

Online Direct *Rates 2024*

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Rates 2024

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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	ROC	ROS	Dumpert
Display			CPM	CPM	CPM	CPM
Billboard	970x250	desktop/tablet	€ 12.50	€ 13.75	€ 15.00	€ 10.00
Display Pakket Medium*	300x250, 300x600, 970x250	cross device	€ 6.75	€ 7.43	€ 8.10	€ 5.40
Display Pakket Small*	300x250, 336x280, 728x90, 160x600	cross device	€ 4.75	€ 5.23	€ 5.70	€ 3.80
Half Page Ad	300x600	cross device	€ 10.00	€ 11.00	€ 12.00	€ 8.00
Large Rectangle	336x280	desktop/tablet	€ 5.00	€ 5.50	€ 6.00	€ 4.00
Leaderboard	728x90	desktop/tablet	€ 5.00	€ 5.50	€ 6.00	€ 4.00
Medium Rectangle	300x250	cross device	€ 5.00	€ 5.50	€ 6.00	€ 4.00
Wide Skyscraper	160x600	desktop/tablet	€ 5.00	€ 5.50	€ 6.00	-
Rich Media						
Swipe Cube	300x250	mobile	€ 7.50	€ 8.25	€ 9.00	€ 6.00
Social Ad	see template	cross device	€ 10.00	€ 11.00	€ 12.00	-
Interscroller	320x500	mobile/web	€ 10.00	€ 11.00	€ 12.00	€ 8.00
Mobile Portrait	320x400	mobile/web	€ 9.00	€ 9.90	€ 10.80	€ 7.20
Notifier	see template	cross device			€ 18.00	-
Scoreboard Banner	300x600	cross device		€ 13.75	€ 15.00	-
Skin + Billboard	1800x1000 / 970x1000	desktop	€ 18.50	€ 20.35	€ 22.20	€ 14.80
Superheader	970x250	cross device	€ 13.50	€ 14.85	€ 16.20	€ 10.80
Native						
Native Ad	Total max. 130 characters + image	cross device	€ 6.50	€ 7.15	€ 7.80	€ 5.20
Native Ad+ 250	see template	mobile web	€ 6.50	€ 7.15	€ 7.80	€ 5.20
Native Ad+ 400	see template	mobile web	€ 8.00	€ 8.80	€ 9.60	€ 6.40
Native Ad+ 600	see template	mobile web	€ 10.00	€ 11.00	€ 12.00	€ 8.00
Native Ad+ Carroussel	see template	mobile web	€ 10.00	€ 11.00	€ 12.00	€ 8.00

* Random delivery

Switch-on level	
Network	CPM-factor
Run of Network	1.0
Run of Channel	1.1
Run of Site	1.2
Run of Dumpert.nl	0.8

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	€ 43,050
HPTO De Telegraaf	cross device	€ 40,300
HPTO De Telegraaf	mobile	€ 24,200
HPTO De Telegraaf	desktop/tablet	€ 19,400
STO De Telegraaf**	cross device	€ 7,600
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 HPTO Dagbladen Mediahuis Noord is placed on the general homepage of Dagblad van het Noorden and Leeuwarder Courant.

Formaat	Specificaties	Device	RON	ROC	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
Speechbubble	300x250	cross device	€ 14,00	€ 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	ROC	ROS	Dumpert	
Instream Video							
Bumper ad	640x360	up to 6 seconds	cross device	€ 13.50	€ 14.85	€ 16.20	€ 10.80
Pre-roll / mid-roll	640x360	up to 20 seconds	cross device	€ 22.50	€ 24.75	€ 27.00	€ 18.00
Outstream video							
In-article	640x360	up to 30 seconds	cross device	€ 10.00	€ 11.00	€ 12.00	-
Mobile portrait video	320x400	up to 30 seconds	cross device	€ 10.00	€ 11.00	€ 12.00	€ 8.00
Youtube video							
Bumper ad	480x360	up to 6 seconds	cross device	€ 12.00	€ 13.20	€ 14.40	€ 9.60
Pre-roll non-skippable	480x360	up to 20 seconds	cross device	€ 19.50	€ 21.45	€ 23.40	€ 15.60
Pre-roll skippable	480x360	12 - 360 seconds	cross device	€ 14.00	€ 15.40	€ 16.80	€ 11.20
Sponsorship Roadblock	480x360	6 - 360 seconds (skippable)	cross device	€ 29.00	€ 31.90	€ 34.80	€ 23.20

Switch-on level	
Network	CPM-factor
Run of Network	1.0
Run of Channel	1.1
Run of Site	1.2
Run of Dumpert.nl	0.8

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

Newsletter	Reach	Frequency	Fixed rate
National titles Format: Native Ad			
Bedrock	7,600	Weekly on Saturday at 9:30 hrs.	€ 180
Culy	13,800	Daily at 15:00	€ 330
De Telegraaf Avond	151,000	Monday to Friday at 20:45	€ 1,225
De Telegraaf Lunch	140,600	Daily at 11:45	€ 1,160
De Telegraaf VRIJ	11,000	Weekly on Tuesday at 20:00	€ 260
De Telegraaf Zondag	159,700	Weekly on Sunday at 9:15 a.m.	€ 1,300
DFT Dagelijks	17,200	Daily at 09:30 a.m.	€ 480
DFT Geld	14,200	Weekly on Sunday at 09:00	€ 400
Het Beste van Famme	18,200	Weekly on Saturday at 09:30 hrs	€ 425
Het beste van J/M Ouders	23,600	Weekly on Sunday at 09:30 a.m.	€ 550
Manners	3,200	Weekly on Friday	€ 100
Metronieuws	15,400	Weekly on Tuesday and Thursday	€ 130
NSMBL	700	Weekly on Friday	€ 100
Telesport F1	16,400	Saturday and Sunday during race weekends	€ 270
VROUW Dagelijks	14,000	Monday to Friday at 09:30	€ 330
VROUW Zaterdag	40,900	Weekly on Saturday at 09:30 a.m.	€ 950
Want	5,500	Weekly on Friday	€ 130

Newsletters

Newsletter	Reach	Frequency	Fixed rate
Regional titels Format: Native Ad			
De Limburger Ochtend	54,600	Daily in the morning	€ 450
De Limburger Middag	63,800	Daily in the afternoon	€ 520
De Limburger Avond	45,900	Daily in the evening	€ 380
Ondernemen in Limburg	13,000	Weekly on Tuesday	€ 495

Regional titels Format: Native Ad or Medium Rectangle			
De Limburger Middag	63,800	Daily in the afternoon	€ 375
Dagblad van het Noorden Ochtend	27,600	Daily at 07:00	€ 260
Dagblad van het Noorden Cultuur	7,600	Weekly (time changes)	€ 155
Dagblad van het Noorden Premium	7,900	Weekly on Sunday at 17:00	€ 155
Leeuwarder Courant Ochtend	19,300	Daily at 07:00	€ 210
Leeuwarder Courant Lunch	3,500	Every working day at 12:30	€ 105
Leeuwarder Courant Premium	5,000	Weekly on Sunday at 17:00	€ 130
Friesch Dagblad Dagelijks	2,600	Daily at 07:00	€ 105
Rondje Drenthse week- en nieuwbladen	23,400	Weekly on day of newspaper publication (Tue/Web)	€ 235
Rondje Groningens week- en nieuwsbladen	7,600	Weekly on day of newspaper publication (Mon/Wed)	€ 155
Rondje Friese week- en nieuwsbladen	12,000	Weekly on day of newspaper appearance (Mon/Wed/Sun)	€ 185
Rondje week- en nieuwsbladen Overijssel/Flevoland	8,900	Weekly on day of newspaper appearance (Mon/Wed)	€ 155
Asser Courant	2,500	Weekly on Tuesday	€ 105
Emmer Courant	5,100	Weekly on Tuesday	€ 130
Krant van Midden Drenthe	1,800	Weekly on Wednesday	€ 105
Meppeler Courant	6,900	Every Tuesday and Saturday	€ 130
Hoogeveensche Courant	3,900	Every Wednesday and Saturday	€ 105
Nieuwe Ooststellingwerf	2,400	Tuesday and Saturday	€ 105
Stellingwerf	3,100	Tuesday and Saturday	€ 105
Flevopost	2,800	Wednesday and Friday	€ 105
Steenwijker Courant	5,300	Tuesday and Saturday	€ 105

Newsletter	Reach	Frequency	Fixed rate
Regional titels Other options			
Ondernemen in Limburg (every Tue.)	13,000	Agenda	€ 150
Ondernemen in Limburg (every Tue.)	13,000	Business premises of the week	€ 300
Ondernemen in Limburg (every Tue.)	13,000	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	€ 35.750	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	€ 1.350	1 day (07:00 - 06:59)
Telegraaf.nl/financieel (DFT)	Branded Content Article page including boost on financial section	€ 6.500	1 day (07:00 - 06:59)
		€ 33.950	7 days (consecutive)
Telegraaf.nl/lifestyle	Branded Content Article page including boost on lifestyle section	€ 1.500	1 day (07:00 - 06:59)
Telegraaf.nl/sport (Telesport)	Branded Content Article page including boost on sports section	€ 7.550	1 day (07:00 - 06:59)
VROUW	Branded Content Article page including boost on section VROUW	€ 5.250	1 day (07:00 - 06:59)
		€ 17.000	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 Native Article and Native Article File € 750.-

*** 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	Period of deployment
Video		Fixed	
Branded Content Video Telegraaf****	telegraaf.nl/video	€ 5,940	n/a
Branded Content Video Telegraaf Youtube****	Youtube channel De Telegraaf	€ 8,910	n/a
Other			
Branded Webinar telegraaf.nl	Commercial webinar incl. distribution package and production costs		
Branded Webinar telegraaf.nl/financieel	Commercial webinar incl. distribution package and production costs		

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

** Production costs Native Article and Native Article File €750.-

*** 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	€ 1.500	In consultation
Mensenliq - Branded Content Pakket Small	Article in combination with Branded Content Pusher (93k impressions)	€ 850	In consultation
Mensenliq - Branded Content Pakket Medium	Article in combination with Branded Content Pusher (134k impressions)	€ 1.000	In consultation
Mensenliq - Branded Content Pakket 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.

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)
Beautify	Branded Content Article page ***	€ 1.195	Always online
Bedrock	Branded Content Article page ***	€ 1.195	Always online
Culy	Branded Content Article page ***	€ 1.195	Always online
Famme	Branded Content Article Page ***	€ 1.195	Always online
JM Ouders	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 € 750

*** Branded Content Article (fixed 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.

Title	Fixed rate
Video	
Video Seeder Dumpert	€ 5,000
Branded content block (cross device)	
Autovisie	€ 4,750
Culy	€ 1,750
Famme	€ 1,055
Manners	€ 4,560
Metronieuws	€ 8,725
NSMBL	€ 1,005
Want	€ 1,250

Rates excluding production costs of € 750

Branded Content | Social Media

	Instagram post	Instagram Reel	Instagram stories	Facebook post	Pinterest post	TikTok post
Rate per post						
Autovisie	€ 1.345	€ 1.345	€ 895	€ 1.315		
Beautify	€ 425	€ 425	€ 285	€ 3.230		€ 150
Bedrock	€ 830	€ 830	€ 555	€ 1.670		
Culy	€ 1.945	€ 1.945	€ 1.300	€ 2.145	€ 1.440	€ 150
Dumpert	€ 13.005	€ 13.005	€ 8.670	€ 6.765		€ 7.175
Famme	€ 425	€ 425	€ 285	€ 2.585		€ 150
J/M Ouders	€ 355	€ 355	€ 250	€ 950		
Manners	€ 540	€ 540	€ 360	€ 1.705		
Metro	€ 955	€ 955	€ 635	€ 3.665		€ 150
NSMBL	€ 755	€ 755	€ 505	€ 3.335		€ 200
Sikkom	€ 1.675			€ 2.280		
VROUW	€ 1.365	€ 1.365	€ 910	€ 3.610		
WANT	€ 250	€ 250	€ 250	€ 1.130		€ 150

These rates exclude production costs and are only possible in combination with a Branded Content Article, excl. Sikkom (incl. production costs).

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 2024 on:
New Year's Day	Mon. 1 January 2024
Easter	Thu. 28 March to Mon. 1 April
Ascension	Wed. 8 to Fri. 10 May
Pentecost	Thu. 16 to Mon. 20 May
Black Friday Week Cyber Monday	Mon. 25 Nov. to Mon. 2 Dec.
Christmas New Year's Eve	Thu. 19 Dec. to Thu. 31 Dec.

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 2024

Name	Definition
Run of Network (RON)	The entire Mediahuis network: 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 Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, NSMBL, RouteYou, Sikkom, Steenwijker Courant, 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 Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, Sikkom, Steenwijker Courant.
Men	Autovisie, Dumpert, Limburger.nl/nieuws/economie, Manners, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), WANT.
Gen Z & Millenials	Bedrock, Culy, Dumpert, Famme, lc.nl/now, Manners, Metro, NSMBL, Sikkom, WANT.
Lifestyle	Bedrock, Culy, Manners, NSMBL, Telegraaf.nl/lifestyle, Telegraaf.nl/VROUW, Limburger.nl/voila, dvhn.nl/lifestyle, lc.nl/lifestyle, sikkom/grunnigds.
Women	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	Dunpert, Sikkom 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
3D-Cube Swipe Cube	300x250				•	•	•		•
Billboard			•	•			•		•
Brandstory	300x250	•	•	•	•	•	•		
Display Medium	300x250, 300x600, 970x250	•					•	•	
Display Small	300x250, 336x280, 728x90, 160x600	•					•	•	
Social Ad	see template		•	•		•	•	•	
Social Ad (CPC)	see 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	see template	•	•	•	•	•	•		
Skin + Billboard	1800x1000 / 970x1000		•				•		•
Speechbubble	300x250	•	•	•		•	•		
Superheader	1800 x 100	•	•	•	•	•			•
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	●	●	●	●	●	●		●
Mobile Portrait Video	320x400 max. 30 seconds					●	●		●
Pre-roll	max. 20 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	●					●		
Pinterest Post	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	●					●		
Video Seeder	Customisation	●					●		

Advertise?

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