



Rate card

May 2025





The perfect way to reach all of the Netherlands!

- The home of Radio Veronica, 100% NL, SLAM!, Sublime, and Sunlite.
- ‘Household names’ with unique content designed to the lifestyle of the target audience.
- Each radio station is highly selective in its core target audience.
- More reach with Mediahuis Radio stations in your radio plan.
- Weekly 4.5 million unique listeners.
- Highly selective and effective across diverse target groups.
- Multimedia solutions for advertisers.
- Stand out creatively with impact.

■ Spot campaigns & special advertising



- Our sales partner since 2013
- Sale of radio ad airtime and TV ad airtime (via OMS)
- Digital audio (via OMX)
- Direct Response Package
- Audio billboarding

-
- sales@oms.fm
 - 035 – 625 27 27



- Special advertising: use of branded content, branded partnerships, events
- Sponsorship (e.g., The Clock (De Klok), Traffic Information (Verkeersinformatie), The Weather Report (Het Weerbericht), or individual programs)
- The Job Vacancy information (Het Vacatureblok)
- From strategy and creation to production and distribution

-
- sales@mediahuisradio.nl
 - 088 – 10 100 10



Rates per second May 2025

■ Rates per second Radio Veronica

May '25	mon	tue	wed	thu	fri	sat	sun
0600-0700	13,00	13,00	13,00	13,00	13,00	3,50	3,50
0700-0800	29,00	29,00	29,00	29,00	29,00	5,00	3,50
0800-0900	36,00	36,00	36,00	36,00	36,00	11,00	7,00
0900-1000	37,00	37,00	37,00	37,00	37,00	17,00	12,00
1000-1100	37,00	37,00	37,00	37,00	37,00	18,00	13,00
1100-1200	37,00	37,00	37,00	37,00	37,00	18,00	13,00
1200-1300	37,00	37,00	37,00	37,00	37,00	23,00	15,50
1300-1400	37,00	37,00	37,00	37,00	37,00	23,00	15,50
1400-1500	41,00	41,00	41,00	41,00	41,00	21,50	15,50
1500-1600	41,00	41,00	41,00	41,00	41,00	18,00	15,50
1600-1700	41,00	41,00	41,00	41,00	41,00	18,00	15,50
1700-1800	35,00	35,00	35,00	35,00	35,00	18,00	13,00
1800-1900	23,00	23,00	23,00	23,00	23,00	12,00	9,50
1900-2000	13,00	13,00	13,00	13,00	13,00	7,00	7,00
2000-2100	7,00	7,00	7,00	7,00	7,00	6,00	6,00
2100-2200	6,00	6,00	6,00	6,00	6,00	5,00	3,50
2200-2300	3,50	3,50	3,50	3,50	3,50	5,00	3,50
2300-2400	3,50	3,50	3,50	3,50	3,50	3,50	3,50
2400-0100	3,50	3,50	3,50	3,50	3,50	3,50	3,50
0100-0600	3,50	3,50	3,50	3,50	3,50	3,50	3,50

Period	mon-fri	mon-sun
0600-1900	34,15	28,33
0600-2400	26,50	22,17



■ Rates per second 100% NL

May '25	mon	tue	wed	thu	fri	sat	Sun
0600-0700	18,00	18,00	18,00	18,00	18,00	7,00	7,00
0700-0800	20,50	20,50	20,50	20,50	20,50	7,00	7,00
0800-0900	21,50	21,50	21,50	21,50	21,50	9,50	7,00
0900-1000	23,00	23,00	23,00	23,00	23,00	19,00	14,50
1000-1100	27,50	27,50	27,50	27,50	27,50	26,50	24,00
1100-1200	29,00	29,00	29,00	29,00	29,00	29,00	26,50
1200-1300	30,00	30,00	30,00	30,00	30,00	29,00	29,00
1300-1400	30,00	30,00	30,00	30,00	30,00	29,00	27,50
1400-1500	27,50	27,50	27,50	27,50	27,50	26,50	26,50
1500-1600	31,00	31,00	31,00	31,00	31,00	26,50	26,50
1600-1700	37,00	37,00	37,00	37,00	37,00	26,50	26,50
1700-1800	37,00	37,00	37,00	37,00	37,00	21,50	24,00
1800-1900	25,00	25,00	25,00	25,00	25,00	20,50	20,50
1900-2000	14,50	14,50	14,50	14,50	14,50	13,00	13,00
2000-2100	8,50	8,50	8,50	8,50	8,50	8,50	8,50
2100-2200	7,00	7,00	7,00	7,00	7,00	7,00	7,00
2200-2300	7,00	7,00	7,00	7,00	7,00	7,00	7,00
2300-2400	7,00	7,00	7,00	7,00	7,00	7,00	7,00
2400-0100	7,00	7,00	7,00	7,00	7,00	7,00	7,00
0100-0600	7,00	7,00	7,00	7,00	7,00	7,00	7,00

Period	mon-fri	mon-sun
0600-1900	27,46	25,59
0600-2400	22,28	20,90



■ Rates per second SLAM!

May '25	mon	tue	wed	thu	fri	sat	sun
0600-0700	3,50	3,50	3,50	3,50	3,50	1,00	1,00
0700-0800	11,00	11,00	11,00	11,00	12,00	2,50	1,00
0800-0900	14,50	14,50	14,50	14,50	18,00	3,50	3,50
0900-1000	15,50	15,50	15,50	15,50	19,00	7,00	6,00
1000-1100	17,00	17,00	17,00	17,00	21,50	9,50	7,00
1100-1200	17,00	17,00	17,00	17,00	21,50	11,00	11,00
1200-1300	17,00	17,00	17,00	17,00	21,50	13,00	14,50
1300-1400	17,00	17,00	17,00	17,00	21,50	14,50	14,50
1400-1500	17,00	17,00	17,00	17,00	24,00	13,00	14,50
1500-1600	17,00	17,00	17,00	17,00	24,00	9,50	13,00
1600-1700	19,00	19,00	19,00	19,00	19,00	9,50	12,00
1700-1800	13,00	13,00	13,00	13,00	13,00	8,50	9,50
1800-1900	12,00	12,00	12,00	12,00	9,50	9,50	9,50
1900-2000	8,50	8,50	8,50	8,50	7,00	5,00	7,00
2000-2100	6,00	6,00	6,00	6,00	5,00	5,00	5,00
2100-2200	3,50	3,50	3,50	3,50	3,50	3,50	2,50
2200-2300	2,50	2,50	2,50	2,50	2,50	3,50	2,50
2300-2400	1,00	1,00	1,00	1,00	1,00	1,00	1,00
2400-0100	1,00	1,00	1,00	1,00	1,00	1,00	1,00
0100-0600	1,00	1,00	1,00	1,00	1,00	1,00	1,00

Period	mon-fri	mon-sun
0600-1900	15,23	13,40
0600-2400	12,17	10,79



■ Rates per second Sublime

May '25	mon	tue	wed	thu	fri	sat	sun
0600-0700	2,50	2,50	2,50	2,50	2,50	2,50	2,50
0700-0800	6,00	6,00	6,00	6,00	6,00	5,00	5,00
0800-0900	7,00	7,00	7,00	7,00	7,00	7,00	7,00
0900-1000	9,50	9,50	9,50	9,50	9,50	9,50	9,50
1000-1100	9,50	9,50	9,50	9,50	9,50	12,00	12,00
1100-1200	11,00	11,00	11,00	11,00	11,00	13,00	12,00
1200-1300	11,00	11,00	11,00	11,00	11,00	13,00	12,00
1300-1400	11,00	11,00	11,00	11,00	11,00	13,00	11,00
1400-1500	11,00	11,00	11,00	11,00	11,00	13,00	11,00
1500-1600	11,00	11,00	11,00	11,00	11,00	12,00	11,00
1600-1700	11,00	11,00	11,00	11,00	11,00	12,00	11,00
1700-1800	9,50	9,50	9,50	9,50	9,50	11,00	9,50
1800-1900	9,50	9,50	9,50	9,50	9,50	11,00	9,50
1900-2000	7,00	7,00	7,00	7,00	7,00	8,50	7,00
2000-2100	5,00	5,00	5,00	5,00	5,00	6,00	5,00
2100-2200	3,50	3,50	3,50	3,50	3,50	5,00	3,50
2200-2300	3,50	3,50	3,50	3,50	3,50	5,00	3,50
2300-2400	2,50	2,50	2,50	2,50	2,50	2,50	2,50
2400-0100	2,50	2,50	2,50	2,50	2,50	2,50	2,50
0100-0600	2,50	2,50	2,50	2,50	2,50	2,50	2,50

Period	mon-fri	mon-sun
0600-1900	9,19	9,39
0600-2400	7,83	8,02



■ Rates per second Sunlite

May '25	mon	tue	wed	thu	fri	sat	sun
0600-0700	2,50	2,50	2,50	2,50	2,50	2,50	2,50
0700-0800	2,50	2,50	2,50	2,50	2,50	2,50	2,50
0800-0900	2,50	2,50	2,50	2,50	2,50	2,50	2,50
0900-1000	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1000-1100	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1100-1200	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1200-1300	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1300-1400	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1400-1500	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1500-1600	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1600-1700	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1700-1800	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1800-1900	3,50	3,50	3,50	3,50	3,50	3,50	3,50
1900-2000	2,50	2,50	2,50	2,50	2,50	2,50	2,50
2000-2100	2,50	2,50	2,50	2,50	2,50	2,50	2,50
2100-2200	2,50	2,50	2,50	2,50	2,50	2,50	2,50
2200-2300	2,50	2,50	2,50	2,50	2,50	2,50	2,50
2300-2400	2,50	2,50	2,50	2,50	2,50	2,50	2,50
2400-0100	2,50	2,50	2,50	2,50	2,50	2,50	2,50
0100-0600	2,50	2,50	2,50	2,50	2,50	2,50	2,50

Period	mon-fri	mon-sun
0600-1900	3,27	3,27
0600-2400	3,06	3,06



Digital audio is booming!

- Mediahuis Radio has 23 streaming-only radio stations. For example: SLAM! Housuh in de Pauzuh, 100% NL Feest, Veronica RockRadio, Sublime Soul Classics.
- With 1.7 million listeners per month, generating 67 million stream starts per year.
- Pre- and midroll ads are used.
- There are opportunities for geotargeting, claiming one or more stations, and applying creative dynamics.

May '25	CPM (€)
Mid roll	13,80
Pre roll	17,25





High Attention Audio Packages May 2025

■ High Attention Audio Packages

De Klok

Increase your brand awareness with radio!

Want to boost brand recognition or drive traffic to your website or store? Want to tell more about your product at relevant times and listening locations? Radio can make it happen!

With the High Attention Audio Package 'The Clock', you're heard throughout the day. This allows you to quickly achieve high campaign reach and establish an effective contact frequency with your target audience. Your product or service is heard just before the news broadcast.

These fixed contact moments in a prime position make your brand stand out even more to listeners!

Media campaign 'De Klok'

We close the commercial break before the news with your audio spot featuring a commercial message, followed by the audio board '[Advertiser X] sets the time to ... o'clock!' After this, the news report follows. As a sponsor of The Clock, you can choose either the even or odd hours from Monday to Sunday, between 06:00 and 24:00. This means your brand is heard up to 9 times per day!

Number p/ wk	Audiospot	Audioboard
Radio Veronica	63	63
100% NL	63	63
SLAM!	63	63
Sublime	63	63
Sunlite	63	63

■ High Attention Audio Packages

De Verkeersinformatie

Increase your brand awareness with radio!

Increase brand awareness or drive traffic to your website or store? Want to share more about your product at relevant times and listening locations? Radio can make it happen!

With the High Attention Audio Package 'Traffic Information,' you're heard throughout the day. This allows you to quickly build a high campaign reach and achieve an effective contact frequency with your target audience.

As a sponsor of Traffic Information, you can effectively tap into the context of driving, traveling, and traffic. This increases the attention value of your message. Think of products like car leasing, fuel, or car insurance. Your product or service is heard just before the traffic report. These fixed contact moments in a prime position make your brand stand out even more to listeners!

Media campaign 'Verkeersinformatie' Throughout the entire week, right after the news report, the Traffic Information audio board is heard ('Traffic Information is made possible by [Advertiser X]!'). This prominent A-position is followed by your audio spot with a commercial message.

Number p/ wk	Audiospot	Audioboard
Radio Veronica	49	49
100% NL	40	40
SLAM!	36	36
Sublime	n.v.t.	n.v.t.
Sunlite	n.v.t.	n.v.t.

■ High Attention Audio Packages

Het Weerbericht

Increase your brand awareness with radio!

Want to increase brand awareness or drive traffic to your website or store? Want to tell more about your product at relevant times and listening locations? Radio can make it happen!

With the High Attention Audio Package 'Weather Report,' you're heard throughout the day. This allows you to build a high campaign reach and achieve an effective contact frequency with your target audience.

As a sponsor of the Weather Report, you can effectively tap into the context of (holiday) weather and weather-dependent products. This increases the attention value of your message. Think of products like hay fever, BBQ, or sunscreen products. Your product or service is heard just before the weather report. These fixed contact moments in a prime position make your brand stand out even more to listeners!

Media campaign 'Weerbericht'

The Weather Report is broadcast from Monday to Friday (between 07:30 and 19:30) and on weekends (between 11:00 and 15:00) every half hour, directly after the commercial break. The commercial break ends with your audio spot. Just before the weather report, an audio board with the message 'The Weather Report is made possible by [Advertiser X]!' is heard.

Number p/ wk	Audiospot	Audioboard
Radio Veronica	49	49
100% NL	40	40
SLAM!	30	30
Sublime	n.v.t.	n.v.t.
Sunlite	n.v.t.	n.v.t.

High Attention Audio Packages

Gross rates per week

High Attention Audio Packages	Radio Veronica	100% NL	SLAM!	Sublime	Sunlite
De Klok	€ 18.506	€ 20.625	€ 10.622	€ 7.866	€ 3.019
De Verkeersinformatie	€ 18.171	€ 16.617	€ 9.228	n.v.t.	n.v.t.
Het Weerbericht	€ 13.931	€ 16.377	€ 7.112	n.v.t.	n.v.t.
Additional cost for an audio spot length of 11 seconds or more, per 5 seconds (up to a maximum of 45 seconds):					
De Klok	€ 6.169	€ 6.781	€ 3.540	€ 2.622	€ 1.008
De Verkeersinformatie	€ 5.888	€ 5.105	€ 2.851	n.v.t.	n.v.t.
Het Weerbericht	€ 4.644	€ 5.225	€ 2.321	n.v.t.	n.v.t.

- The standard length of the audio spot is 10 seconds, and the standard length of the audio board is 5 seconds.
- The 'monthly radio index' applies to the gross pricing.
- Excluding costs for the production of the audio board and/or the audio spot (not applicable if the audio spot is provided).
- The week runs from Monday to Sunday.

■ High Attention Audio Packages

Het Vacatureblok

How do you find the right candidate as an employer?

Especially for companies looking for new staff, 100% NL, Radio Veronica, SLAM!, and Sublime air The Job Block four times a day at fixed times.

The job block has become a very recognizable sound on our radio stations, thanks to the specially created audio opener and closer. This allows you to promote your vacancies both on air and online (on the station's website).

The website offers space for an extensive job description, a compelling company video, and the ability to apply. By using The Job Block, your vacancy receives full attention, while also increasing the brand awareness of your organization.

With the right employer branding, you can position your company as the preferred choice and maintain that position in the minds of your employees and potential new talent.

Media campaign 'Het Vacatureblok'
The 'Job Vacancy Information' is aired at fixed, recognizable times in a prominent position within the commercial break:

- Monday to Friday 07:30, 10:30, 13:30, and 16:30
- Saturday and Sunday 09:30, 11:30, 13:30, and 17:30

Number p/ wk	Audiospot	Audioboard
Radio Veronica	49	49
100% NL	40	40
SLAM!	30	30
Sublime	n.v.t.	n.v.t.
Sunlite	n.v.t.	n.v.t.

High Attention Audio Packages

Gross rates per 2 weeks

High Attention Audio Pakketten	Radio Veronica	100% NL	SLAM!	Sublime	Sunlite
Het Vacatureblok	€ 39.250	€ 39.855	€ 20.338	€ 17.580	n.v.t.
Additional audio spot length of 11 seconds or more, per 5 seconds (up to a maximum of 60 seconds):					
Het Vacatureblok	€ 7.812	€ 7.888	€ 3.513	€ 2.888	n.v.t.

- The minimum length of the audio spot is 10 seconds, the standard length of the audio intro is 10 seconds, and the audio outro is 5 seconds.
- The 'monthly radio index' applies to the gross pricing. Includes production costs for the audio intro and audio outro with a reference to the job vacancy page.
- Excludes costs for the production of the audio spot (not applicable if the audio spot is provided) and the production costs of the job vacancy page per website (€500).
- The minimum campaign duration is 2 weeks, running from Monday to Sunday.
- At least 2 vacancies per job block.

Monthly indexes and production costs

2025	Monthly index
January	75
February	75
March	105
April	115
May	120
June	120
July	75
August	75
September	130
October	140
November	140
December	130

Production costs	
Audiospot	€ 1.200
Audioboard De Klok (The Clock)	€ 800
Audioboard De Verkeersinformatie (Traffic information)	€ 300
Audioboard Het Weerbericht (Weather report)	€ 300
Job vacancy information page on website	€ 500

Let's keep in touch!



Email
Address
Telephone
Website

sales@mediahuisradio.nl
Basisweg 30, 1043 AP Amsterdam
088 - 10 100 10
www.mediahuis.nl/radio