

# Programmatic Rates 2026

# Programmatic

## Private Market Place

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

Desktop/tablet	Format	PMP Floor price	PD fixed CPM	PG fixed CPM
336 x 280	Large Rectangle	€ 2.25	€ 3.75	€ 5.00
300 x 250	Medium Rectangle	€ 2.25	€ 3.75	€ 5.00
160 x 600	Wide Skyscraper	€ 2.25	€ 3.75	€ 5.00
728 x 90	Leaderboard	€ 2.25	€ 3.75	€ 5.00
	Native Ad	€ 4.25	€ 5.00	€ 6.50
300 x 600	Half Page Ad	€ 7.00	€ 8.00	€ 10.00
970 x 250	Billboard	€ 7.00	€ 9.00	€ 12.50
1800 x 1000 / 970 x 1000	Skin + Billboard	€ 12.00	€ 14.50	€ 18.50

Mobile	Format	PMP Floor price	PD fixed CPM	PG fixed CPM
320 x 100	Double-sized banner	€ 1.00		
320 x 50	Mobile banner	€ 1.00		
300 x 250	Mobile Medium Rectangle	€ 2.00	€ 3.75	€ 5.00
320 x 240	Mobile Half Page Ad (Rich Media)	€ 2.25	€ 3.75	€ 5.00
320x400	Mobile Portrait	€ 6.00	€ 7.50	€ 8.00
	Native Ad	€ 4.25	€ 5.00	€ 6.50
300 x 250	Swipe cube	€ 4.00	€ 6.00	€ 7.50
300x600	Half page Ad	€ 6.50	€ 8.00	€ 10.00
320 x 500	Interscroller	€ 6.50	€ 8.00	€ 10.00
see template	Native Ad+ Image 250	-	-	€ 6.50
see template	Native Ad+ Image 400	-	-	€ 8.00
see template	Native Ad+ Image 600	-	-	€ 10.00
see template	Native Ad+ Carrousel	-	-	€ 10.00

Video	Format	PMP Floor price	PD fixed CPM	PG fixed CPM
640x360	Bumper ad	€ 10.00	€ 12.50	€ 14.50
640x360	Pre-roll / Mid-roll max. 15 seconds	€ 16.00	€ 18.00	€ 24.00
640x360	Pre-roll / Mid-roll max. 30 seconds	€ 16.00	€ 19.80	€ 26.40
640x360	In-article video	€ 6.50	€ 8.50	€ 11.00
see template	Native Ad+ Video 250	-	-	€ 6.50
see template	Native Ad+ Video 400	-	-	€ 8.00
see template	Native Ad+ Video 600	-	-	€ 10.00

You can choose from different types of targeting. You can target on socio-demographic data, intent data, interests and contextual data.

Discover the possibilities for your campaign and view all data audiences in the online Data Audience Tool: <https://www.mediahuis.nl/audience-tool/>

Targeting	
CPM-factor	
<b>Target group selection (data targeting):</b>	
Geographic	10
Socio-demographic	11
Interest	11
Intent	13
Keyword	On request
Custom segment	On request

Contact your account manager or at [programmatic@mediahuis.nl](mailto:programmatic@mediahuis.nl) for more information.

*On request:* keyword targeting and custom segments.

*Resources:*  
 Responsive web (desktop/mobile)  
 Mobile in-app  
 Tablet in-app

# Network and Channel layout 2026

Name	Definition
<b>Run of Network (RON)</b>	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, 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.
<b>Run of Channel (ROC)</b>	One of the following categories in our network that includes multiple titles and/or subsections:
News	Balkster Courant, Dagblad van het Noorden, De Gooi- en Eemlander, De Limburger, De Noordoostpolder, De Stellingwerf, De Telegraaf, Flevopost, Friesch Dagblad, Haarlems Dagblad, Hoogeveensche Courant, IJmuider Courant, Leeuwarder Courant, Leidsch Dagblad, Meppeler Courant, Metro, Nieuwe Ooststellingwerper, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, Sikkom, Steenwijker Courant.
De Telegraaf	De Telegraaf including all subsections: entertainment (Privé), financial (DFT), lifestyle, news, sports (Telesport), VROUW.
Entertainment	100%NL, Dumpert, Radio Veronica, Sikkom SLAM!, Sublime, Sunlite and the entertainment sections of De Telegraaf and regional newspapers.
Food	Culy and the culinary sections of De Telegraaf and regional newspapers.
Gen Z & Millenials	Bedrock, Culy, Dumpert, Famme, lc.nl/now, Manners, Metro, NSMBL, Sikkom, SLAM!, WANT.
Lifestyle	Bedrock, Culy, Manners, NSMBL, Telegraaf.nl/lifestyle, Telegraaf.nl/VROUW, Limburger.nl/voila, dvhn.nl/lifestyle, lc.nl/lifestyle, sikkom/grunngids.
Men	Autovisie, Dumpert, Limburger.nl/nieuws/economie, Manners, Radio Veronica, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), WANT.
Parenting	Famme, J/M Ouders.
Regional	All regional daily and weekly newspapers.
Sport	The sports sections of De Telegraaf and regional daily and weekly newspapers.
Women	100%NL, Bedrock, dvhn.nl/meer/looks, Famme, J/M Ouders, lc.nl/meer/looks, NSMBL, Telegraaf.nl/VROUW.
<b>Run of Site (ROS)</b>	A specific title or subsection of a title, for example Autovisie or Telegraaf.nl/financieel (DFT).

# Sizes and specifications

Display sizes		Device targeting					Purchasing ways			
size	width x height	cross device	desktop	tablet	mobile app	mobile web	direct buy	PG/PD	performance desk	PMP
Swipe Cube	300x250				●	●	●	●		●
Billboard	970x250		●	●			●	●	●	●
Double-sized Banner	320x100					●				●
Native Ad CPM	Total max. 130 characters + image*	●	●	●	●	●	●	●	●	●
Native Ad+ 250	see template					●	●			
Native Ad+ 400	see template					●	●			
Native Ad+ 600	see template					●	●			
Native Ad+ Carousel	see template					●	●			
Half Page Ad	300x600	●	●	●	●	●	●	●	●	●
Interscroller	320x500					●	●	●		●
Large Rectangle	336x280		●	●			●	●		●
Leaderboard	728x90		●	●			●	●	●	●
Medium Rectangle	300x250	●	●	●	●	●	●	●	●	●
Mobile Banner	320x50					●				●
Mobile Half Page Ad (Rich Media)	320x240				●	●		●		●
Mobile Portrait	320x400					●	●	●		●
Skin + Billboard / full width header	1800x1000 / 970x1000		●				●	●	●	●
Wide Skyscraper	160x600		●	●			●	●		●

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**Advertise?**  
Contact us:



**Mediahuis Nederland**

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