


Online Direct Rates 2026

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Rates 2026

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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	op aanvraag	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	€ 6.50	€ 7.15	€ 7.80
Native Ad+ Image 400	see template	mobile	€ 8.00	€ 8.80	€ 9.60
Native Ad+ Image 600	see template	mobile	€ 10.00	€ 11.00	€ 12.00
Native Ad+ Carrousel	see template	mobile web	€ 10.00	€ 11.00	€ 12.00

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

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	€ 3,700
HPTO Dagbladen*	cross device	€ 40,950
HPTO De Telegraaf	cross device	€ 38,200
HPTO De Telegraaf	desktop/tablet	€ 16,000
HPTO De Telegraaf	mobile	€ 25,300
STO De Telegraaf inclusive news**	cross device	€ 5,300
HATO De Telegraaf ***	cross device	€ 68,400
ATO De Telegraaf ****	cross device	€ 30,200
HPTO Newspapers region North*****	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 en De Limburger.

** STO (Section Takeover) on De Telegraaf sections is placed on the section homepages of telegraaf.nl/nieuws, -/sport, -/financieel, -/vrouw, -/wat u zegt, -/entertainment, -/lifestyle, -/opinie, -/misdad en -/politiek (fixed package / selection n/a).

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

**** ATO (Article - Take over) is placed on all article pages of De Telegraaf

*****HPTO Dagbladen Region North 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	€ 1,75	-		-	-
Native Ad	see template	cross device	€ 1,75	-		-	-
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	max. 6 seconds	cross device	€ 14.50	€ 15.95	€ 17.40
Bumper Ad Vertical	360x640	max. 6 seconds	cross device	€ 14.50	€ 15.95	€ 17.40
Pre-roll / mid-roll	640x360	max. 15 seconds	cross device	€ 24.00	€ 26.40	€ 28.80
		max. 30 seconds		€ 26.40	€ 29.04	€ 31.68
Pre-roll / mid-roll Vertical	360x640	max. 15 seconds	cross device	€ 24.00	€ 26.40	€ 28.80
		max. 30 seconds		€ 26.40	€ 29.04	€ 31.68
Outstream video						
In-article	640x360	max. 30 seconds	cross device	€ 10.00	€ 11.00	€ 12.00
Youtube video						
Bumper ad	480x360	max. 6 seconds	cross device	€ 7.50		€ 9.00
Pre-roll non-skippable	480x360	max. 20 seconds	cross device	€ 14.00		€ 16.80
Pre-roll skippable	480x360	12 - 360 seconds	cross device	€ 12.00		€ 14.40
Sponsorship Roadblock	480x360	6 - 360 seconds (skippable)	cross device	€ 29.00		€ 34.80
Native						
Native Ad+ Full Video	see template	Ad Video+ 600	mobile only	€ 10.00	€ 11.00	€ 12.00
Native Ad+ Video 250	see template	Ad Video+ 250	mobile	€ 6.50	€ 7.15	€ 7.80
Native Ad+ Video 400	see template	Ad Video+ 400	mobile	€ 8.00	€ 8.80	€ 9.60
Native Ad+ Video 600	see template	Ad Video+ 600	mobile	€ 10.00	€ 11.00	€ 12.00

Switch-on level	
Network	CPM-factor
Run of Network	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

* excl. Youtube Video: + € 1.50

Newsletters

Newsletters Format: Native Ad or Medium Rectangle	Reach	Frequency	Fixed rate
National titles			
Bedrock	6,900	Weekly on Saturday at 9:30 hrs.	€ 205
Culy	18,400	Daily at 15:00	€ 550
De Telegraaf Lunch	175,000	Daily at 11:45	€ 1,615
De Telegraaf VRIJ	9,200	Weekly on Tuesday at 20:00	€ 265
De Telegraaf Zondag	174,500	Weekly on Sunday at 9:15 a.m.	€ 1,610
DFT Dagelijks	14,300	Daily at 09:30 a.m.	€ 425
Het beste van J/M Ouders	22,500	Weekly on Sunday at 09:30 a.m.	€ 670
Manners	12,600	Weekly on Friday	€ 375
Metronieuws	19,200	Weekly on Tuesday and Thursday	€ 180
VROUW Weekupdate	32,400	Weekly on Saturday	€ 965
WANT	19,100	Weekly on Friday	€ 570
Regional titles			
De Limburger Middag	47,600	Daily in the afternoon	€ 440
De Limburger Regio	47,420	Daily in the afternoon	€ 440
Dagblad van het Noorden Ochtend	34,396	Daily at 07:00	€ 320
Dagblad van het Noorden Cultuur	7,192	Weekly (time changes)	€ 215
Leeuwarder Courant Ochtend	24,160	Daily at 07:00	€ 225
Friesch Dagblad Dagelijks	2,209	Daily at 07:00	€ 115
Rondje week- en nieuwbladen Drenthe	25,748	Weekly on day of newspaper publication (Tue/Wed)	€ 240
Rondje week- en nieuwsbladen Groningen	11,288	Weekly on day of newspaper publication (Tue/Wed)	€ 165
Rondje week- en nieuwsbladen Friesland	11,969	Weekly on day of newspaper appearance (Tue/Wed/Thu)	€ 165
Rondje week- en nieuwsbladen Overijssel/Flevoland	8,600	Weekly on day of newspaper appearance (Tue/Wed)	€ 165
Flevopost	2,700	Every Wednesday and Friday	€ 115
Regional titles Other options			
Ondernemen in Limburg (every Tuesday)	10,800	Agenda	€ 160
Ondernemen in Limburg (every Tuesday)	10,800	Business premises of the week	€ 300
Ondernemen in Limburg (every Tuesday)	10,800	Meet and Greet	€ 300

Branded content | Region West

Title	Specifications	Rate	Period of deployment
Noordhollands Dagblad, IJmuider Courant, Leidsch Dagblad, De Gooi- en Eemlander, Haarlems Dagblad	Article in combination with Branded content pusher (204k impressions)	€ 2.000	In consultation
Noordhollands Dagblad, Leidsch Dagblad, De Gooi- en Eemlander, Haarlems Dagblad	Article in combination with Branded content pusher (274k impressions)	€ 2.250	In consultation
Noordhollands Dagblad	Article in combination with Branded content pusher (343k impressions)	€ 2.500	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

Branded content | Region North

Title	Specifications	Rate	Period of deployment
Branded content Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad			
Dagbladen - Branded content package Small	Article in combination with Branded content pusher (204k impressions)	€ 2.000	In consultation
Dagbladen - Branded content package Medium	Article in combination with Branded content pusher (274k impressions)	€ 2.250	In consultation
Dagbladen - Branded content package Large	Article in combination with Branded content pusher (343k impressions)	€ 2.500	In consultation
Branded content Other			
Sikkom Branded content -package	Article in combination with Socials	€ 2.000	In consultation
Sikkom Branded content -package	Article in combination with Socials and Branded Content Video	€ 4.445	In consultation

The Branded Content package includes: writing the article and placing it on one (or more) of the above sites of your choice + the specified number of impressions of the Content Pusher or (in the case of Sikkom) promotion via Social Media.

Branded content | Region South

Title	Specifications	Rate	Period of deployment
Branded content De Limburger			
De Limburger Full edition	Branded Content Article page including 200K impressions Native content Ad on Limburger.nl and newsletter	€ 1.990	In consultation
De Limburger Regional	Branded Content Article page including 125K impressions Native content Ad on Limburger.nl and newsletter in region of your choice	€ 1.250	In consultation
De Limburger Local	Branded Content Article page including 50K impressions Native content Ad on Limburger.nl and newsletter in municipality of choice	€ 750	In consultation
Branded content Overig			
Ondernemen in Limburg - Partner news	Article in combination with newsletter	€ 495	In consultation

The Branded Content package includes: writing the article and placing it on one (or more) of the above sites of your choice + the specified number of impressions of the Content Pusher or (in the case of Sikkom) promotion via Social Media.

Branded content | General, De Telegraaf

Size	Specifications	Rate	Period of deployment
General			
Brandstory Run of Site		€ 10.20 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
Brand Story Run of Netwerk excl. Dumpert		€ 9.35 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	€ 6.950	1 day (07:00 - 06:59)
		€ 36.140	7 days (consecutive)
Telegraaf.nl/lifestyle	Branded Content Article page including boost on lifestyle section	€ 1.600	1 day (07:00 - 06:59)
Telegraaf.nl/sport (Telesport)	Branded Content Article page including boost on sports section	€ 3.600	1 day (07:00 - 06:59)
Telegraaf.nl/vrouw (VROUW)	Branded Content Article page including boost on section VROUW	€ 3.600	1 day (07:00 - 06:59)
		€ 18.200	7 days (consecutive)

Additional products			
Branded content Artikel Dossier	Sponsored article included in dossier page De Telegraaf***	€ 1.275	Always online
Branded content Pusher, per subsectie (ROS)	IAB Display expression that drives a Branded Content Article	€ 3.60 CPM	Based on campaign objective
Branded content Pusher Run of Channel Telegraaf	IAB Display expression that drives a Branded Content Article	€ 3.60 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 Branded Content pusher (CPM) or Branded Content (Quality view).

Highlight advertising - Region North

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	Rate	Period of deployment
Bedrock, Culy, Manners, NSMBL, WANT	Article in combination with branded content pusher (204k impressions)	€ 2,000	In overleg
Bedrock, Culy, Manners, NSMBL, WANT	Article in combination with branded content pusher (274k impressions)	€ 2,250	In overleg
Bedrock, Culy, Manners, NSMBL, WANT	Article in combination with branded content pusher (343k impressions)	€ 2,500	In overleg

Title	Specifications	Rate	Period of deployment
Metro, Autovisie	Article in combination with a branded content pusher (204k impressions) and a homepage boost	€ 2,750	7 days (consecutive)
Metro, Autovisie	Article in combination with a branded content pusher (274k impressions) and a homepage boost	€ 3,000	7 days (consecutive)
Metro, Autovisie	Article in combination with a branded content pusher (204k impressions) and a homepage boost	€ 2,750	7 days (consecutive)

The Branded content package consists of: writing the article and placing it on one (or more) of the above sites of your choice + the specified number of impressions of the Content Pusher

Branded content-possibilities 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

Other	From
Custom show	€ 15,000
Dumpert films your workplace	€ 15,000

*production costs for product placement € 1.250

Branded content | Social Media

Fixed rate per post	Facebook Post	Instagram Post (- Image, - Picture)	Instagram Reel	Instagram Stories	TikTok post	WhatsApp
Autovisie	€ 455	€ 250	€ 385	€ 250	€ 250	
Bedrock	€ 250	€ 250	€ 250	€ 250	€ 250	
Culy	€ 250	€ 250	€ 280	€ 250	€ 250	
Dumpert	€ 8,680	€ 12,250	€ 15,750	€ 8,750	€ 3,500	€ 1,250
J/M Ouders	€ 995	€ 250	€ 250	€ 250	€ 250	
Manners	€ 255	€ 250	€ 250	€ 250	€ 250	
Metro	€ 1,825	€ 250	€ 525	€ 250	€ 250	
NSMBL	€ 885	€ 250	€ 525	€ 250	€ 280	
Sikkom	€ 1,330	€ 1,330		€ 875		
VROUW	€ 350	€ 700	€ 315	€ 250	€ 250	
WANT	€ 250	€ 250	€ 280	€ 250	€ 250	

These rates exclude production costs 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, HATO, STO en ATO, see [page 4](#)) an extra surcharge applies around the following (festive) days

Seasonal factor 1.2	Applies to placements of trade formats (print) and HPTO (online) in 2026 on:
New Year's Day	Thu. January 1
Easter	Thu. 3 to Mon. April 6
Pentecost	Thu. 21 to Mon. May 25
Black Friday Week Cyber Monday	Mon. 23 to Mon. November 30
Christmas New Year's Eve	Thu. 17 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 2026

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, Flevopost, Friesch Dagblad, Haarlems Dagblad, Hoogeveensche Courant, IJmuider Courant, J/M Ouders, Leeuwarder Courant, Leidsch Dagblad, Limburgvac, Manners, Meppeler Courant, Metro, Nieuwe Ooststellingwerver, 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 Ooststellingwerver, 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.
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	Zie template	•	•	•	•	•	•		
HPTO desktop tablet	Zie template		•	•			•		
HPTO mobile	300x250 (3)				•	•	•		
Interscroller	320x500					•	•		•
Large Rectangle	336x280		•	•			•		•
Leaderboard	728x90		•	•			•		•
Medium Rectangle	300x250	•	•	•	•	•	•		•
Mobile Portrait	320x400					•	•		
Native Ad+ Image 250	Zie template					•	•		
Native Ad+ Image 400	Zie template					•	•		
Native Ad+ Image 600	Zie template					•	•		
Native Ad+ Carrousel	Zie template					•	•		
Nieuwsbrieven (Native Ad)	Zie 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 (Horizontal, Vertical)	Max. 6 seconds	●	●	●	●	●	●		●
In-article	Max. 30 seconds	●	●	●	●	●	●	●	●
In-article Native	Max. 30 seconds	●	●	●	●	●	●		●
Native Ad+ Full Video	Zie template				●		●		
Native Ad+ Video 250	Zie template					●	●		
Native Ad+ Video 400	Zie template					●	●		
Native Ad+ Video 600	Zie template					●	●		
Pre-roll (Horizontal, Vertical)	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 (-Image, - Video)	Customisation	●					●		
Instagram Reel	Customisation	●					●		
Instagram Stories	Customisation	●					●		
TikTok Post	Customisation	●					●		
WhatsApp	Customisation	●					●		
Matchmaker	Customisation	●					●		
Branded Content artikel - Dossier	Customisation	●					●		
Branded content artikel - Dossier	Customisation	●					●		

Formats, device targeting and purchasing methods

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	•					•		

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