


# Print Rates 2025

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## Rates 2025

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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 <b>excluding Position Factor</b> , for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Monday to Friday</b>				
<b>Daily newspapers, local newspapers and weeklies</b>				
Mediahuis Connect Plus	€ 116,167	€ 78,994	€ 40,658	3,181
<b>Regional Daily newspapers and local newspapers</b>				
Mediahuis Connect Regional Plus, Thu (+Fri)	€ 51,806	€ 45,324	€ 23,329	1,135
<b>Daily newspapers</b>				
Mediahuis Connect (De Telegraaf and Regional)	€ 66,653	€ 45,324	€ 23,329	1,847
Mediahuis Connect Regional (North, South and West)	€ 48,763	€ 33,159	€ 17,067	1,073
Mediahuis Connect Regional North and West	€ 36,948	€ 25,125	€ 12,932	799
Mediahuis Connect Regional West and South	€ 32,165	€ 21,872	€ 11,258	724
Mediahuis Connect Regional North and South	€ 28,368	€ 19,290	€ 9,929	623
De Telegraaf + Mediahuis Regional Newspapers West	€ 52,004	€ 35,363	€ 18,201	1,224

Size	
Page share	Size factor
2/1	2.000
1/1	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
<b>Daily newspapers and local newspapers:</b>	
Page 3	2
Page 5	2
Page 7*	2
Other guaranteed position	20%

\* Page 7 - Mediahuis Connect: on request

Gross ad price per format, for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Saturday</b>				
<b>Daily newspapers</b>				
Mediahuis Connect (De Telegraaf and Regional)	€ 89,754	€ 61,033	€ 31,414	2,557
Mediahuis Connect Regional (North, South and West)	€ 58,574	€ 39,830	€ 20,501	1,391
Mediahuis Connect Regional North and West	€ 45,092	€ 30,663	€ 15,782	1,059
Mediahuis Connect Regional West and South	€ 37,198	€ 25,295	€ 13,019	904
Mediahuis Connect Regional North and South	€ 34,859	€ 23,704	€ 12,201	819
De Telegraaf + Mediahuis Regional Newspapers West	€ 71,051	€ 48,315	€ 24,868	1,738

Regional North (Mediahuis Noord): Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad

Regional West (Mediahuis Nederland): Noordhollands Dagblad, Haartems Dagblad, IJmuider Courant, Leidsch Dagblad, De Gooi- en Eemlander

Regional South (Mediahuis Limburg): De Limburger

Guarantee options vary by combination. Consult your Sales Consultant or the rate calculator at <https://adverteren.mediahuis.nl/tariefcalculator> or [see page 5](#) for uniform options in Mediahuis Connect Regional

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

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

Random position ('somewhere in the newspaper'): options and advertising rates

Gross ad price per format, for example:				
Page share	1/1	1/2	1/4	Reach
Modulecode	D101V	D102VL	D104VL	(x 1,000)
<b>Monday to Friday</b>				
<b>Daily newspapers, local newspapers and weeklies</b>				
Mediahuis Connect Plus	€ 116,167	€ 78,994	€ 40,658	3,181
<b>Regional Daily newspapers and local newspapers</b>				
Mediahuis Connect Regional Plus, Thu (+Fri)	€ 51,806	€ 45,324	€ 23,329	1,135
<b>Daily newspapers</b>				
Mediahuis Connect (De Telegraaf and Regional)	€ 66,653	€ 45,324	€ 23,329	1,847
Mediahuis Connect Regional (North, South and West)	€ 48,763	€ 33,159	€ 17,067	1,073
Mediahuis Connect Regional North and West	€ 36,948	€ 25,125	€ 12,932	799
Mediahuis Connect Regional West and South	€ 32,165	€ 21,872	€ 11,258	724
Mediahuis Connect Regional North and South	€ 28,368	€ 19,290	€ 9,929	623
De Telegraaf + Mediahuis Regionale Dagbladen West	€ 52,004	€ 35,363	€ 18,201	1,224

Size	
Page share	Size factor
1/1	1.000
1/2	0.680
1/4	0.350

Position	
Daily newspapers, local newspapers and weeklies	Position factor
Other Editorial Page (De Telegraaf, Regional West)	1.0
Other Advertising Page (Regional North and South)	1.0

Gross ad price per format, for example:				
Page share	1/1	1/2	1/4	Reach
Modulecode	D101V	D102VL	D104VL	(x 1,000)
<b>zaterdag</b>				
<b>Daily newspapers</b>				
Mediahuis Connect (De Telegraaf and Regional)	€ 89,754	€ 61,033	€ 31,414	2,557
Mediahuis Connect Regional (North, South and West)	€ 58,574	€ 39,830	€ 20,501	1,391
Mediahuis Connect Regional North and West	€ 45,092	€ 30,663	€ 15,782	1,059
Mediahuis Connect Regional West and South	€ 37,198	€ 25,295	€ 13,019	904
Mediahuis Connect Regional North and South	€ 34,859	€ 23,704	€ 12,201	819
De Telegraaf + Mediahuis Regionale Newspapers West	€ 71,051	€ 48,315	€ 24,868	1,738

Regional North (Mediahuis Noord): Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad  
 Regional West (Mediahuis Nederland): Noordhollands Dagblad, Haarlems Dagblad, IJmuider Courant, Leidsch Dagblad, De Gooi- en Eemlander  
 Regional South (Mediahuis Limburg): De Limburger

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# 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)
<b>Front page</b>				
	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
<b>Page 3</b>				
	1/8	D108VL	266	46
	1/20	D120L	104	46
	1/43	D143B	50	46
<b>Page 5</b>				
	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
<b>Page 7*</b>				
	1/2	D102VL	266	190
<b>Advertising page</b>				
<b>Back page</b>				
	1/1	D101V	266	398

\* Page 7 - Mediahuis Connect: on request

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# De Telegraaf

## Advertising rates

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Monday to Friday</b>					
De Telegraaf	€ 28,644	€ 19,478	€ 10,025	€ 5,156	774
De Telegraaf, edition Amsterdam	€ 10,949	€ 7,445	€ 3,832	€ 1,971	187

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Saturday</b>					
De Telegraaf	€ 43,898	€ 29,851	€ 15,364	€ 7,902	1,166

Size	
Page share	Size factor
2/1	2.000
1/1	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%

\* Page 7 on request

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# De Telegraaf

## Branded Content rates

Gross price per format, for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Monday to Friday</b>				
De Telegraaf	€ 35,805	€ 24,347	€ 12,532	774
De Telegraaf, edition Amsterdam	€ 13,686	€ 9,307	€ 4,790	187

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

Gross price per format, for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Saturday</b>				
De Telegraaf	€ 54,873	€ 37,313	€ 19,205	1,166

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Magazines - National

## Advertising rates

Gross ad price per format, for example:			Reach	Publication day	
Page share	1/1	1/2	1/4	(x 1,000)	
Autovisie	€ 4.819	€ 3.614	€ 1.928	167	Thursday*
Privé	€ 6.175	€ 4.631	€ 2.470	551	Wednesday
VROUW Glossy	€ 6.418	N/A	N/A	171	Tuesday**
VROUW Glossy Special	€ 2.330	N/A	N/A	62	Tuesday June 17
VROUW Magazine	€ 10.522	N/A	N/A	652	Saturday

\* biweekly appearance

\*\* 6x per year

Size	
Page share	Size factor
2/1	2.000
1/1	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 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications



# Magazines - National

## Branded Content rates

Gross price per format, for example:			Reach	Publication day	
Page share	1/1	1/2	1/4	(x 1,000)	
Autovisie	€ 6,024	€ 5,651	€ 3,012	167	Thursday*
Privé	€ 7,719	€ 7,240	€ 3,860	551	Wednesday
VROUW Glossy	€ 8,023	N/A	N/A	171	Tuesday**
VROUW Glossy Special	€ 2,913	N/A	N/A	62	Tuesday June 17
VROUW Magazine	€ 13,153	N/A	N/A	652	Saturday

\* biweekly appearance

\*\* 6x per year

Size	
Page share	Size factor
2/1	2,500
1/1	1,250
1/2	0,938
1/4	0,500

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Regional West - Daily Newspapers, Monday to Friday

## Advertising rates

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Monday to Friday</b>					
Mediahuis Regional Newspapers West	€ 23,335	€ 15,868	€ 8,167	€ 4,200	450
Noordhollands Dagblad	€ 14,421	€ 9,806	€ 5,047	€ 2,596	264
Haarlems Dagblad / IJmuider Courant	€ 3,681	€ 2,503	€ 1,288	€ 663	73
Leidsch Dagblad*	€ 2,469	€ 1,679	€ 864	€ 444	61
De Gooi- en Eemlander	€ 2,763	€ 1,879	€ 967	€ 497	52

<b>Noordhollands Dagblad, edition combinations:</b>					
NHD - Helderse Courant / Schager Courant	€ 2,407	€ 1,637	€ 842	€ 433	55
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 3,699	€ 2,515	€ 1,295	€ 666	48
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 4,995	€ 3,397	€ 1,748	€ 899	98
NHD - Noord Noord-Holland	€ 9,466	€ 6,437	€ 3,313	€ 1,704	190
<b>Noordhollands Dagblad, editions:</b>					
NHD - Helderse Courant	€ 1,032	€ 702	€ 361	€ 186	20
NHD - Schager Courant	€ 1,375	€ 935	€ 481	€ 248	35
NHD - Dagblad voor West-Friesland	€ 3,321	€ 2,258	€ 1,162	€ 598	63
NHD - Alkmaarsche Courant	€ 3,738	€ 2,542	€ 1,308	€ 673	72
NHD - Dagblad Kennemerland	€ 1,256	€ 854	€ 440	€ 226	26
NHD - Dagblad Zaanstreek	€ 2,399	€ 1,631	€ 840	€ 432	31
NHD - Dagblad Waterland	€ 1,300	€ 884	€ 455	€ 234	17

<b>Haarlems Dagblad / IJmuider Courant</b>					
Haarlems Dagblad	€ 3,176	€ 2,160	€ 1,112	€ 572	58
IJmuider Courant	€ 505	€ 343	€ 177	€ 91	15

\*Leidsch Dagblad (incl. Duin- en Bollenstreek)

Size	
Page share	Size factor
2/1	2.000
1/1	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%

\* Page 7 on request

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Regional West - Daily Newspapers, Saturday

## Advertising rates

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Saturday</b>					
Mediahuis Regional Newspapers West	€ 27,153	€ 18,464	€ 9,504	€ 4,888	572
Noordhollands Dagblad	€ 16,674	€ 11,338	€ 5,836	€ 3,001	347
Haarlems Dagblad / IJmuider Courant	€ 4,383	€ 2,980	€ 1,534	€ 789	87
Leidsch Dagblad*	€ 3,029	€ 2,060	€ 1,060	€ 545	67
De Gooi- en Eemlander	€ 3,066	€ 2,085	€ 1,073	€ 552	71

<b>Noordhollands Dagblad, edition combinations:</b>					
NHD - Helderse Courant / Schager Courant	€ 2,737	€ 1,861	€ 958	€ 493	71
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 4,158	€ 2,827	€ 1,455	€ 748	63
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 5,894	€ 4,008	€ 2,063	€ 1,061	129
NHD - Noord	€ 10,935	€ 7,436	€ 3,827	€ 1,968	248
<b>Noordhollands Dagblad editions:</b>					
NHD - Helderse Courant	€ 1,220	€ 830	€ 427	€ 220	26
NHD - Schager Courant	€ 1,517	€ 1,032	€ 531	€ 273	45
NHD - Dagblad voor West-Friesland	€ 3,884	€ 2,641	€ 1,359	€ 699	82
NHD - Alkmaarsche Courant	€ 4,314	€ 2,934	€ 1,510	€ 777	95
NHD - Dagblad Kennemerland	€ 1,581	€ 1,075	€ 553	€ 285	34
NHD - Dagblad Zaanstreek	€ 2,646	€ 1,799	€ 926	€ 476	41
NHD - Dagblad Waterland	€ 1,513	€ 1,029	€ 530	€ 272	22

<b>Haarlems Dagblad / IJmuider Courant</b>					
Haarlems Dagblad	€ 3,665	€ 2,492	€ 1,283	€ 660	70
IJmuider Courant	€ 717	€ 488	€ 251	€ 129	17

\*Leidsch Dagblad (incl. Duin- en Bollenstreek)

Size	
Page share	Size factor
2/1	2.000
1/1	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%

\* Page 7 on request

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Regional West - Daily Newspapers, Monday to Friday

## Branded Content rates

Gross price per format, for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Monday to Friday</b>				
Mediahuis Regional Newspapers West	€ 29,169	€ 19,835	€ 10,209	450
Noordhollands Dagblad	€ 18,026	€ 12,258	€ 6,309	264
Haarlems Dagblad / IJmuider Courant	€ 4,601	€ 3,129	€ 1,610	73
Leidsch Dagblad*	€ 3,086	€ 2,099	€ 1,080	61
De Gooi- en Eemlander	€ 3,454	€ 2,349	€ 1,209	52

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

<b>Noordhollands Dagblad, edition combinations:</b>				
NHD - Helderse Courant / Schager Courant	€ 3,009	€ 2,046	€ 1,053	55
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 4,624	€ 3,144	€ 1,618	48
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 6,244	€ 4,246	€ 2,185	98
NHD - Noord Noord-Holland	€ 11,833	€ 8,046	€ 4,141	190
<b>Noordhollands Dagblad editions:</b>				
NHD - Helderse Courant	€ 1,290	€ 877	€ 452	20
NHD - Schager Courant	€ 1,719	€ 1,169	€ 602	35
NHD - Dagblad voor West-Friesland	€ 4,151	€ 2,823	€ 1,453	63
NHD - Alkmaarsche Courant	€ 4,673	€ 3,177	€ 1,635	72
NHD - Dagblad Kennemerland	€ 1,570	€ 1,068	€ 550	26
NHD - Dagblad Zaanstreek	€ 2,999	€ 2,039	€ 1,050	31
NHD - Dagblad Waterland	€ 1,625	€ 1,105	€ 569	17

<b>Haarlems Dagblad / IJmuider Courant</b>				
Haarlems Dagblad	€ 3,970	€ 2,700	€ 1,390	58
IJmuider Courant	€ 631	€ 429	€ 221	15

\*Leidsch Dagblad (incl. Duin- en Bollenstreek)

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Regional West - Daily Newspapers, Saturday

## Branded Content rates

Gross price per format, for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Saturday</b>				
Mediahuis Regional Newspapers West	€ 33,941	€ 23,080	€ 11,879	572
Noordhollands Dagblad	€ 20,843	€ 14,173	€ 7,295	347
Haarlems Dagblad / IJmuider Courant	€ 5,479	€ 3,726	€ 1,918	87
Leidsch Dagblad*	€ 3,786	€ 2,575	€ 1,325	67
De Gooi- en Eemlander	€ 3,833	€ 2,606	€ 1,341	71

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

<b>Noordhollands Dagblad, edition combinations:</b>				
NHD - Helderse Courant / Schager Courant	€ 3,421	€ 2,326	€ 1,197	71
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 5,198	€ 3,534	€ 1,819	63
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 7,368	€ 5,010	€ 2,579	129
NHD - Noord Noord-Holland	€ 13,669	€ 9,295	€ 4,784	248
<b>Noordhollands Dagblad editions:</b>				
NHD - Helderse Courant	€ 1,525	€ 1,037	€ 534	26
NHD - Schager Courant	€ 1,896	€ 1,289	€ 664	45
NHD - Dagblad voor West-Friesland	€ 4,855	€ 3,301	€ 1,699	82
NHD - Alkmaarsche Courant	€ 5,393	€ 3,667	€ 1,887	95
NHD - Dagblad Kennemerland	€ 1,976	€ 1,344	€ 692	34
NHD - Dagblad Zaanstreek	€ 3,308	€ 2,249	€ 1,158	41
NHD - Dagblad Waterland	€ 1,891	€ 1,286	€ 662	22

<b>Haarlems Dagblad / IJmuider Courant</b>				
Haarlems Dagblad	€ 4,581	€ 3,115	€ 1,603	70
IJmuider Courant	€ 896	€ 609	€ 314	17

\*Leidsch Dagblad (incl. Duin- en Bollenstreek)

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Regional West - VRIJ Magazine

## Advertising rates

Gross ad price per format, for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Saturday</b>				
VRIJ Magazine	€ 9,624	N/A	N/A	572

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

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

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Regional West - VRIJ Magazine

## Branded Content rates

Gross price per format, for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Saturday</b>				
VRIJ Magazine	€ 12,030	N/A	N/A	572

Size	
Page share	Size factor
2/1	N/A
1/1	1,250
1/2	N/A
1/4	N/A

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Mediahuis Noord - Daily Newspapers

## Advertising rates

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Monday to Friday</b>					
Mediahuis Regionale Dagbladen Noord	€ 18,986	€ 12,910	€ 6,645	€ 3,417	349
Dagblad van het Noorden	€ 10,978	€ 7,465	€ 3,842	€ 1,976	188
Dagblad van het Noorden Groningen	€ 5,855	€ 3,981	€ 2,049	€ 1,054	100
Dagblad van het Noorden Drenthe	€ 5,122	€ 3,483	€ 1,793	€ 922	88
Leeuwarder Courant	€ 6,823	€ 4,640	€ 2,388	€ 1,228	132
Friesch Dagblad	€ 1,186	€ 806	€ 415	€ 213	29

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Saturday</b>					
Mediahuis Regionale Dagbladen Noord	€ 24,474	€ 16,642	€ 8,566	€ 4,405	487
Dagblad van het Noorden	€ 14,216	€ 9,667	€ 4,976	€ 2,559	265
Dagblad van het Noorden Groningen	€ 7,544	€ 5,130	€ 2,640	€ 1,358	143
Dagblad van het Noorden Noord	€ 5,123	€ 3,484	€ 1,793	€ 922	103
Dagblad van het Noorden Oost	€ 2,421	€ 1,646	€ 847	€ 436	40
Dagblad van het Noorden Drenthe	€ 6,672	€ 4,537	€ 2,335	€ 1,201	121
Dagblad van het Noorden Zuid	€ 2,559	€ 1,740	€ 896	€ 461	39
Dagblad van het Noorden West	€ 4,112	€ 2,796	€ 1,439	€ 740	82
Leeuwarder Courant	€ 8,896	€ 6,049	€ 3,114	€ 1,601	187
Friesch Dagblad	€ 1,362	€ 926	€ 477	€ 245	35

Size	
Page share	Size factor
2/1	2.000
1/1	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%

\* Page 7 on request

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications



# Mediahuis Noord - Local Newspapers

## Advertising rates

Gross ad price per format, for example:					Reach	Publication day
Page share	1/1	1/2	1/4	1/8	(x 1,000)	
Mediahuis Noord Nieuws- en Weekbladen	€ 57,517	€ 39,112	€ 20,131	€ 10,353	1,001	
Mediahuis Noord Nieuwsbladen	€ 5,802	€ 3,945	€ 2,031	€ 1,044	62	Thu (+Fri)
Hoogeveensche Courant	€ 903	€ 614	€ 316	€ 163	9	Mon/Fri
Balkster Courant	€ 400	€ 272	€ 140	€ 72	4	Thursday
Stellingwerf	€ 591	€ 402	€ 207	€ 106	8	Thursday
Nieuwe Ooststellingwerver	€ 614	€ 418	€ 215	€ 111	9	Thursday
Nieuwsblad Noordoost-Friesland	€ 666	€ 453	€ 233	€ 120	7	Thu/Fri
Meppeler Courant	€ 1,770	€ 1,204	€ 620	€ 319	18	Mon/Wed/Fri
Steenwijker Courant	€ 858	€ 583	€ 300	€ 154	9	Mon/Wed/Fri

Size	
Page share	Size factor
2/1	2.000
1/1	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 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Mediahuis Noord - Weeklies

## Advertising rates

Page share	Gross ad price per format, for example:				Circulation	Province	Publication day
	1/1	1/2	1/4	1/8			
Mediahuis Noord Weekbladen	€ 51,715	€ 35,166	€ 18,100	€ 9,309	904,200		
Mediahuis Weekbladen Drenthe	€ 12,612	€ 8,576	€ 4,414	€ 2,270	211,300	Drenthe	Thu/Wed
Mediahuis Weekbladen Flevoland	€ 5,202	€ 3,537	€ 1,821	€ 936	84,400	Flevoland	Wednesday
Mediahuis Weekbladen Friesland	€ 15,472	€ 10,521	€ 5,415	€ 2,785	276,600	Friesland	Thu/Wed/Thu
Mediahuis Weekbladen Groningen	€ 15,130	€ 10,288	€ 5,296	€ 2,723	291,500	Groningen	Thu/Wed
Mediahuis Weekbladen Overijssel	€ 3,299	€ 2,243	€ 1,155	€ 594	40,400	Overijssel	Tuesday

Asser Courant	€ 1,717	€ 1,168	€ 601	€ 309	38,400	Drenthe	Tuesday
Coevorder Courant	€ 1,494	€ 1,016	€ 523	€ 269	18,300	Drenthe	Tuesday
De Krant van Midden Drenthe	€ 809	€ 550	€ 283	€ 146	16,000	Drenthe	Wednesday
Emmer Courant	€ 2,342	€ 1,593	€ 820	€ 422	52,200	Drenthe	Tuesday
Hoogeveensche Courant	€ 2,668	€ 1,814	€ 934	€ 480	32,700	Drenthe	Wednesday
Meppeler Courant	€ 1,404	€ 955	€ 491	€ 253	17,300	Drenthe	Tuesday
Roder Journaal	€ 888	€ 604	€ 311	€ 160	14,800	Drenthe	Tuesday
Westervelder Wolder Courant	€ 1,290	€ 877	€ 452	€ 232	21,600	Drenthe	Wednesday
Flevopost Dronten	€ 1,592	€ 1,083	€ 557	€ 287	19,600	Flevoland	Wednesday
Flevopost Lelystad	€ 2,129	€ 1,448	€ 745	€ 383	35,600	Flevoland	Wednesday
De Noordoostpolder	€ 1,481	€ 1,007	€ 518	€ 267	29,200	Flevoland	Wednesday
Bolswards Nieuwsblad	€ 832	€ 566	€ 291	€ 150	16,300	Friesland	Thursday
Stellingwerf	€ 995	€ 677	€ 348	€ 179	12,100	Friesland	Tuesday
Nieuwe Dockumer Courant	€ 1,827	€ 1,242	€ 639	€ 329	30,500	Friesland	Wednesday
Drachtster Courant	€ 2,420	€ 1,646	€ 847	€ 436	47,500	Friesland	Wednesday

Size	
Page share	Size factor
2/1	2.000
1/1	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 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Mediahuis Noord - Weeklies

## Advertising rates

Page share	Gross ad price per format, for example:				Circulation	Province	Publication day
	1/1	1/2	1/4	1/8			
De Feanster	€ 968	€ 658	€ 339	€ 174	16,200	Friesland	Wednesday
Franeker Courant	€ 1.220	€ 830	€ 427	€ 220	20,400	Friesland	Wednesday
Heerenveense Courant	€ 1.432	€ 974	€ 501	€ 258	23,900	Friesland	Thursday
Huis aan Huis Leeuwarden	€ 2.354	€ 1.601	€ 824	€ 424	52,500	Friesland	Wednesday
Nieuwe Ooststellingwerper	€ 938	€ 638	€ 328	€ 169	11,400	Friesland	Tuesday
Sneeker Nieuwsblad	€ 1.473	€ 1.002	€ 516	€ 265	28,900	Friesland	Thursday
Jouster Courant	€ 1.013	€ 689	€ 355	€ 182	16,900	Friesland	Thursday
Eemsbode	€ 1.683	€ 1.144	€ 589	€ 303	28,100	Groningen	Wednesday
HS-Krant	€ 1.347	€ 916	€ 471	€ 242	26,500	Groningen	Wednesday
Noorderkrant	€ 1.115	€ 758	€ 390	€ 201	24,900	Groningen	Wednesday
Streekblad	€ 1.785	€ 1.214	€ 625	€ 321	29,800	Groningen	Wednesday
Veendammer	€ 1.061	€ 721	€ 371	€ 191	17,800	Groningen	Wednesday
Westerkwartier	€ 1.472	€ 1.001	€ 515	€ 265	29,000	Groningen	Tuesday
Groninger Gezinsbode	€ 4.282	€ 2.912	€ 1.499	€ 771	95,600	Groningen	Wednesday
Kanaalstreek	€ 2.385	€ 1.622	€ 835	€ 429	39,800	Groningen	Wednesday
De Staphorster	€ 1.490	€ 1.013	€ 522	€ 268	18,200	Overijssel	Tuesday
Steenwijker Courant	€ 1.809	€ 1.230	€ 633	€ 326	22,200	Overijssel	Tuesday

Size	
Page share	Size factor
2/1	2.000
1/1	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 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Mediahuis Limburg - Regional Newspapers

## Advertising rates

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Monday to Friday</b>					
De Limburger	€ 13,509	€ 9,186	€ 4,728	€ 2,432	274
Noord- en Midden-Limburg	€ 6,031	€ 4,101	€ 2,111	€ 1,086	122
Zuid-Limburg	€ 7,478	€ 5,085	€ 2,617	€ 1,346	152
Noord-Limburg	€ 3,006	€ 2,044	€ 1,052	€ 541	61
Midden-Limburg	€ 3,025	€ 2,057	€ 1,059	€ 545	61
Westelijke Mijnstreek	€ 2,113	€ 1,437	€ 740	€ 380	43
Parkstad Limburg	€ 2,523	€ 1,716	€ 883	€ 454	51
Maastricht-Heuvelland	€ 2,842	€ 1,933	€ 995	€ 512	58

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Saturday</b>					
De Limburger	€ 15,436	€ 10,496	€ 5,403	€ 2,778	332
Noord- en Midden-Limburg	€ 6,891	€ 4,686	€ 2,412	€ 1,240	149
Zuid-Limburg	€ 8,545	€ 5,811	€ 2,991	€ 1,538	183
Noord-Limburg	€ 3,435	€ 2,336	€ 1,202	€ 618	74
Midden-Limburg	€ 3,456	€ 2,350	€ 1,210	€ 622	75
Westelijke Mijnstreek	€ 2,414	€ 1,642	€ 845	€ 435	52
Parkstad Limburg	€ 2,884	€ 1,961	€ 1,009	€ 519	61
Maastricht-Heuvelland	€ 3,247	€ 2,208	€ 1,136	€ 584	70

Size	
Page share	Size factor
2/1	2.000
1/1	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%

\* Page 7 on request

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Mediahuis Limburg - Weeklies, Wednesday

## Advertising rates

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
<b>Wednesday</b>					
VIA complete Circulation	€ 14,816	€ 10,075	€ 5,186	€ 2,667	333
<b>VIA Noord- and Midden-Limburg</b>	<b>€ 6,482</b>	<b>€ 4,408</b>	<b>€ 2,269</b>	<b>€ 1,167</b>	<b>146</b>
<b>VIA Noord-Limburg</b>	<b>€ 3,257</b>	<b>€ 2,215</b>	<b>€ 1,140</b>	<b>€ 586</b>	<b>73</b>
VIA Horst-Venray	€ 1,148	€ 781	€ 402	€ 207	26
VIA Venlo	€ 2,109	€ 1,434	€ 738	€ 380	47
<b>VIA Midden-Limburg</b>	<b>€ 3,225</b>	<b>€ 2,193</b>	<b>€ 1,129</b>	<b>€ 581</b>	<b>73</b>
VIA Roermond	€ 2,264	€ 1,540	€ 792	€ 408	51
VIA Weert	€ 961	€ 653	€ 336	€ 173	22
<b>VIA Zuid-Limburg</b>	<b>€ 8,334</b>	<b>€ 5,667</b>	<b>€ 2,917</b>	<b>€ 1,500</b>	<b>187</b>
VIA Parkstad Limburg	€ 3,015	€ 2,050	€ 1,055	€ 543	67
VIA Westelijke Mijnstreek	€ 2,165	€ 1,472	€ 758	€ 390	49
VIA Maastricht-Heuvelland	€ 3,154	€ 2,145	€ 1,104	€ 568	71

Size	
Page share	Size factor
2/1	2.000
1/1	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
Back page	1
Other Editorial page	1.5
Other guaranteed position	20%

See [page 21](#) for definitions and price calculation and see [page 22 onwards](#) for sizes and specifications

# Mediahuis Limburg - Voilà Magazine

## Advertising rates

	Gross ad price per format, for example:			Reach
Page share	1/1	1/2	1/4	(x 1,000)
<b>Thursday (6x per year)</b>				
Voilà	€ 8,092	€ 6,069	€ 3,237	248

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

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

See [pagina 25](#) 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 22 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: Print range cf. NMO NPMM 2024-I. Due to incomplete range measurement calculation, the replica range has been calculated based on: market averages and digital Census.

## 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 2025	
Seasonal factor 1,2	Applies to placements of subject formats (print) and HPTO (online) in 2025 at:
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. 6 to Wed. December 31

*Print: no appearance during the holidays and not during King's Day (Saturday April 26)*

- \* The Season Factor 2025 does not apply to:
- MHN Weeklies
  - Box formats on the Family Messages page of the Daily and Newspapers
  - Box formats in weekly VIA, UitTips Limburg, E-paper De Limburger, Voilà, Ondernemen in Limburg
  - Weekly newspaper VIA, UitTips Limburg and E-paper
  - The Congratulations! page in De Limburger
  - Other Editorial page Economie De Limburger (Baaninzicht)

## Online rate calculator

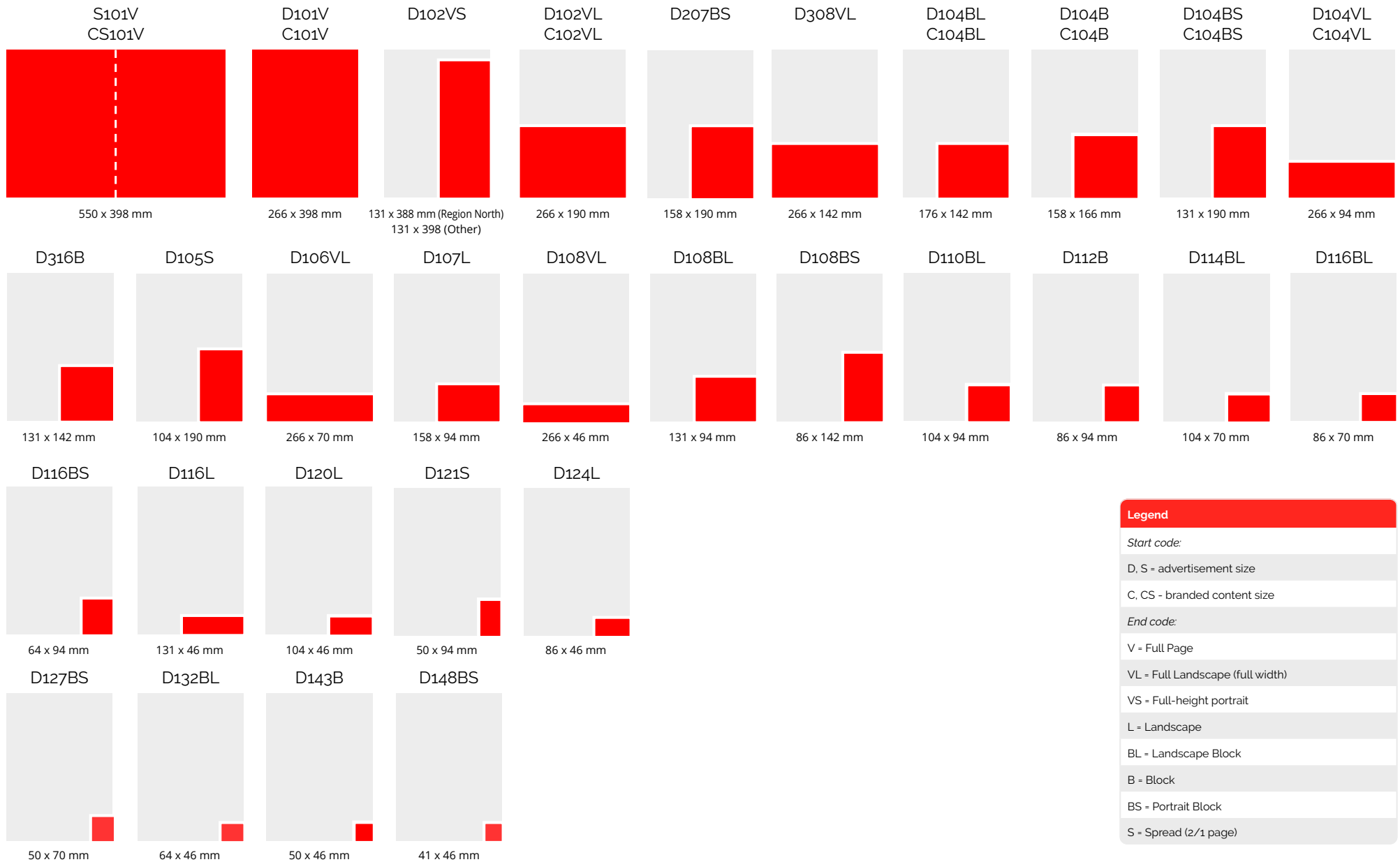
In addition to our rate cards, we also have an online tool with which you can easily see the rates and placement options within a few clicks.

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 Sales Consultant for this.

# Advertisement and branded content sizes



**Legend**

*Start code:*

- D, S - advertisement size
- C, CS - branded content size

*End code:*

- 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)



# 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 CS101V	550	398	●	●	●	●	●	●	●
1/1	D101V C101V	266	398	●	●	●	●	●	●	●
1/2	D102VS	131	388			●	●	●		
		131	398						●	●
	D102VL C102VL	266	190	●		●	●	●	●	●
3/8	D308VL	266	142			●	●	●		
1/4	D104BL C104BL	176	142	●		●	●	●		
	D104BS C104BS	131	190	●		●	●	●	●	●
	D104VL C104VL	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 Sales Consultant or the rate calculator at <https://adverteren.mediahuis.nl/tariefcalculator> for the exact possibilities on editorial vs. advertising pages

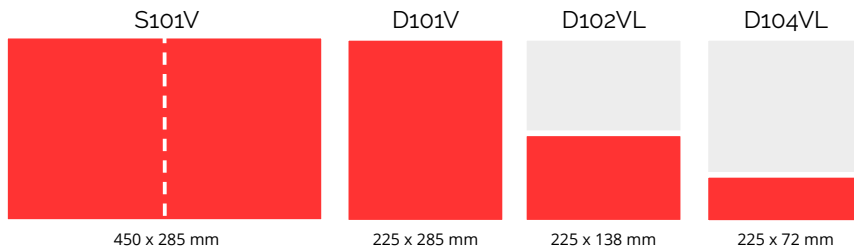
# Advertisement sizes

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 C102VL	266	190		●	●	●	●	●	●
2/7	D207BS	158	190							●
1/4	D104B C104B	158	166		●				●	
	D104VL C104VL	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		●	●	●	●	●	●

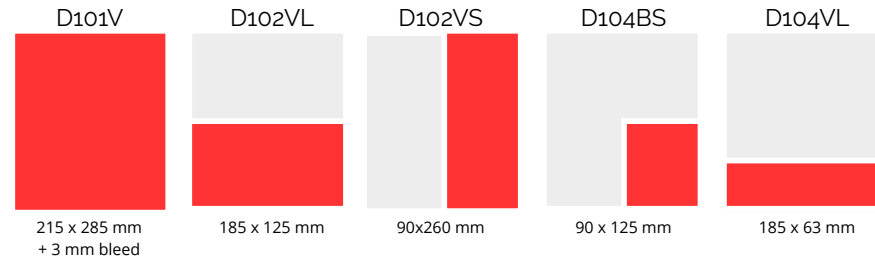
\*Weeklies MHN: consult your Sales Consultant or the rate calculator at <https://adverteren.mediahuis.nl/tariefcalculator> for the exact possibilities on editorial vs. advertising pages

# Advertising sizes magazines

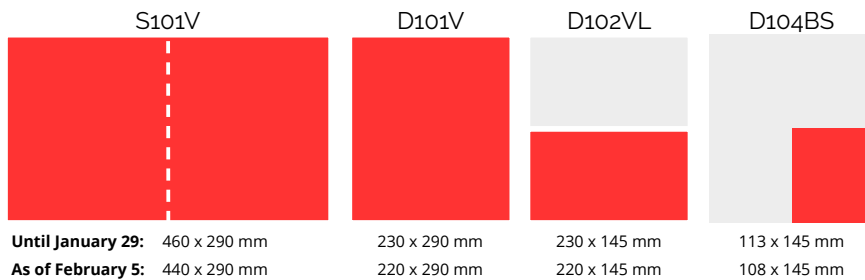
## Autovisie



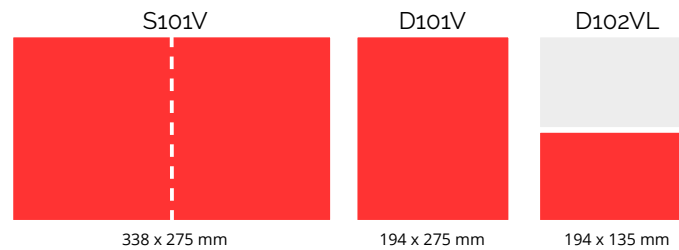
## Voilà



## Privé



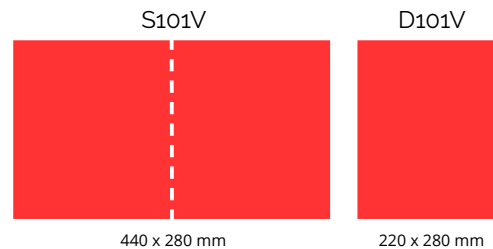
## VROUW Magazine



## Vrij Magazine



## VROUW Glossy



\* Descending formats: 5 mm bleed + cutting marks

# Advertise?

## Contact us:



### **Mediahuis Connect**

[www.mediahuis.nl](http://www.mediahuis.nl)  
[samenwerken@mediahuis.nl](mailto:samenwerken@mediahuis.nl)  
+31 88 824 0234

### **Mediahuis Nederland**

[www.mediahuis.nl](http://www.mediahuis.nl)  
[samenwerken@mediahuis.nl](mailto:samenwerken@mediahuis.nl)  
+31 88 824 0234

### **Mediahuis Noord**

[www.mediahuisnoord.nl](http://www.mediahuisnoord.nl)  
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+31 88 800 4800

### **Mediahuis Limburg**

[www.mediahuislimburg.nl](http://www.mediahuislimburg.nl)  
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+31 88 824 5180