediahuis Connect Regional North and West	€ 36,598				780
Mediahuis Connect Regional West and South	€ 31,861				680
Mediahuis Connect Regional North and South	€ 28,100		€ 9,835	€ 5,058	584
De Telegraaf + Mediahuis Regional Newspapers West	€ 57,611	€ 39,175	€ 20,164	€ 10,370	1,256

Size	
Page share	Size factor
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

(Guarantee) position	
Daily newspapers and local newspapers:	Position factor
Other Editorial pages:	
- De Telegraaf, Regional West	1
- Regional Noord, -Zuid	15
Other guaranteed position	20%

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Saturday					
Daily newspapers					
Mediahuis Connect	€ 83,732				2,300
Mediahuis Connect Regional	€ 54,742				1,230
Mediahuis Connect Regional North and West	€ 42,142				954
Mediahuis Connect Regional West and South	€ 34,764				778
Mediahuis Connect Regional North and South	€ 32,578		€ 11,402	€ 5,864	728
De Telegraaf + Mediahuis Regional Newspapers West	€ 73,871	€ 50,232	€ 25,855	€ 13,297	1,572

See [page 23 onwards](#) for a visual representation and specifications of all formats

Mediahuis Connect Regional - Uniform guarantee options

Regional daily newspapers and local news papers (Region North, South and West)

Vakformaten per garantiepositie				
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
Advertising page				
Back page				
	1/1	D101V	266	398

See [page 23 onwards](#) for a visual representation and specifications of all formats

De Telegraaf

Advertising rates

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Monday to Friday					
De Telegraaf	€ 29,838	€ 20,290	€ 10,443	€ 5,371	818
De Telegraaf, edition Amsterdam	€ 11,405	€ 7,755	€ 3,992	€ 2,053	176

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Saturday					
De Telegraaf	€ 41,026	€ 27,898	€ 14,359	€ 7,385	1,070

Size	
Page share	Size factor
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

(Guarantee) position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	15
Other Editorial page	1
Other guaranteed position	20%

See [page 23 onwards](#) for a visual representation and specifications of all formats

De Telegraaf

Branded Content rates

Gross ad price per format, for example:				Reach
Page share	1	1/2	1/4	(x 1,000)
Monday to Friday				
De Telegraaf	€ 37,298	€ 25,362	€ 25,362	818
De Telegraaf, edition Amsterdam	€ 14,256	€ 9,694	€ 9,694	176

Size	
Page share	Size factor
1	1.2500
1/2	0.8500
1/4	0.4375

Gross ad price per format, for example:				Reach
Page share	1	1/2	1/4	(x 1,000)
Saturday				
De Telegraaf	€ 51,283	€ 34,872	€ 34,872	1.070

See [page 23 onwards](#) for a visual representation and specifications of all formats

Regional West - Daily Newspapers, Monday to Friday

Advertising rates

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Monday to Friday					
Mediahuis Regional Newspapers West	€ 23,104	€ 15,711	€ 8,086	€ 4,159	438
Noordhollands Dagblad	€ 14,279	€ 9,710	€ 4,998	€ 2,570	273
Haarlems Dagblad / IJmuider Courant	€ 3,645	€ 2,479	€ 1,276	€ 656	64
Leidsch Dagblad*	€ 2,444	€ 1,662	€ 855	€ 440	53
De Gooi- en Eemlander	€ 2,735	€ 1,860	€ 957	€ 492	48

Noordhollands Dagblad, edition combinations:					
NHD - Helderse Courant / Schager Courant	€ 2,383	€ 1,620	€ 834	€ 429	43
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 3,662	€ 2,490	€ 1,282	€ 659	72
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 4,945	€ 3,363	€ 1,731	€ 890	88
NHD - Noord	€ 9,373	€ 6,374	€ 3,281	€ 1,687	177
Noordhollands Dagblad, editions:					
NHD - Helderse Courant	€ 1,022	€ 695	€ 358	€ 184	24
NHD - Schager Courant	€ 1,362	€ 926	€ 477	€ 245	19
NHD - Dagblad voor West-Friesland	€ 3,288	€ 2,236	€ 1,151	€ 592	70
NHD - Alkmaarsche Courant	€ 3,701	€ 2,517	€ 1,295	€ 666	64
NHD - Dagblad Kennemerland	€ 1,244	€ 846	€ 435	€ 224	24
NHD - Dagblad Zaanstreek	€ 2,375	€ 1,615	€ 831	€ 428	42
NHD - Dagblad Waterland	€ 1,287	€ 875	€ 450	€ 232	30

Haarlems Dagblad / IJmuider Courant					
Haarlems Dagblad	€ 3,145	€ 2,139	€ 1,101	€ 566	53
IJmuider Courant	€ 500	€ 340	€ 175	€ 90	11

*Leidsch Dagblad (incl. Duin- en Bollenstreek)

Size	
Page share	Size factor
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

(Guarantee) position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	15
Other Editorial page	1
Front page Regio	3
Page 3 Regio	2
Other guaranteed position	20%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Regional West - Daily Newspapers, Saturday

Advertising rates

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Saturday					
Mediahuis Regional Newspapers West	€ 25,377	€ 17,256	€ 8,882	€ 4,568	502
Noordhollands Dagblad	€ 15,583	€ 10,596	€ 5,454	€ 2,805	312
Haarlems Dagblad / IJmuider Courant	€ 4,096	€ 2,785	€ 1,434	€ 737	71
Leidsch Dagblad*	€ 2,831	€ 1,925	€ 991	€ 510	63
De Gooi- en Eemlander	€ 2,865	€ 1,948	€ 1,003	€ 516	56

Noordhollands Dagblad, edition combinations:					
NHD - Helderse Courant / Schager Courant	€ 2,558	€ 1,739	€ 895	€ 460	52
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 3,886	€ 2,642	€ 1,360	€ 699	82
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 5,509	€ 3,746	€ 1,928	€ 992	102
NHD - Noord	€ 10,219	€ 6,949	€ 3,577	€ 1,839	206
Noordhollands Dagblad editions:					
NHD - Helderse Courant	€ 1,140	€ 775	€ 399	€ 205	30
NHD - Schager Courant	€ 1,418	€ 964	€ 496	€ 255	22
NHD - Dagblad voor West-Friesland	€ 3,630	€ 2,468	€ 1,271	€ 653	76
NHD - Alkmaarsche Courant	€ 4,032	€ 2,742	€ 1,411	€ 726	78
NHD - Dagblad Kennemerland	€ 1,478	€ 1,005	€ 517	€ 266	24
NHD - Dagblad Zaanstreek	€ 2,473	€ 1,682	€ 866	€ 445	49
NHD - Dagblad Waterland	€ 1,414	€ 962	€ 495	€ 255	33

Haarlems Dagblad / IJmuider Courant					
Haarlems Dagblad	€ 3,425	€ 2,329	€ 1,199	€ 617	61
IJmuider Courant	€ 670	€ 456	€ 235	€ 121	10

*Leidsch Dagblad (incl. Duin- en Bollenstreek)

Size	
Page share	Size factor
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

(Guarantee) position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Back page	1.5
Other Editorial page	1
Front page Regio	3
Page 3 Regio	2
Other guaranteed position	20%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Regional West - Daily Newspapers, Monday to Friday

Branded Content rates

Gross ad price per format, for example:				Reach
Page share	1	1/2	1/4	(x 1,000)
Monday to Friday				
Mediahuis Regional Newspapers West	€ 28,880	€ 19,638	€ 10,108	438
Noordhollands Dagblad	€ 17,849	€ 12,137	€ 6,247	273
Haarlems Dagblad / IJmuider Courant	€ 4,556	€ 3,098	€ 1,595	64
Leidsch Dagblad*	€ 3,055	€ 2,077	€ 1,069	53
De Gooi- en Eemlander	€ 3,419	€ 2,325	€ 1,197	48

Size	
Page share	Size factor
1	1.2500
1/2	0.8500
1/4	0.4375

Noordhollands Dagblad, edition combinations:				
NHD - Helderse Courant / Schager Courant	€ 2,979	€ 2,026	€ 1,043	43
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 4,578	€ 3,113	€ 1,602	72
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 6,181	€ 4,203	€ 2,163	88
NHD - Noord	€ 11,716	€ 7,967	€ 4,101	177
Noordhollands Dagblad editions:				
NHD - Helderse Courant	€ 1,278	€ 869	€ 447	24
NHD - Schager Courant	€ 1,703	€ 1,158	€ 596	19
NHD - Dagblad voor West-Friesland	€ 4,110	€ 2,795	€ 1,439	70
NHD - Alkmaarsche Courant	€ 4,626	€ 3,146	€ 1,619	64
NHD - Dagblad Kennemerland	€ 1,555	€ 1,057	€ 544	24
NHD - Dagblad Zaanstreek	€ 2,969	€ 2,019	€ 1,039	42
NHD - Dagblad Waterland	€ 1,609	€ 1,094	€ 563	30

Haarlems Dagblad / IJmuider Courant				
Haarlems Dagblad	€ 3,931	€ 2,673	€ 1,376	53
IJmuider Courant	€ 625	€ 425	€ 219	11

*Leidsch Dagblad (incl. Duin- en Bollenstreek)

See [page 23 onwards](#) for a visual representation and specifications of all formats

Regional West - Daily Newspapers, Saturday

Branded Content rates

Gross ad price per format, for example:				Reach
Page share	1	1/2	1/4	(x 1,000)
Saturday				
Mediahuis Regional Newspapers West	€ 31.721	€ 21.570	€ 11.102	502
Noordhollands Dagblad	€ 19.479	€ 13.246	€ 6.818	312
Haarlems Dagblad / IJmuider Courant	€ 5.120	€ 3.482	€ 1.792	71
Leidsch Dagblad*	€ 3.539	€ 2.406	€ 1.239	63
De Gooi- en Eemlander	€ 3.581	€ 2.435	€ 1.253	56

Size	
Page share	Size factor
1	1.2500
1/2	0.8500
1/4	0.4375

Noordhollands Dagblad, edition combinations:				
NHD - Helderse Courant / Schager Courant	€ 3.198	€ 2.174	€ 1.119	52
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 4.858	€ 3.303	€ 1.700	82
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 6.886	€ 4.683	€ 2.410	102
NHD - Noord	€ 12.774	€ 8.686	€ 4.471	206
Noordhollands Dagblad editions:				
NHD - Helderse Courant	€ 1.425	€ 969	€ 499	30
NHD - Schager Courant	€ 1.773	€ 1.205	€ 620	22
NHD - Dagblad voor West-Friesland	€ 4.538	€ 3.086	€ 1.588	76
NHD - Alkmaarsche Courant	€ 5.040	€ 3.427	€ 1.764	78
NHD - Dagblad Kennemerland	€ 1.848	€ 1.256	€ 647	24
NHD - Dagblad Zaanstreek	€ 3.091	€ 2.102	€ 1.082	49
NHD - Dagblad Waterland	€ 1.768	€ 1.202	€ 619	33

Haarlems Dagblad / IJmuider Courant				
Haarlems Dagblad	€ 4.281	€ 2.911	€ 1.498	61
IJmuider Courant	€ 838	€ 570	€ 293	10

*Leidsch Dagblad (incl. Duin- en Bollenstreek)

See [page 23 onwards](#) for a visual representation and specifications of all formats

Magazines

Advertising rates

Gross ad price per format, for example:				Reach
Page share	1	1/2	1/4	(x 1,000)
Saturday				
VRIJ Magazine	€ 8,994	N/A	N/A	502

Size	
Page share	Size factor
2	N/A
1	1.000
1/2	N/A
1/4	N/A

(Guarantee) position	
Page	Position factor
Back page	15
Other guaranteed position	20%

Gross ad price per format, for example:				Reach	Publication day
Page share	1	1/2	1/4	(x 1,000)	
Autovisie	€ 4,234	€ 3,176	€ 1,694	152	Thursday*
Privé	€ 6,285	€ 4,714	€ 2,514	581	Wednesday
VROUW Glossy	€ 7,463	N/A	N/A	206	Tuesday**
VROUW Magazine	€ 10,702	N/A	N/A	687	Saturday
VROUW Glossy Special	€ 1,995	N/A	N/A	55	Tuesday June 18, 2024

Size	
Page share	Size factor
2	2.000
1	1.000
1/2	0.750
1/4	0.400

(Guarantee) position	
Page	Position factor
Back page	15
Other guaranteed position	20%

* biweekly appearance
 ** 6x per year

See [page 23 onwards](#) for a visual representation and specifications of all formats

Magazines

Branded Content rates

Gross ad price per format, for example:				Reach
Page share	1	1/2	1/4	(x 1,000)
Saturday				
VRIJ Magazine	€ 11.243	N/A	€ 4.497	502

Size	
Page share	Size factor
2	N/A
1	1.250
1/2	N/A
1/4	N/A

Gross ad price per format, for example:				Reach	Publication day
Page share	1	1/2	1/4	(x 1,000)	
Autovisie	€ 5.293	€ 3.971	€ 2.117	152	Thursday*
Privé	€ 7.835	€ 5.879	€ 3.134	581	Wednesday
VROUW Glossy	€ 9.329	N/A	N/A	206	Tuesday**
VROUW Magazine	€ 13.378	N/A	N/A	687	Saturday

Size	
Page share	Size factor
2	2.500
1	1.250
1/2	0.938
1/4	0.500

* biweekly appearance

** 6x per year

See [page 23 onwards](#) for a visual representation and specifications of all formats

Mediahuis Noord - Daily Newspapers

Advertising rates

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Monday to Friday					
Mediahuis Regionale Dagbladen Noord	€ 18,798	€ 12,783	€ 6,579	€ 3,384	342
Dagblad van het Noorden	€ 10,870	€ 7,392	€ 3,805	€ 1,957	178
Dagblad van het Noorden Groningen	€ 5,797	€ 3,942	€ 2,029	€ 1,043	94
Dagblad van het Noorden Drenthe	€ 5,071	€ 3,448	€ 1,775	€ 913	84
Leeuwarder Courant	€ 6,755	€ 4,593	€ 2,364	€ 1,216	133
Friesch Dagblad	€ 1,175	€ 799	€ 411	€ 212	31

Gross ad price per format, for example:					Reach
Page share	1	1/2	1/4	1/8	(x 1,000)
Saturday					
Mediahuis Regionale Dagbladen Noord	€ 22,873	€ 15,554	€ 8,006	€ 4,117	452
Dagblad van het Noorden	€ 13,286	€ 9,034	€ 4,650	€ 2,391	243
Dagblad van het Noorden Groningen	€ 7,051	€ 4,795	€ 2,468	€ 1,269	128
Dagblad van het Noorden Noord	€ 4,788	€ 3,256	€ 1,676	€ 862	87
Dagblad van het Noorden Oost	€ 2,263	€ 1,539	€ 792	€ 407	41
Dagblad van het Noorden Drenthe	€ 6,235	€ 4,240	€ 2,182	€ 1,122	115
Dagblad van het Noorden Zuid	€ 2,392	€ 1,627	€ 837	€ 431	44
Dagblad van het Noorden West	€ 3,843	€ 2,613	€ 1,345	€ 692	71
Leeuwarder Courant	€ 8,314	€ 5,654	€ 2,910	€ 1,497	171
Friesch Dagblad	€ 1,273	€ 866	€ 446	€ 229	38

Size	
Page share	Size factor
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

(Guarantee) position	
Page	Position factor
Front page	4
Page 3	2
Page 5	2
Page 7	2
Other Editorial page	1.5
Back page	1.5
Front page Regio	2
Page 3 Regio	2
Other guaranteed position	20%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Mediahuis Noord - Local Newspapers

Advertising rates

Gross ad price per format, for example:					Reach	Publication day
Page share	1	1/2	1/4	1/8	(x 1,000)	
Mediahuis Noord Nieuws- en Weekbladen	€ 55,327	€ 37,622	€ 19,364	€ 9,959	1,053	
Mediahuis Noord Nieuwsbladen	€ 5,414	€ 3,682	€ 1,895	€ 975	60	Thu (+Fri)
Hoogeveensche Courant	€ 840	€ 571	€ 294	€ 151	8	Mon/Fri
Balkster Courant	€ 404	€ 275	€ 141	€ 73	4	Thursday
Stellingwerf	€ 533	€ 362	€ 187	€ 96	8	Thursday
Nieuwe Ooststellingwerper	€ 564	€ 384	€ 197	€ 102	8	Thursday
Nieuwsblad Noordoost-Friesland	€ 679	€ 462	€ 238	€ 122	7	Thu/Fri
Meppeler Courant	€ 1,610	€ 1,095	€ 564	€ 290	16	Mon/Wed/Fri
Steenwijker Courant	€ 784	€ 533	€ 274	€ 141	8	Mon/Wed/Fri

Size	
Page share	Size factor
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

(Guarantee) 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%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Mediahuis Noord - Weeklies

Advertising rates

Page share	Gross ad price per format, for example:				Circulation	Province	Publication day
	1	1/2	1/4	1/8			
Mediahuis Noord Weekbladen	€ 49,913	€ 33,941	€ 17,470	€ 8,984	904,200		
Mediahuis Weekbladen Drenthe	€ 12,173	€ 8,278	€ 4,261	€ 2,191	211,300	Drenthe	Thu/Wed
Mediahuis Weekbladen Flevoland	€ 5,026	€ 3,418	€ 1,759	€ 905	84,400	Flevoland	Wednesday
Mediahuis Weekbladen Friesland	€ 14,924	€ 10,148	€ 5,223	€ 2,686	276,600	Friesland	Thu/Wed/Thu
Mediahuis Weekbladen Groningen	€ 14,607	€ 9,933	€ 5,112	€ 2,629	291,500	Groningen	Thu/Wed
Mediahuis Weekbladen Overijssel	€ 3,183	€ 2,164	€ 1,114	€ 573	40,400	Overijssel	Tuesday

Asser Courant	€ 1,659	€ 1,128	€ 581	€ 299	38,400	Drenthe	Tuesday
Coevorder Courant	€ 1,440	€ 979	€ 504	€ 259	18,300	Drenthe	Tuesday
De Krant van Midden Drenthe	€ 783	€ 532	€ 274	€ 141	16,000	Drenthe	Wednesday
Emmer Courant	€ 2,260	€ 1,537	€ 791	€ 407	52,200	Drenthe	Tuesday
Hoogeveensche Courant	€ 2,572	€ 1,749	€ 900	€ 463	32,700	Drenthe	Wednesday
Meppeler Courant	€ 1,358	€ 923	€ 475	€ 244	17,300	Drenthe	Tuesday
Roder Journaal	€ 855	€ 581	€ 299	€ 154	14,800	Drenthe	Tuesday
Westervelder Wolder Courant	€ 1,246	€ 847	€ 436	€ 224	21,600	Drenthe	Wednesday
Flevopost Dronten	€ 1,539	€ 1,047	€ 539	€ 277	19,600	Flevoland	Wednesday
Flevopost Lelystad	€ 2,056	€ 1,398	€ 720	€ 370	35,600	Flevoland	Wednesday
De Noordoostpolder	€ 1,431	€ 973	€ 501	€ 258	29,200	Flevoland	Wednesday
Bolswards Nieuwsblad	€ 801	€ 545	€ 280	€ 144	16,300	Friesland	Thursday
Stellingwerf	€ 957	€ 651	€ 335	€ 172	12,100	Friesland	Tuesday
Nieuwe Dockumer Courant	€ 1,764	€ 1,200	€ 617	€ 318	30,500	Friesland	Wednesday
Drachtster Courant	€ 2,334	€ 1,587	€ 817	€ 420	47,500	Friesland	Wednesday

Size	
Page share	Size factor
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

(Guarantee) position	
Page	Position factor
Front page	4
1st Editorial page	2
Other Editorial page	15
Back page	15
Other guaranteed position	20%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Mediahuis Noord - Weeklies

Advertising rates

Page share	Gross ad price per format, for example:				Circulation	Province	Publication day
	1	1/2	1/4	1/8			
De Feanster	€ 934	€ 635	€ 327	€ 168	16,200	Friesland	Wednesday
Franeker Courant	€ 1.179	€ 802	€ 413	€ 212	20,400	Friesland	Wednesday
Heerenveense Courant	€ 1.382	€ 940	€ 484	€ 249	23,900	Friesland	Thursday
Huis aan Huis Leeuwarden	€ 2.271	€ 1.544	€ 795	€ 409	52,500	Friesland	Wednesday
Nieuwe Ooststellingwerver	€ 903	€ 614	€ 316	€ 163	11,400	Friesland	Tuesday
Sneeker Nieuwsblad	€ 1.422	€ 967	€ 498	€ 256	28,900	Friesland	Thursday
Jouster Courant	€ 977	€ 664	€ 342	€ 176	16,900	Friesland	Thursday
Eemsbode	€ 1.625	€ 1.105	€ 569	€ 293	28,100	Groningen	Wednesday
HS-Krant	€ 1.301	€ 885	€ 455	€ 234	26,500	Groningen	Wednesday
Noorderkrant	€ 1.076	€ 732	€ 377	€ 194	24,900	Groningen	Wednesday
Streekblad	€ 1.721	€ 1.170	€ 602	€ 310	29,800	Groningen	Wednesday
Veendammer	€ 1.026	€ 698	€ 359	€ 185	17,800	Groningen	Wednesday
Westerkwartier	€ 1.422	€ 967	€ 498	€ 256	29,000	Groningen	Tuesday
Groninger Gezinsbode	€ 4.135	€ 2.812	€ 1.447	€ 744	95,600	Groningen	Wednesday
Kanaalstreek	€ 2.301	€ 1.565	€ 805	€ 414	39,800	Groningen	Wednesday
De Staphorster	€ 1.436	€ 976	€ 503	€ 258	18,200	Overijssel	Tuesday
Steenwijker Courant	€ 1.747	€ 1.188	€ 611	€ 314	22,200	Overijssel	Tuesday

Size	
Page share	Size factor
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

(Guarantee) position	
Page	Position factor
Front page	4
1st Editorial page	2
Other Editorial page	15
Back page	15
Other guaranteed position	20%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Mediahuis Limburg - Regional Newspapers

Advertising rates

Page share	Gross ad price per format, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
Monday to Friday					
De Limburger	€ 13,375	€ 9,095	€ 4,681	€ 2,408	242
Noord- en Midden-Limburg	€ 5,971	€ 4,060	€ 2,090	€ 1,075	108
Zuid-Limburg	€ 7,404	€ 5,035	€ 2,591	€ 1,333	134
Noord-Limburg	€ 2,976	€ 2,024	€ 1,042	€ 536	54
Midden-Limburg	€ 2,995	€ 2,037	€ 1,048	€ 539	54
Westelijke Mijnstreek	€ 2,092	€ 1,423	€ 732	€ 377	38
Parkstad Limburg	€ 2,498	€ 1,699	€ 874	€ 450	45
Maastricht-Heuvelland	€ 2,814	€ 1,914	€ 985	€ 507	51

Page share	Gross ad price per format, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
Saturday					
De Limburger	€ 14,426	€ 9,810	€ 5,049	€ 2,597	276
Noord- en Midden-Limburg	€ 6,440	€ 4,379	€ 2,254	€ 1,159	123
Zuid-Limburg	€ 7,986	€ 5,430	€ 2,795	€ 1,437	152
Noord-Limburg	€ 3,210	€ 2,183	€ 1,124	€ 578	61
Midden-Limburg	€ 3,230	€ 2,196	€ 1,131	€ 581	62
Westelijke Mijnstreek	€ 2,256	€ 1,534	€ 790	€ 406	43
Parkstad Limburg	€ 2,695	€ 1,833	€ 943	€ 485	51
Maastricht-Heuvelland	€ 3,035	€ 2,064	€ 1,062	€ 546	58

Size	
Page share	Size factor
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

(Guarantee) 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%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Mediahuis Limburg - Weeklies, Wednesday

Advertising rates

Page share	Gross ad price per format, for example:				Reach
	1	1/2	1/4	1/8	(x 1,000)
Wednesday					
VIA Hele Circulation	€ 14,669	€ 9,975	€ 5,134	€ 2,640	305
VIA Noord- en Midden-Limburg	€ 6,418	€ 4,364	€ 2,246	€ 1,155	133
VIA Zuid-Limburg	€ 8,251	€ 5,611	€ 2,888	€ 1,485	172
VIA Noord-Limburg	€ 3,225	€ 2,193	€ 1,129	€ 581	66
VIA Venlo	€ 2,088	€ 1,420	€ 731	€ 376	43
VIA Horst-Venray	€ 1,137	€ 773	€ 398	€ 205	23
VIA Midden-Limburg	€ 3,193	€ 2,171	€ 1,118	€ 575	67
VIA Roermond	€ 2,242	€ 1,525	€ 785	€ 404	47
VIA Weert	€ 951	€ 647	€ 333	€ 171	20
VIA Parkstad Limburg	€ 2,985	€ 2,030	€ 1,045	€ 537	62
VIA Parkstad Limburg Heerlen-Brunssum	€ 1,702	€ 1,157	€ 596	€ 306	35
VIA Parkstad Limburg Kerkrade-Landgraaf	€ 1,283	€ 872	€ 449	€ 231	27
VIA Westelijke Mijnstreek	€ 2,143	€ 1,457	€ 750	€ 386	45
VIA Maastricht-Heuvelland	€ 3,123	€ 2,124	€ 1,093	€ 562	65

Size	
Page share	Size factor
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
1/16	0.100
1/20	0.080
1/21	0.075
1/32	0.055
1/43	0.045

(Guarantee) 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%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Mediahuis Limburg - Voilà Magazine

Advertising rates

	Gross ad price per format, for example:			Reach
Page share	1	1/2	1/4	(x 1,000)
Fri (6 p yr)				
Voilà	€ 7,811	€ 5,858	€ 3,124	248

Size	
Page share	Size factor
1	1.000
1/2	0.750
1/4	0.400

(Guarantee) position	
Page	Position factor
Back page	1.5
Other guaranteed position	20%

See [page 23 onwards](#) for a visual representation and specifications of all formats

Definitions and rate calculation

Formula

The rate for an advertisement and branded content is calculated based on the following formula:

$$\text{Rate} = \text{Page price} \times \text{Size factor} \times (\text{optionel: Position factor and/or Guarantee factor}) \times \text{Seasonal factor}$$

Page rate

The page price (1/1 advertising page) is determined every year by a combination of various variables such as circulation, reach, selectivity, inflation and developments within the market.

Size factor

The size of an advertisement is based on the share of a 1/1 advertisement page (= page share). The impact of this advertising format is expressed in the format factor.

See [page 23 onwards](#) for an overview of all ad formats.

(Guarantee) position

By (guaranteed) position we mean the specific position or page type (editorial or advertising page) in the newspaper or magazine on which you can have your advertisement placed. For example, you can choose a front page, back page or page 3, 5 or 7. You can find these guaranteed positions in the rates.

Position factor

The price factor calculated for the guaranteed placement in the (guaranteed) position of your choice.

Reach

The reach is the number of contacts we achieve with our brands: Sources: NMO NPM-DGM 2023-I, NOM digital census (2022 Q1-Q4).

Circulation

Number of copies distributed cf. own statement (Weeklies).

Seasonal factor

An additional surcharge applies around certain holidays and/or events. These are the following days:

Seasonal factor 1,2	Applies to placements of subject formats (print) and HPTO (online) in 2024 at:
New Year's Day	Mon. January 1, 2024
Easter	Thu. March 28 to Mon. April 1st
Ascension	Wed. 8 to Fri. May 10th
Pentecost	Thu. 16 to Mon. May 20th
Black Friday Week Cyber Monday	Mon. Nov 25 to Mon. December 2
Christmas New Year's Eve	Thu. December 19 to Thu. December 31

Print: no appearance during the holidays

* The Season Factor 2024 does not apply to:

- MHN Weeklies
- box formats on the Family Messages page of the Daily and Newspapers
- Weekly newspaper VIA, UitTips Limburg and E-paper
- de Congratulations! page in De Limburger
- Other Editorial page 3rd section De Limburger (Leef, only weather report page advertisement possible)

- Other Editorial page Economie De Limburger (Baaninzicht)
- Ondernemen in Limburg and Voila

Online rate calculator

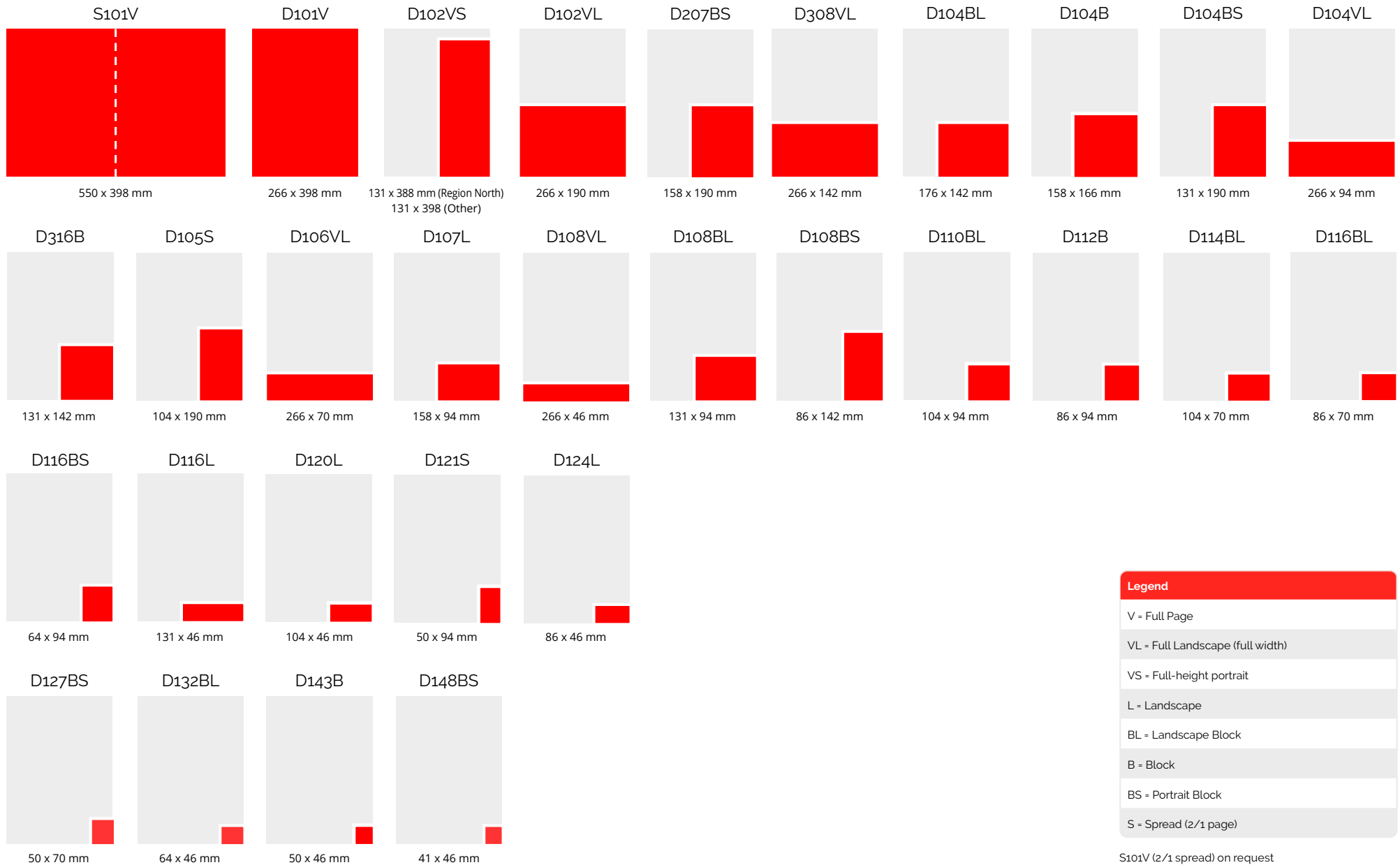
In addition to our rate cards, we also have an online tool with which you can easily see the rates and placement options within a few clicks.

Go to <https://adverteren.mediahuis.nl/tariefcalculator> to use this. You can also easily request a quote here.

Combination rates

The combination rates apply only to unchanged material and to placement on the same date (daily newspapers) or in the same placement week (weeklies and newspapers). The options apply to all titles and editions belonging to a combination as stated on the 'Composition of advertising combinations' page further down in the rate card. Options per title, edition or combination may differ, depending on your choice. Consult your account manager for this.

Advertisement sizes



Legend

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

S101V (2/1 spread) on request

Advertisement sizes

6-column advertisement sizes: D modules										
Page share	Module-code	Width (mm)	Height (mm)	De Telegraaf	Regional Daily Newspapers West	Regional Daily Newspapers North	Local Newspapers North	Weeklies North	Regional Daily Newspapers South	Weekly Newspaper South
				Editorial pages Advertising pages	Advertising pages	Advertising pages	Advertising pages	Advertising pages*	Advertising pages	Advertising pages
2/1	S101V	550	398	●	●	●	●	●	●	●
1/1	D101V	266	398	●	●	●	●	●	●	●
1/2	D102VS	131	388			●	●	●		
	D102VL	131	398						●	●
3/8	D102VL	266	190	●		●	●	●	●	●
	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							●
	D116L	131	46							●
1/24	D124L	86	46	●		●	●	●	●	
1/32	D132BL	64	46							●
1/48	D148BS	41	46	●		●	●	●		

*Weeklies MHN: consult your account manager or the rate calculator at <https://adverteren.mediahuis.nl/tariefcalculator> for the exact possibilities on editorial vs. advertising pages

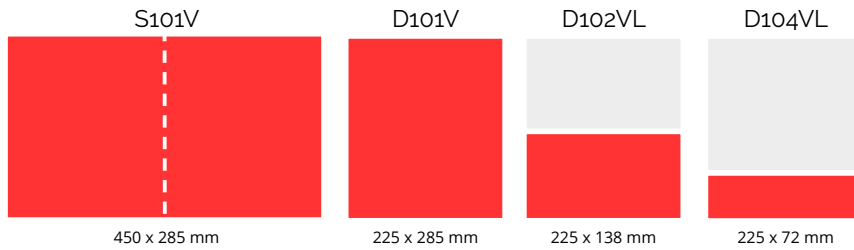
Advertisement sizes

5-column advertisement sizes: D-modules										
Page share	Module-code	Width (mm)	Height (mm)	De Telegraaf	Regional Daily Newspapers West	Regional Daily Newspapers North	Local Newspapers North	Weeklies North	Regional Daily Newspapers South	Weekly Newspaper South
					Editorial pages	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		●	●	●	●	●	●
	D110S	50	190					●		
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		●	●	●	●	●	●

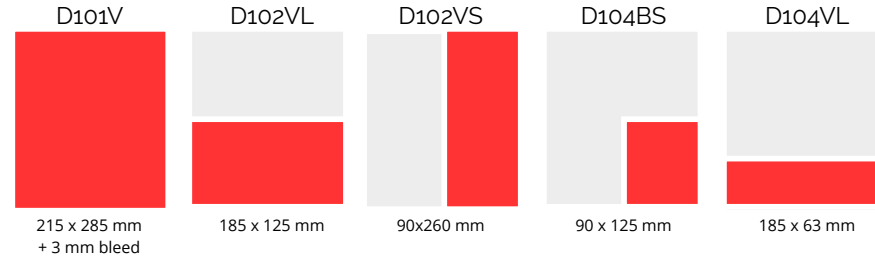
*Weeklies MHN: consult your account manager or the rate calculator at <https://adverteren.mediahuis.nl/tariefcalculator> for the exact possibilities on editorial vs. advertising pages

Advertising sizes magazines

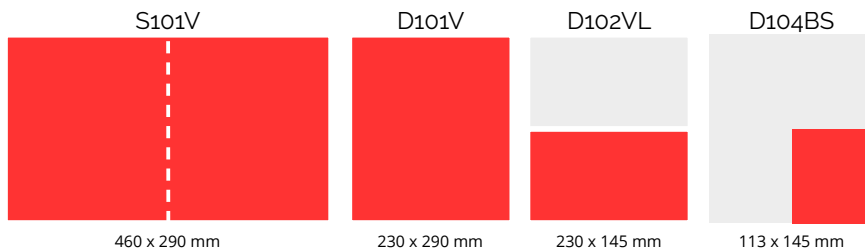
Autovisie



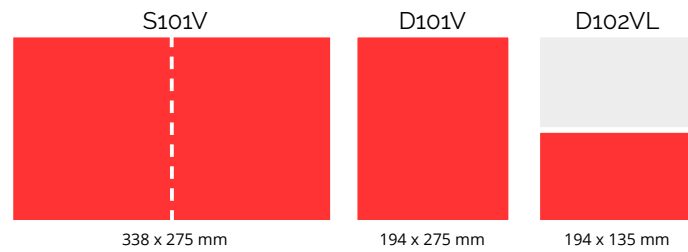
Voilà



Privé



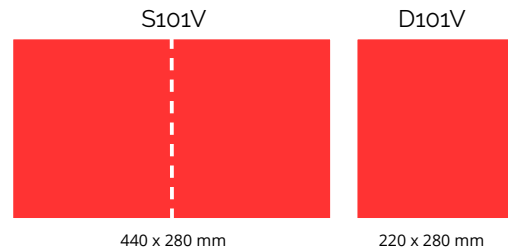
VROUW Magazine



Vrij Magazine



VROUW Glossy



* Descending formats: 5 mm bleed + cutting marks

Advertise?

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