

Online Direct Rates 2025

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Rates 2025

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

Display Advertising

Size	Specifications	Device	RON Dumpert	ROC	ROS
Display			CPM	CPM	CPM
Billboard	970x250	desktop/tablet	€ 12.50	€ 13.75	€ 15.00
Display Pakket Medium*	300x250, 300x600, 970x250	cross device	€ 6.75	€ 7.43	€ 8.10
Display Pakket Small*	300x250, 336x280, 728x90, 160x600	cross device	€ 4.75	€ 5.23	€ 5.70
Half Page Ad	300x600	cross device	€ 10.00	€ 11.00	€ 12.00
Large Rectangle	336x280	desktop/tablet	€ 5.00	€ 5.50	€ 6.00
Leaderboard	728x90	desktop/tablet	€ 5.00	€ 5.50	€ 6.00
Medium Rectangle	300x250	cross device	€ 5.00	€ 5.50	€ 6.00
Wide Skyscraper	160x600	desktop/tablet	€ 5.00	€ 5.50	€ 6.00
Rich Media					
Swipe Cube	300x250	mobile	€ 7.50	€ 8.25	€ 9.00
Social Ad	see template	cross device	€ 10.00	€ 11.00	€ 12.00
Interscroller	320x500	mobile/web	€ 10.00	€ 11.00	€ 12.00
Mobile Portrait	320x400	mobile/web	€ 8.00	€ 8.80	€ 9.60
Notifier	on request	cross device	€ 15.00	€ 16.50	€ 18.00
Scoreboard Banner	300x600	cross device		€ 13.75	€ 15.00
Skin + Billboard	1800x1000 / 970x1000	desktop	€ 18.50	€ 20.35	€ 22.20
Native					
Native Ad	Total max. 130 characters + image	cross device	€ 6.50	€ 7.15	€ 7.80
Native Ad+ Image 250	see template	mobile web	€ 6.50	€ 7.15	€ 7.80
Native Ad+ Image 400	see template	mobile web	€ 8.00	€ 8.80	€ 9.60
Native Ad+ Image 600	see template	mobile web	€ 10.00	€ 11.00	€ 12.00
Native Ad+ Carrousel	see template	mobile web	€ 10.00	€ 11.00	€ 12.00

* Random delivery

Switch-on level	
Network	CPM-factor
Run of Network	1.0
Run of Dumpert.nl	1.0
Run of Channel	1.1
Run of Network excl. Dumpert	1.1
Run of Site	1.2

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

HPTO, CPC, vCPM

Size	Device	Fixed rate
HPTO (per 24 hours, from 9:00 AM to 8:59 AM)		
HPTO Dumpert	cross device	€ 3,000
HPTO Dagbladen*	cross device	€ 43,450
HPTO De Telegraaf	cross device	€ 40,700
HPTO De Telegraaf	mobile	€ 25,800
HPTO De Telegraaf	desktop/tablet	€ 18,300
STO De Telegraaf exclusive news**	cross device	€ 8,000
STO De Telegraaf inclusive news**	cross device	€ 15,295
HATO De Telegraaf***	cross device	€ 75,000
HPTO Dagbladen Mediahuis Noord****	cross device	€ 1,050
HPTO De Limburger	cross device	€ 1,700

* HPTO Dagbladen is placed on the general homepages of De Telegraaf, Dagblad van het Noorden, Leeuwarder Courant and De Limburger.

** The STO (Section Takeover) on De Telegraaf sections is placed on the section homepages of telegraaf.nl/sport, -/entertainment, -/financieel, -/vrouw, -/lifestyle and -/Wat u zegt (fixed package / selection n/a).

*** The HATO (Homepage & Article - Take over) is placed on the general homepage and all article pages of De Telegraaf

**** The HPTO Dagbladen Mediahuis Noord is placed on the general homepage of Dagblad van het Noorden and Leeuwarder Courant.

Formaat	Specificaties	Device	RON	ROC	RON excl. Dumpert	ROS	Dumpert
Cost per Click			CPC				
Social Ad	see template	cross device	€ 1.50	-		-	-
Native Ad	see template	cross device	€ 1.50	-		-	-
Viewable CPM*			vCPM	vCPM	vCPM	vCPM	vCPM
Speechbubble	300x250	cross device	€ 14.00	€ 15.40	€ 15.40	€ 16.80	€ 16.80

* Viewable CPM: 100% viewability (at least 50% of the expression is on screen for 1 second or longer).

Video Advertising

Size	Specifications	Device	RON Dumpert	ROC	ROS	
Instream Video						
Bumper ad	640x360	up to 6 seconds	cross device	€ 14.50	€ 15.95	€ 17.40
Pre-roll / mid-roll	640x360	up to 15 seconds	cross device	€ 24.00	€ 26.40	€ 28.80
		up to 30 seconds		€ 26.40	€ 29.04	€ 31.68
Outstream video						
In-article	640x360	up to 30 seconds	cross device	€ 11.00	€ 12.10	€ 13.20
Youtube video						
Bumper ad	480x360	up to 6 seconds	cross device	€ 12.00	€ 13.20	€ 14.40
Pre-roll non-skippable	480x360	up to 20 seconds	cross device	€ 19.50	€ 21.45	€ 23.40
Pre-roll skippable	480x360	12 - 360 seconds	cross device	€ 14.00	€ 15.40	€ 16.80
Sponsorship Roadblock	480x360	6 - 360 seconds (skippable)	cross device	€ 29.00	€ 31.90	€ 34.80
Native						
Native Ad+ Video 250	see template		mobile web	€ 6.50	€ 7.15	€ 7.80
Native Ad+ Video 400	see template		mobile web	€ 8.00	€ 8.80	€ 9.60
Native Ad+ Video 600	see template		mobile web	€ 10.00	€ 11.00	€ 12.00

Switch-on level	
Network	CPM-factor
Run of Netwerk	1.0
Run of Dumpert.nl	1.0
Run of Channel	1.1
Run of Netwerk excl. Dumpert	1.1
Run of Site	1.2

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

* excl. Youtube Video: + € 1.50

Newsletters

Newsletters Format: Native Ad or Medium Rectangle	Reach	Frequency	Fixed rate
National titles			
Bedrock	7,600	Weekly on Saturday at 9:30 hrs.	€ 230
Culy	18,600	Daily at 15:00	€ 560
De Telegraaf Lunch	158,300	Daily at 11:45	€ 1,470
De Telegraaf VRIJ	9,900	Weekly on Tuesday at 20:00	€ 275
De Telegraaf Zondag	167,300	Weekly on Sunday at 9:15 a.m.	€ 1,555
DFT Dagelijks	15,200	Daily at 09:30 a.m.	€ 460
Het beste van Famme	15,600	Weekly on Saturday at 09:30 hrs	€ 470
Het beste van J/M Ouders	22,200	Weekly on Sunday at 09:30 a.m.	€ 665
Manners	11,500	Weekly on Friday	€ 345
Metronieuws	16,700	Weekly on Tuesday and Thursday	€ 155
VROUW Weekupdate	36,900	Weekly on Saturday	€ 1,110
Want	8,400	Weekly on Friday	€ 255
Regional titles			
De Limburger Middag	53,000	Daily in the afternoon	€ 495
De Limburger Regio	64,000	Daily in the afternoon	€ 595
Ondernemen in Limburg	12,000	Weekly on Tuesday	€ 595
Dagblad van het Noorden Ochtend	32,700	Daily at 07:00	€ 305
Dagblad van het Noorden Cultuur	7,700	Weekly (time changes)	€ 235
Leeuwarder Courant Ochtend	21,900	Daily at 07:00	€ 205
Friesch Dagblad Dagelijks	2,300	Daily at 07:00	€ 205
Rondje week- en nieuwbladen Drenthe	24,000	Weekly on day of newspaper publication (Tue/Wed)	€ 225
Rondje week- en nieuwsbladen Groningen	10,000	Weekly on day of newspaper publication (Tue/Wed)	€ 160
Rondje week- en nieuwsbladen Friesland	12,900	Weekly on day of newspaper appearance (Tue/Wed/Thu)	€ 160
Rondje week- en nieuwsbladen Overijssel/Flevoland	8,700	Weekly on day of newspaper appearance (Tue/Wed)	€ 160
Flevopost	2,700	Every Wednesday and Friday	€ 110
Regional titles Other options			
Ondernemen in Limburg (every Tue)	12,000	Agenda	€ 160
Ondernemen in Limburg (every Tue)	12,000	Business premises of the week	€ 300
Ondernemen in Limburg (every Tue)	12,000	Meet and Greet	€ 300

Branded Content | General, De Telegraaf

Size	Specifications	Rate	Period of deployment
General			
Brandstory Run of Site		€ 10.20 CPM (Dumpert € 6.80 CPM)	Based on campaign objective
Brand Story Run of Channel		€ 9.35 CPM	Based on campaign objective
Brand Story Run of Netwerk		€ 8.50 CPM	Based on campaign objective
Branded Content Pusher Run of Site	IAB Display expression that drives a Branded Content Article	€ 3.60 CPM	Based on campaign objective
Branded Content Quality View*	A branded content article under an editorial	€ 1.- per Quality View*	Based on campaign objective
Matchmaker	An interactive quiz	On request	Based on campaign objective

De Telegraaf	Specifications	Rate	Period of deployment
Branded Content Artikel (fixed)			
De Telegraaf	Branded Content Article page including boost on homepage	€ 37.040	1 day (07:00 - 06:59)
De Telegraaf	Branded Content Article page including boost on homepage	€ 21.450	1/2 day (07:00 - 18:59)
Telegraaf.nl/entertainment (Privé)	Branded Content Article page including boost on entertainment section	€ 1.400	1 day (07:00 - 06:59)
Telegraaf.nl/financieel (DFT)	Branded Content Article page including boost on financial section	€ 6.735	1 day (07:00 - 06:59)
		€ 35.100	7 days (consecutive)
Telegraaf.nl/lifestyle	Branded Content Article page including boost on lifestyle section	€ 1.555	1 day (07:00 - 06:59)
Telegraaf.nl/sport (Telesport)	Branded Content Article page including boost on sports section	€ 7.825	1 day (07:00 - 06:59)
Telegraaf.nl/vrouw (VROUW)	Branded Content Article page including boost on section VROUW	€ 5.440	1 day (07:00 - 06:59)
		€ 28.300	7 days (continuous)

Additional products			
Branded Content Article Dossier	Sponsored article included in dossier page De Telegraaf***	€ 1.195	Always online
Branded Content Pusher Run of Site	IAB Display advertising driving a native article	€ 3.60 CPM	Based on campaign objective
Branded Content Pusher Run of Channel Telegraaf	IAB Display ad driving a native article	€ 3.30 CPM	Based on campaign objective

* Any visitor who has viewed the content for more than 15 seconds.

** Production costs Branded Content Article and Branded Content Article File € 850.-

*** Branded Content Article (fixed per placement) and Branded Content Article Dossier always in combination with stimulation through a content pusher (CPM) or Branded Content (Quality view).

**** Rates are exclusive of production costs unless stated otherwise.

Branded Content | General, De Telegraaf

De Telegraaf	Specifications	Rate
Video		Fixed
Branded Content Video Telegraaf****	telegraaf.nl/video	€ 6.155
Other		
Branded Webinar telegraaf.nl	Commercial webinar incl. distribution package and production costs	€ 14,855
Branded Webinar telegraaf.nl/financieel	Commercial webinar incl. distribution package and production costs	€ 14,855

* Any visitor who has viewed the content for more than 15 seconds.

** Production costs Branded Content Article and Branded Content Article File € 850,-.

*** Branded Content Article (fixed per placement) and Branded Content Article Dossier always in combination with stimulation through a content pusher (CPM) or Branded Content (Quality view).

**** Rates are exclusive of production costs unless stated otherwise.

Branded Content | Mediahuis Noord

Title	Specifications	Rate	Period of deployment
Branded Content Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad			
Newspapers - Medium package	Article in combination with Branded Content Pusher (220k impressions)	€ 2.000	In consultation
Newspapers - Large Package	Article in combination with Branded Content Pusher (295k impressions)	€ 2.250	In consultation
Newspapers - Extra Large Package	Article in combination with Branded Content Pusher (370k impressions)	€ 2.500	In consultation
Brand Native Other			
Sikkom Branded Content -pakket	Article in combination with Socials	€ 2.000	In consultation
Menseninq - Branded Content Package Small	Article in combination with Branded Content Pusher (93k impressions)	€ 850	In consultation
Menseninq - Branded Content Package Medium	Article in combination with Branded Content Pusher (134k impressions)	€ 1.000	In consultation
Menseninq - Branded Content Package Large	Article in combination with Branded Content Pusher (204k impressions)	€ 1.250	In consultation

The Branded Content package includes: writing the article and placement on one (or more) of the above sites of your choice + the aforementioned number of impressions of the Content Pusher or (in the case of Sikkom) boosting via Socials.

Branded Content | Mediahuis Limburg

Title	Specifications	Rate	Period of deployment
Branded Content package De Limburger			
De Limburger Homepage	Branded Content article page including fixed boost on homepage, Facebook and newsletter	€ 1.500	1 day (07:00 - 06:59)
De Limburger Full circulation	Branded Content article page including 200K impressions Native content Ad on Limburger.nl, Facebook and newsletter	€ 1.990	7 days
De Limburger Regional	Branded Content article page including 125K impressions Native content Ad on Limburger.nl, Facebook and newsletter in region of choice	€ 1.250	7 days
De Limburger Local	Branded Content article page including 50K impressions Native content Ad on Limburger.nl, Facebook and newsletter in municipality of choice	€ 750	7 days

Package consists of a placement on De Limburger + deployment of mentioned boosters, excluding production costs.

Highlight Ad, Highlight Branded Article Mediahuis Noord

Title	Specifications	Rate	Period of deployment
Highlight Ad Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad			
Simultaneously visible in the apps of Dagblad van het Noorden, Leeuwarder Courant, and Friesch Dagblad	Advertisement that links to your website	€ 2.100	48 hours (07:00h-06:59h)
Visible in the app of Dagblad van het Noorden	Advertisement that links to your website	€ 1.500	72 hours (07:00h-06:59h)
Simultaneously visible in the apps of Leeuwarder Courant and Friesch Dagblad	Advertisement that links to your website	€ 1.500	72 hours (07:00h-06:59h)
Highlight Branded Article Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad			
Simultaneously visible in the apps and on the websites of Dagblad van het Noorden, Leeuwarder Courant, and Friesch Dagblad.	Article combined with a Featured image that links to the Branded Content article	€ 2.500	48 hours (07:00h-06:59h)
Visible in the app and on the website of Dagblad van het Noorden	Article combined with a Featured image that links to the Branded Content article	€ 1.850	72 hours (07:00h-06:59h)
Simultaneously visible in the apps and on the websites of Leeuwarder Courant en Friesch Dagblad	Article combined with a Featured image that links to the Branded Content article	€ 1.850	72 hours (07:00h-06:59h)

Rates including production costs

Branded Content | Lifestyle titles

Title	Specifications	Fixed rate	Period of deployment
Branded Content Article ***			
Metro	Branded Content Article page including boost on homepage	€ 2.225	7 days (consecutive)
Autovisie	Branded Content Article page including boost on homepage	€ 2.225	7 days (consecutive)
Culy	Branded Content Article page ***	€ 1.195	Always online
Famme	Branded Content Article Page ***	€ 1.195	Always online
Manners	Branded Content Article Page ***	€ 1.195	Always online
NSMBL	Branded Content Article Page ***	€ 1.195	Always online
WANT	Branded Content Article Page ***	€ 1.195	Always online

Complementary products			
Branded Content Pusher ROS	IAB Display ad driving a Branded Content article	€ 3,60	Based on campaign objective
Branded Content Pusher ROC	IAB Display ad driving a Branded Content article	€ 3,30	Based on campaign objective

Rates excluding production costs of € 850

*** Branded Content Article (fixed rate per placement) always in combination with boosting in the form of a Branded Content pusher (CPM) or Elastic Native (Quality view). Reporting takes place only on the basis of CPM or quality views.

Branded Content options Dumpert	Specifications	Reach	Fixed rate
Dumpert Reeten	Sponsoring	100-150K views	€ 3,750
Dashcam compilatie	Sponsoring	150-250K views	€ 3,000
Vrijmico	Sponsoring	30-100k views	€ 1,950
Dumpert Reeten	Product placement*	100-150K views	€ 7,500
Voxpop	Product placement*	50-100K views	€ 8,750

*Including production costs ad. €1.250

Title	Fixed rate
Branded content block (cross device)	
Autovisie	€ 4,565
Culy	€ 1,230
Famme	€ 455
Manners	€ 3,400
Metronieuws	€ 9,005
NSMBL	€ 735
Want	€ 1,235

Rates excluding production costs of € 850

Other	From
Custom show	€ 15,000
Dumpert filmt je werkplek	€ 15,000

* Production costs for product placement €1.250

Branded Content | Social Media

	Instagram post	Instagram Reel	Instagram stories	TikTok post	WhatsApp
Fixed rate per post					
Autovisie	€ 250	€ 725	€ 250	€ 1.195	
Bedrock	€ 250	€ 250	€ 250	€ 250	
Culy	€ 250	€ 495	€ 250	€ 250	
Dumpert	€ 14.310	€ 16.835	€ 6.495	€ 2.490	€ 1.250
Famme	€ 250	€ 250	€ 250	€ 250	
J/M Ouders	€ 250	€ 250	€ 250	€ 250	
Manners	€ 250	€ 250	€ 250	€ 915	
Metro	€ 250	€ 270	€ 250	€ 250	
NSMBL	€ 250	€ 360	€ 250	€ 340	
Sikkom	€ 1.330		€ 875		
VROUW	€ 880	€ 315	€ 250	€ 250	
WANT	€ 250	€ 250	€ 250	€ 315	

These rates exclude production costs and are only possible in combination with a Branded Content Article, with the exception of: Sikkom (incl. production costs) and WhatsApp Dumpert.

Definitions and rate calculation

Formula:

The basic rate: purchase based on a number of (viewable) impressions

$$\begin{array}{c}
 \text{reach/1,000} \\
 \text{(viewable) impressions} \\
 \text{number purchased}
 \end{array}
 \times
 \begin{array}{c}
 \text{CPM} \\
 \text{(Cost per Mille)} \\
 \text{fixed price per 1,000}
 \end{array}
 =
 \begin{array}{c}
 \text{gross price for} \\
 \text{random delivery} \\
 \text{across the entire} \\
 \text{network (RON)}
 \end{array}
 \times
 \begin{array}{c}
 \text{targeting factor} \\
 \text{obv. Channel (ROC) or Brand (ROS)}
 \end{array}
 =
 \begin{array}{c}
 \text{gross price for specific} \\
 \text{delivery via 1 Channel} \\
 \text{(ROC) or 1 brand (Site/} \\
 \text{App: ROS)}
 \end{array}$$

Or: purchase based on a fixed rate (per period or per placement)

$$\begin{array}{c}
 \text{day/period} \\
 \text{(specifically: from... to...)} \\
 \text{day / period}
 \end{array}
 \times
 \begin{array}{c}
 \text{fixed price} \\
 \text{per placement or period}
 \end{array}
 =
 \begin{array}{c}
 \text{gross price for} \\
 \text{delivery during a} \\
 \text{specific period and} \\
 \text{via a specific site/app} \\
 \text{or newsletter}
 \end{array}$$

Network and channel layout

When you start advertising online, you have the choice of advertising on a specific website (ROS, Run or Site) or choosing a channel such as 'Lifestyle' (ROC, Run or Channel), for example. You can also use the entire Mediahuis network (RON, Run or Network). We then deliver your ad randomly across all websites, possibly fine-tuned to target groups on the basis of data (see Data surcharge).

CPM

Cost per mille, or the price for 1,000 impressions. The CPM has a fixed rate.

Data surcharge

The data surcharge applies to delivery to specific target groups, based on data on visitor profiles. These rates can be found in the rate card.

Targeting factor

The price factor compared to vCPM and CPM that indicates the surcharge for delivery via a specific website (ROS: x 1.2, excl. Dumpert: x 0.8) or a specific Channel (ROC: x 1.1).

Payment basis

Various payment models are possible in online advertising, such as a fixed price per placement, per period (e.g. per day, per week or per 4 weeks) or based on the number of clicks (CPC), Quality Views, impressions or viewable impressions. The settlement model (the unit on the basis of which the price is determined) is mentioned and defined for each rate.

Content production

At Mediahuis, content placements are produced by MHX, Mediahuis' creative studio. This content production is customised for each individual campaign. Costs depend on the specific expression and are communicated in advance.

Formats and specifications

All formats can be found at the back of this rate card. All detailed specifications can be found on our websites.

Seasonal factor

For the Take Over (HPTO and Section Take Over) an extra surcharge applies around the following (festive) days

Seasonal factor 1.2	Applies to placements of trade formats (print) and HPTO (online) in 2025 on:
New Year's Day	Wed. January 1
Easter	Thu. 17 to Mon. April 21
Ascension	Wed. 28 to Fri. May 30
Pentecost	Thu. 5 to Mon. June 9
Black Friday Week Cyber Monday	Mon. November 24 to Mon. December 1
Christmas & New Year's Eve	Thu. 18 to Wed. December 31

Online rate calculator

In addition to our rate cards, we also have an online tool that allows you to easily view rates and placement options within a few clicks. Go to <https://adverteren.mediahuis.nl/tarieftcalculator> to use it. You can also easily request a quote here.

Conditions, rates and delivery specifications

Rates are gross rounded amounts and exclude VAT. The purchase of advertising space is subject to the general advertising terms and conditions of the publisher concerned. For these conditions and delivery specifications, please visit the website of the relevant publisher.

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.
	* Instream Video: YouTube Channels of De Telegraaf, Dumpert and Autovisie included
Run of Channel (ROC)	One of the following categories in our network that includes multiple titles and/or subsections
RON exclusief Dumpert	The entire Mediahuis network with the exception of Dumpert.
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.
Men	Autovisie, Dumpert, Limburger.nl/nieuws/economie, Manners, Radio Veronica, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), WANT.
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.
Women	100%NL, Bedrock, dvhn.nl/meer/looks, Famme, J/M Ouders, lc.nl/meer/looks, NSMBL, Telegraaf.nl/VROUW.
Sport	The sports sections of De Telegraaf and regional daily and weekly newspapers.
Food	Culy and the culinary sections of De Telegraaf and regional newspapers.
De Telegraaf	De Telegraaf including all subsections: entertainment (Privé), financial (DFT), lifestyle, news, sports (Telesport), VROUW.
Regional	All regional daily and weekly newspapers.
Entertainment	100%NL, Dumpert, Radio Veronica, Sikkom SLAM!, Sublime, Sunlite and the entertainment sections of De Telegraaf and regional newspapers.
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).

Formats, device targeting and purchasing methods

Display sizes		Device targeting					Purchasing ways		
size	width x height	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Swipe Cube	300x250				●	●	●		●
Billboard	970x250		●	●			●		●
Brandstory		●	●	●	●	●	●		
Display Pakket Medium	300x250, 300x600, 970x250	●					●	●	
Display Pakket Small	300x250, 336x280, 728x90, 160x600	●					●	●	
Social Ad	zie template		●	●		●	●	●	
Social Ad (CPC)	zie template		●	●		●	●		
Native Ad (CPM)	Total max. 130 characters + image*	●	●	●	●	●	●	●	●
Native Ad (CPC)	Total max. 130 characters + image*	●					●		
Half Page Ad	300x600	●	●	●	●	●	●		●
HPTO cross device	see template	●	●	●	●	●	●		
HPTO desktop tablet	see template		●	●			●		
HPTO mobile	300x250 (3)				●	●	●		
Interscroller	320x500					●	●		●
Large Rectangle	336x280		●	●			●		●
Leaderboard	728x90		●	●			●		●
Medium Rectangle	300x250	●	●	●	●	●	●		●
Mobile Portrait	320x400					●	●		
Native Ad+ 250	see template					●	●		
Native Ad+ 400	see template					●	●		
Native Ad+ 600	see template					●	●		
Native Ad+ Carousel	see template					●	●		
Newsletters (Native Ad)	see template	●					●		
Notifier	on request	●	●	●	●	●	●		
Skin + Billboard	1800x1000 / 970x1000		●				●		●
Speechbubble	300x250	●	●	●		●	●		
Wide Skyscraper	160x600		●	●			●		●

Formats, device targeting and purchasing methods

Video sizes		Device targeting					Purchasing ways		
size	video length	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Bumper Ad	max. 6 seconds	●	●	●	●	●	●		●
In-article	max. 30 seconds	●	●	●	●	●	●	●	●
In-article Native	max. 30 seconds	●	●	●	●	●	●		●
Pre-roll	max. 15 seconds / max. 30 seconds	●	●	●	●	●	●		●
Youtube Bumper Ad	max. 6 seconds	●	●	●	●	●	●		●
Youtube Pre-roll non-skippable	max. 20 seconds	●	●	●	●	●	●		
Youtube Pre-roll skippable	12 - 360 seconds	●	●	●	●	●	●		
Youtube Sponsorship Roadblock	6 - 360 seconds (skippable)	●	●	●	●	●	●		●

Content sizes		Device targeting					Purchasing ways		
size	size	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Branded Content Block	Customisation	●					●		
Branded Content Pusher	variable (300x250, 300x600)	●	●	●	●	●	●		
Branded Content Quality View	Customisation	●					●		
Facebook Post	Customisation	●					●		
Instagram Post	Customisation	●					●		
Instagram Reel	Customisation	●					●		
Instagram Stories	Customisation	●					●		
TikTok Post	Customisation	●					●		
Matchmaker	Customisation	●					●		
Branded Content Article	Customisation	●					●		
Branded Content Article - Dossier	Customisation	●					●		
SEO article	Customisation	●					●		

Video content		Device targeting					Purchasing ways		
size	video length	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Branded Content Video	Customisation	●					●		
Branded Content Video Youtube	Customisation	●					●		
Branded Webinar	Customisation	●					●		

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