

Programmatic Rates 2025

Programmatic

Private Market Place

PMP = Private Market Place
 PD = Preferred
 PG = Programmatic Guaranteed

Desktop/tablet	Format	PMP Floor price	PD fixed CPM	PG fixed CPM
336x280	Large Rectangle	€ 2.25	€ 3.75	€ 5.00
300x250	Medium Rectangle	€ 2.25	€ 3.75	€ 5.00
160x600	Wide Skyscraper	€ 2.25	€ 3.75	€ 5.00
728x90	Leaderboard	€ 2.25	€ 3.75	€ 5.00
	Native Ad	€ 4.25	€ 5.00	€ 6.50
300x600	Half Page Ad	€ 6.50	€ 8.00	€ 10.00
970x250	Billboard	€ 7.50	€ 9.00	€ 12.50
1800x1000 / 970x1000	Skin + Billboard	€ 12.00	€ 14.50	€ 18.50

Mobile	Format	PMP Floor price	PD fixed CPM	PG fixed CPM
320x100	Double-sized banner	€ 1.00		
320x50	Mobile banner	€ 1.00		
300x250	Mobile Medium Rectangle	€ 2.00	€ 3.75	€ 5.00
320x240	Mobile Half Page Ad (Rich Media)	€ 2.25	€ 3.75	€ 5.00
320x400	Mobile Portrait	€ 6.00	€ 7.50	€ 8.00
	Native Ad	€ 4.25	€ 5.00	€ 6.50
300x250	Swipe cube	€ 4.00	€ 6.00	€ 7.50
300x600	Half page Ad	€ 6.50	€ 8.00	€ 10.00
320x500	Interscroller	€ 6.50	€ 8.00	€ 10.00
see template	Native Ad+ Image 250			€ 6.50
see template	Native Ad+ Image 400			€ 8.00
see template	Native Ad+ Image 600			€ 10.00
see template	Native Ad+ Carrousel		-	€ 10.00

Video	Format	PMP Floor price	PD fixed CPM	PG fixed CPM
640x360	Bumper ad	€ 10.00	€ 12.50	€ 14.50
640x360	Pre-roll / Mid-roll max. 15 seconds	€ 16.00	€ 18.00	€ 24.00
640x360	Pre-roll / Mid-roll max. 15 seconds	€ 16.00	€ 19.80	€ 26.40
640x360	In-article video	€ 7.00	€ 8.50	€ 11.00
see template	Native Ad+ Video 250			€ 6.50
see template	Native Ad+ Video 400			€ 8.00
see template	Native Ad+ Video 600			€ 10.00

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	10
Socio-demographic	11
Interest	11
Intent	13
Keyword	On request
Custom segment	On request

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 2025

Name	Definition
Run of Network (RON)	The entire Mediahuis network: 100%NL, Autovisie, Balkster Courant, 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, Mensenlinq, Meppeler Courant, Metro, Nieuwe Ooststellingwerper, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, NSMBL, Radio Veronica, RouteYou, Sikkom, SLAM!, Steenwijker Courant, Sublime, Sunlite, 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 Ooststellingwerper, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, Sikkom, Steenwijker Courant.
De Telegraaf	De Telegraaf including all subsections: entertainment (Privé), financial (DFT), lifestyle, news, sports (Telesport), VROUW.
Entertainment	100%NL, Dumpert, Radio Veronica, Sikkom SLAM!, Sublime, Sunlite and the entertainment sections of De Telegraaf and regional newspapers.
Food	Culy and the culinary sections of De Telegraaf and regional newspapers.
Gen Z & Millenials	Bedrock, Culy, Dumpert, Famme, lc.nl/now, Manners, Metro, NSMBL, Sikkom, SLAM!, WANT.
Lifestyle	Bedrock, Culy, Manners, NSMBL, Telegraaf.nl/lifestyle, Telegraaf.nl/VROUW, Limburger.nl/voila, dvhn.nl/lifestyle, lc.nl/lifestyle, sikkom/grunngids.
Men	Autovisie, Dumpert, Limburger.nl/nieuws/economie, Manners, Radio Veronica, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), WANT.
Parenting	Famme, J/M Ouders.
Regional	All regional daily and weekly newspapers.
Sport	The sports sections of De Telegraaf and regional daily and weekly newspapers.
Women	100%NL, Bedrock, dvhn.nl/meer/looks, Famme, J/M Ouders, lc.nl/meer/looks, NSMBL, Telegraaf.nl/VROUW.
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	PG/PD	performance desk	PMP
Swipe Cube	300x250				●	●	●	●		●
Billboard	970x250		●	●			●	●	●	●
Double-sized Banner	320x100					●				●
Native Ad CPM	Total max. 130 characters + image*	●	●	●	●	●	●	●	●	●
Native Ad+ 250	see template					●	●			
Native Ad+ 400	see template					●	●			
Native Ad+ 600	see template					●	●			
Native Ad+ Carousel	see template					●	●			
Half Page Ad	300x600	●	●	●	●	●	●	●	●	●
Interscroller	320x500					●	●	●		●
Large Rectangle	336x280		●	●			●	●		●
Leaderboard	728x90		●	●			●	●	●	●
Medium Rectangle	300x250	●	●	●	●	●	●	●	●	●
Mobile Banner	320x50					●				●
Mobile Half Page Ad (Rich Media)	320x240				●	●		●		●
Mobile Portrait	320x400					●	●	●		●
Skin + Billboard / full width header	1800x1000 / 970x1000		●				●	●	●	●
Wide Skyscraper	160x600		●	●			●	●		●

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Advertise?

Contact us:



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