


Print Rates 2026

Table of contents

Rates 2025

Click on the desired page to view it directly 

National

Mediahuis Connect	Page	3
De Telegraaf	Page	6
Magazines	Page	8

Region West

Regional Newspapers	Page	10
---------------------	------	-----------

Region North

Regional Newspapers	Page	14
Local Newspapers and Weeklies	Page	16

Region South

De Limburger	Page	19
Weeklies	Page	21

Definitions and rate calculation	Page	22
---	------	-----------

Advertising formats	Page	23
----------------------------	------	-----------

Specifications box formats Print	Page	24
---	------	-----------

Price changes, printing and typographical errors reserved. The rates are gross rounded amounts excluding VAT and excluding any layout costs of € 25 per booking. 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.

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 excluding Position Factor , for example:				Reach
Page share	1/1	1/2	1/4	(x 1,000)
Monday to Friday				
Daily newspapers, local newspapers and weeklies				
Mediahuis Connect Plus	€ 115,957	€ 78,851	€ 40,585	2,996
Daily, news and weekly newspapers and weekly newspaper VIA				
Mediahuis Connect Regional Plus, Thu (+Fri)	€ 51,500	€ 35,020	€ 18,025	1,121
Daily newspapers				
Mediahuis Connect (De Telegraaf and Regional)	€ 65,173	€ 44,318	€ 22,811	1,707
Mediahuis Connect Regional (North, South and West)	€ 48,763	€ 33,159	€ 17,067	1,069
Mediahuis Connect Regional North and West	€ 36,948	€ 25,125	€ 12,932	802
Mediahuis Connect Regional West and South	€ 32,165	€ 21,872	€ 11,258	712
Mediahuis Connect Regional North and South	€ 28,368	€ 19,290	€ 9,929	624
De Telegraaf + Mediahuis regional newspapers West	€ 50,260	€ 34,177	€ 17,591	1,083

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
1/27	0.060
1/40	0.042

Guarantee position	
	Position factor
Front page	3
Back page	1.3
Daily newspapers and local newspapers:	
Page 3	2
Page 5	2
Page 7*	1.2
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)
Saturday				
Daily newspapers				
Mediahuis Connect (De Telegraaf and Regional)	€ 85,652	€ 58,243	€ 29,978	2,257
Mediahuis Connect Regional (North, South and West)	€ 57,403	€ 39,034	€ 20,091	1,351
Mediahuis Connect Regional North and West	€ 44,190	€ 30,049	€ 15,467	1,019
Mediahuis Connect Regional West and South	€ 36,454	€ 24,789	€ 12,759	864
Mediahuis Connect Regional North and South	€ 34,162	€ 23,230	€ 11,957	819
De Telegraaf + Mediahuis regional newspapers West	€ 66,996	€ 45,557	€ 23,449	1,438

Region North: Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad

Region West: Noordhollands Dagblad, Haarlems Dagblad, IJmuider Courant, Leidsch Dagblad, De Gooi- en Eemlander

Region South: De Limburger

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

See [page 22](#) for definitions and price calculation and see [page 23 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)
Monday to Friday				
Daily, news and weekly newspapers and weekly newspaper VIA				
Mediahuis Connect Plus	€ 115,957	€ 78,851	€ 40,585	2,996
Regional daily newspapers and local newspapers				
Mediahuis Connect Regional Plus, Thu (+Fri)	€ 51,500	€ 35,020	€ 18,025	1,121
Daily newspapers				
Mediahuis Connect (De Telegraaf and Regional)	€ 65,173	€ 44,318	€ 22,811	1,707
Mediahuis Connect Regional (North, South and West)	€ 48,763	€ 33,159	€ 17,067	1,069
Mediahuis Connect Regional North and West	€ 36,948	€ 25,125	€ 12,932	802
Mediahuis Connect Regional West and South	€ 32,165	€ 21,872	€ 11,258	712
Mediahuis Connect Regional North and South	€ 28,368	€ 19,290	€ 9,929	624
De Telegraaf + Mediahuis regional newspapers West	€ 50,260	€ 34,177	€ 17,591	1,083

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
Other Advertising Page (Regional North and South)	1

Gross ad price per format, for example:				
Page share	1/1	1/2	1/4	Reach
Modulecode	D101V	D102VL	D104VL	(x 1,000)
zaterdag				
Daily newspapers				
Mediahuis Connect (De Telegraaf and Regional)	€ 85,652	€ 58,243	€ 29,978	2,257
Mediahuis Connect Regional (North, South and West)	€ 57,403	€ 39,034	€ 20,091	1,351
Mediahuis Connect Regional North and West	€ 44,190	€ 30,049	€ 15,467	1,019
Mediahuis Connect Regional West and South	€ 36,454	€ 24,789	€ 12,759	864
Mediahuis Connect Regional North and South	€ 34,162	€ 23,230	€ 11,957	819
De Telegraaf + Mediahuis regional newspapers West	€ 66,996	€ 45,557	€ 23,449	1,438

Region North: Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad
 Region West: Noordhollands Dagblad, Haarlems Dagblad, IJmuider Courant, Leidsch Dagblad, De Gooi- en Eemlander
 Region South: De Limburger

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Mediahuis Connect Regional - Uniform guarantee options

Regional daily newspapers and local newspapers

Vakformaten per garantiepositie				
Editorial page	Page share	Module-code	Width (mm)	Height (mm)
Front page				
	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
Page 3				
	1/8	D108VL	266	46
	1/20	D120L	104	46
	1/43	D143B	50	46
Page 5				
	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
Page 7*				
	1/2	D102VL	266	190
Advertising page				
Back page				
	1/1	D101V	266	398

* Page 7 - Mediahuis Connect: on request

See [page 22](#) for definitions and price calculation and see [page 23 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)
Monday to Friday					
De Telegraaf	€ 26,925	€ 18,309	€ 9,424	€ 4,847	638
De Telegraaf, edition Amsterdam	€ 10,292	€ 6,999	€ 3,602	€ 1,853	179

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
Saturday					
De Telegraaf	€ 40,386	€ 27,462	€ 14,135	€ 7,269	906

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	3
Page 3	2
Page 5	2
Page 7*	1.2
Back page	1.3
Other Editorial page	1
Weekend supplement (VRIJ)	0.9
Other guaranteed position	20%

* Page 7 on request

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

De Telegraaf

Branded content rates

Gross price per format, for example:		Reach
Page share	1/1	(x 1,000)
Monday to Friday		
De Telegraaf	€ 33,656	638
De Telegraaf, edition Amsterdam	€ 12,865	179

Size	
Page share	Size factor
1/1	1.2500

Gross price per format, for example:		Reach
Page share	1/1	(x 1,000)
Saturday		
De Telegraaf	€ 50,483	906

See [page 22](#) for definitions and price calculation and see [page 23 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	€ 4,300	€ 3,225	€ 1,720	144	Friday*
Privé	€ 5,845	€ 4,384	€ 2,338	505	Wednesday
VROUW Glossy	€ 7,661	N/A	N/A	199	Thursday**
VROUW Magazine	€ 9,030	N/A	N/A	540	Saturday

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	1.3
Other guaranteed position	20%

Magazines - Regional

Advertising rates

Gross ad price per format, for example:				Reach	Publication day
Page share	1/1	1/2	1/4	(x 1,000)	
Voilà	€ 8,092	€ 6,069	€ 3,237	267	Thursday**

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

(Guarantee) position	
Page	Position factor
Back page	1.3
Other guaranteed position	20%

* biweekly appearance

** 6x per year

See [page 22](#) for definitions and price calculation and see [page 23 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	€ 5,375	€ 4,031	€ 2,150	144	Friday*
Privé	€ 7,306	€ 5,480	€ 2,923	505	Wednesday
VROUW Glossy	€ 9,576	N/A	N/A	199	Thursday**
VROUW Magazine	€ 11,288	N/A	N/A	540	Saturday

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

* biweekly appearance

** 6x per year

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region 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)
Monday to Friday					
Mediahuis regional newspapers West	€ 23,335	€ 15,868	€ 8,167	€ 4,200	445
Noordhollands Dagblad	€ 14,421	€ 9,806	€ 5,047	€ 2,596	250
Haarlems Dagblad / IJmuider Courant	€ 3,681	€ 2,503	€ 1,288	€ 663	72
Leidsch Dagblad*	€ 2,469	€ 1,679	€ 864	€ 444	71
De Gooi- en Eemlander	€ 2,763	€ 1,879	€ 967	€ 497	52

Noordhollands Dagblad, edition combinations:					
NHD - Helderse Courant / Schager Courant	€ 2,407	€ 1,637	€ 842	€ 433	52
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 3,699	€ 2,515	€ 1,295	€ 666	45
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 4,995	€ 3,397	€ 1,748	€ 899	94
NHD - Noord Noord-Holland	€ 9,466	€ 6,437	€ 3,313	€ 1,704	180
Noordhollands Dagblad, editions:					
NHD - Helderse Courant	€ 1,032	€ 702	€ 361	€ 186	19
NHD - Schager Courant	€ 1,375	€ 935	€ 481	€ 248	33
NHD - Dagblad voor West-Friesland	€ 3,321	€ 2,258	€ 1,162	€ 598	59
NHD - Alkmaarsche Courant	€ 3,738	€ 2,542	€ 1,308	€ 673	69
NHD - Dagblad Kennemerland	€ 1,256	€ 854	€ 440	€ 226	25
NHD - Dagblad Zaanstreek	€ 2,399	€ 1,631	€ 840	€ 432	29
NHD - Dagblad Waterland	€ 1,300	€ 884	€ 455	€ 234	16
Haarlems Dagblad / IJmuider Courant					
Haarlems Dagblad	€ 3,176	€ 2,160	€ 1,112	€ 572	57
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
1/24	0.070
1/27	0.060
1/40	0.042

(Guarantee) position	
Page	Position factor
Front page	3
Page 3	2
Page 5	2
Page 7	1.2
Back page	1.3
Other editorial page	1
Front page region	2
Page 3 region	1.2
Other guaranteed position	20%

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region 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)
Saturday					
Mediahuis regional newspapers West	€ 26,610	€ 18,095	€ 9,314	€ 4,790	532
Noordhollands Dagblad	€ 16,341	€ 11,112	€ 5,719	€ 2,941	300
Haarlems Dagblad / IJmuider Courant	€ 4,295	€ 2,921	€ 1,503	€ 773	94
Leidsch Dagblad*	€ 2,968	€ 2,018	€ 1,039	€ 534	80
De Gooi- en Eemlander	€ 3,005	€ 2,043	€ 1,052	€ 541	58

Noordhollands Dagblad, edition combinations:					
NHD - Helderse Courant / Schager Courant	€ 2,682	€ 1,824	€ 939	€ 483	62
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 4,075	€ 2,771	€ 1,426	€ 734	54
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 5,776	€ 3,928	€ 2,022	€ 1,040	113
NHD - Noord Noord-Holland	€ 10,716	€ 7,287	€ 3,751	€ 1,929	216
Noordhollands Dagblad editions:					
NHD - Helderse Courant	€ 1,196	€ 813	€ 419	€ 215	22
NHD - Schager Courant	€ 1,487	€ 1,011	€ 520	€ 268	40
NHD - Dagblad voor West-Friesland	€ 3,806	€ 2,588	€ 1,332	€ 685	71
NHD - Alkmaarsche Courant	€ 4,228	€ 2,875	€ 1,480	€ 761	83
NHD - Dagblad Kennemerland	€ 1,549	€ 1,053	€ 542	€ 279	30
NHD - Dagblad Zaanstreek	€ 2,593	€ 1,763	€ 908	€ 467	35
NHD - Dagblad Waterland	€ 1,483	€ 1,008	€ 519	€ 267	19
Haarlems Dagblad / IJmuider Courant					
Haarlems Dagblad	€ 3,592	€ 2,443	€ 1,257	€ 647	71
IJmuider Courant	€ 703	€ 478	€ 246	€ 127	23

*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
1/24	0.070
1/27	0.060
1/40	0.042

(Guarantee) position	
Page	Position factor
Front page	3
Page 3	2
Page 5	2
Page 7	1.2
Back page	1.3
Other editorial page	1
Front page region	2
Page 3 region	1.2
Weekend supplement (Alletijd)	0.9
Other guaranteed position	20%

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region West - Daily newspapers, Monday to Friday

Branded content rates

Gross price per format, for example:		Reach
Page share	1/1	(x 1,000)
Monday to Friday		
Mediahuis regional newspapers West	€ 29,169	445
Noordhollands Dagblad	€ 18,026	250
Haarlems Dagblad / IJmuider Courant	€ 4,601	72
Leidsch Dagblad*	€ 3,086	71
De Gooi- en Eemlander	€ 3,454	52

Size	
Page share	Size factor
1/1	1.2500

Noordhollands Dagblad, edition combinations:		
NHD - Helderse Courant / Schager Courant	€ 3,009	52
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 4,624	45
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 6,244	94
NHD - Noord Noord-Holland	€ 11,833	180
Noordhollands Dagblad editions:		
NHD - Helderse Courant	€ 1,290	19
NHD - Schager Courant	€ 1,719	33
NHD - Dagblad voor West-Friesland	€ 4,151	59
NHD - Alkmaarsche Courant	€ 4,673	69
NHD - Dagblad Kennemerland	€ 1,570	25
NHD - Dagblad Zaanstreek	€ 2,999	29
NHD - Dagblad Waterland	€ 1,625	16
Haarlems Dagblad / IJmuider Courant	€ 4,601	72
Haarlems Dagblad	€ 3,970	57
IJmuider Courant	€ 631	15

*Leidsch Dagblad (incl. Duin- en Bollenstreek)

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region West - Daily newspapers, Saturday

Branded content rates

Gross price per format, for example:		Reach
Page share	1/1	(x 1,000)
Saturday		
Mediahuis regional newspapers West	€ 33,263	532
Noordhollands Dagblad	€ 20,426	300
Haarlems Dagblad / IJmuider Courant	€ 5,369	94
Leidsch Dagblad*	€ 3,710	80
De Gooi- en Eemlander	€ 3,756	58

Size	
Page share	Size factor
1/1	1.2500

Noordhollands Dagblad, edition combinations:		
NHD - Helderse Courant / Schager Courant	€ 3,353	62
NHD - Dagblad Waterland / Dagblad Zaanstreek	€ 5,094	54
NHD - Alkmaarsche Courant / Dagblad Kennemerland	€ 7,220	113
NHD - Noord Noord-Holland	€ 13,395	216
Noordhollands Dagblad editions:		
NHD - Helderse Courant	€ 1,495	22
NHD - Schager Courant	€ 1,859	40
NHD - Dagblad voor West-Friesland	€ 4,758	71
NHD - Alkmaarsche Courant	€ 5,285	83
NHD - Dagblad Kennemerland	€ 1,936	30
NHD - Dagblad Zaanstreek	€ 3,241	35
NHD - Dagblad Waterland	€ 1,854	19
Haarlems Dagblad / IJmuider Courant		
Haarlems Dagblad	€ 4,490	71
IJmuider Courant	€ 879	23

*Leidsch Dagblad (incl. Duin- en Bollenstreek)

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region North - 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)
Monday to Friday					
Mediahuis regional newspapers North	€ 18,986	€ 12,910	€ 6,645	€ 3,417	357
Dagblad van het Noorden	€ 10,978	€ 7,465	€ 3,842	€ 1,976	200
Dagblad van het Noorden Groningen	€ 5,855	€ 3,981	€ 2,049	€ 1,054	106
Dagblad van het Noorden Drenthe	€ 5,122	€ 3,483	€ 1,793	€ 922	94
Leeuwarder Courant	€ 6,823	€ 4,640	€ 2,388	€ 1,228	133
Friesch Dagblad	€ 1,186	€ 806	€ 415	€ 213	24

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
Saturday					
Mediahuis regional newspapers North	€ 23,985	€ 16,310	€ 8,395	€ 4,317	487
Dagblad van het Noorden	€ 13,932	€ 9,474	€ 4,876	€ 2,508	277
Dagblad van het Noorden Groningen	€ 7,393	€ 5,027	€ 2,588	€ 1,331	124
Dagblad van het Noorden Drenthe	€ 6,539	€ 4,447	€ 2,289	€ 1,177	103
Leeuwarder Courant	€ 8,718	€ 5,928	€ 3,051	€ 1,569	180
Friesch Dagblad	€ 1,335	€ 908	€ 467	€ 240	30

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
1/24	0.070
1/27	0.060
1/40	0.042
1/48	0.040

(Guarantee) position	
Page	Position factor
Front page	3
Page 3	2
Page 5	2
Page 7*	1.2
Other editorial page	1
Back page	1.3
Front page region	2
Page 3 region	1.2
Weekend supplement (Weekend/Sneon & Snijn/Wykein)	0.9
Other guaranteed position	20%

* Page 7 on request

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region North - Daily newspapers

Branded Content rates

Gross price per format, for example:		Reach
Page share	1/1	(x 1,000)
Monday to Friday		
Mediahuis Regional newspapers North	€ 23,733	349
Dagblad van het Noorden	€ 13,723	188
Dagblad van het Noorden Groningen	€ 7,319	100
Dagblad van het Noorden Drenthe	€ 6,403	88
Leeuwarder Courant	€ 8,529	132
Friesch Dagblad	€ 1,483	29

Size	
Page share	Size factor
1/1	1.2500

Gross price per format, for example:		Reach
Page share	1/1	(x 1,000)
Saturday		
Mediahuis Regional newspapers North	€ 30,593	487
Dagblad van het Noorden	€ 17,770	265
Dagblad van het Noorden Groningen	€ 9,430	143
Dagblad van het Noorden Drenthe	€ 8,340	121
Leeuwarder Courant	€ 11,120	187
Friesch Dagblad	€ 1,703	35

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region North - Regional 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 regional news and weekly newspapers North	€ 58,746	€ 39,947	€ 20,561	€ 10,574	967	
Mediahuis regional newspapers North	€ 5,480	€ 3,726	€ 1,918	€ 986	52	Thu (+Fri)
Hoogeveensche Courant	€ 840	€ 571	€ 294	€ 151	7	Mon/Fri
Balkster Courant	€ 380	€ 258	€ 133	€ 68	3	Thursday
Stellingwerf	€ 579	€ 394	€ 203	€ 104	7	Thursday
Nieuwe Ooststellingwerver	€ 602	€ 409	€ 211	€ 108	8	Thursday
Nieuwsblad Noordoost-Friesland	€ 626	€ 426	€ 219	€ 113	6	Thu/Fri
Meppeler Courant	€ 1.646	€ 1.119	€ 576	€ 296	14	Mon/Wed/Fri
Steenwijker Courant	€ 807	€ 549	€ 282	€ 145	7	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
1/24	0.070
1/27	0.060
1/40	0.042
1/48	0.040

(Guarantee) position	
Page	Position factor
Front page	3
Page 3	2
Page 5	2
Page 7	1.2
Back page	1.3
Other editorial page	1
Other guaranteed position	20%

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region North - Weeklies

Advertising rates

Page share	Gross ad price per format, for example:				Circulation	Province	Publication day
	1/1	1/2	1/4	1/8			
Weeklies region North	€ 53,266	€ 36,221	€ 18,643	€ 9,588	908,100		
Weeklies Drenthe	€ 12,990	€ 8,833	€ 4,547	€ 2,338	211,100	Drenthe	Thu/Wed
Weeklies Flevoland	€ 5,358	€ 3,643	€ 1,875	€ 964	101,200	Flevoland	Wednesday
Weeklies Friesland	€ 15,781	€ 10,731	€ 5,523	€ 2,841	258,000	Friesland	Thu/Wed/Thu
Weeklies Groningen	€ 15,584	€ 10,597	€ 5,454	€ 2,805	297,400	Groningen	Thu/Wed
Weeklies Overijssel	3398	€ 2,311	€ 1,189	€ 612	40,400	Overijssel	Tuesday

Asser Courant	€ 1,769	€ 1,203	€ 619	€ 318	38,200	Drenthe	Tuesday
Coevorder Courant	€ 1,539	€ 1,047	€ 539	€ 277	18,300	Drenthe	Tuesday
De Krant van Midden Drenthe	€ 833	€ 566	€ 292	€ 150	16,300	Drenthe	Wednesday
Emmer Courant	€ 2,412	€ 1,640	€ 844	€ 434	52,200	Drenthe	Tuesday
Hoogeveensche Courant	€ 2,695	€ 1,833	€ 943	€ 485	32,100	Drenthe	Wednesday
Meppeler Courant	€ 1,446	€ 983	€ 506	€ 260	17,300	Drenthe	Tuesday
Roder Journaal	€ 915	€ 622	€ 320	€ 165	15,100	Drenthe	Tuesday
Westervelder Wolder Courant	€ 1,329	€ 904	€ 465	€ 239	21,600	Drenthe	Wednesday
Flevopost Dronten	€ 1,640	€ 1,115	€ 574	€ 295	19,800	Flevoland	Wednesday
Flevopost Lelystad	€ 2,193	€ 1,491	€ 768	€ 395	35,500	Flevoland	Wednesday
De Noordoostpolder	€ 1,525	€ 1,037	€ 534	€ 275	29,600	Flevoland	Wednesday
Bolswards Nieuwsblad	€ 857	€ 583	€ 300	€ 154	16,300	Friesland	Thursday
Stellingwerf	€ 1,025	€ 697	€ 359	€ 185	12,100	Friesland	Tuesday
Nieuwe Dockumer Courant	€ 1,882	€ 1,280	€ 659	€ 339	30,600	Friesland	Wednesday
Drachtster Courant	€ 2,493	€ 1,695	€ 873	€ 449	46,900	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
1/24	0.070
1/27	0.060
1/40	0.042
1/48	0.040
1/48	0.040

(Guarantee) position	
Page	Position factor
Front page	3
1st editorial page	2
Other editorial page	1.5
Back page	1.3
Other guaranteed position	20%

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region North - Newspapers and 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	€ 939	€ 639	€ 329	€ 169	15,300	Friesland	Wednesday
Franeker Courant	€ 1.257	€ 855	€ 440	€ 226	20,400	Friesland	Wednesday
Heerenveense Courant	€ 1.475	€ 1.003	€ 516	€ 266	23,600	Friesland	Thursday
Huis aan Huis Leeuwarden	€ 2.425	€ 1.649	€ 849	€ 437	52.400	Friesland	Wednesday
Nieuwe Ooststellingwerver	€ 966	€ 657	€ 338	€ 174	11,400	Friesland	Tuesday
Sneeker Nieuwsblad	€ 1.517	€ 1.032	€ 531	€ 273	28,600	Friesland	Thursday
Jouster Courant	€ 1.043	€ 709	€ 365	€ 188	16,700	Friesland	Thursday
Eemsbode	€ 1.733	€ 1.178	€ 607	€ 312	29,100	Groningen	Wednesday
HS-Krant	€ 1.387	€ 943	€ 485	€ 250	27,100	Groningen	Wednesday
Noorderkrant	€ 1.148	€ 781	€ 402	€ 207	25,400	Groningen	Wednesday
Streekblad	€ 1.839	€ 1.251	€ 644	€ 331	30,400	Groningen	Wednesday
Veendammer	€ 1.093	€ 743	€ 383	€ 197	18,200	Groningen	Wednesday
Westerkwartier	€ 1.516	€ 1.031	€ 531	€ 273	28,700	Groningen	Tuesday
Groninger Gezinsbode	€ 4.410	€ 2.999	€ 1.544	€ 794	97,400	Groningen	Wednesday
Kanaalstreek	€ 2.457	€ 1.671	€ 860	€ 442	41,100	Groningen	Wednesday
De Staphorster	€ 1.535	€ 1.044	€ 537	€ 276	18,300	Overijssel	Tuesday
Steenwijker Courant	€ 1.863	€ 1.267	€ 652	€ 335	22,100	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
1/24	0.070
1/27	0.060
1/40	0.042
1/48	0.040

(Guarantee) position	
Page	Position factor
Front page	3
1st editorial page	2
Other editorial page	15
Back page	13
Other guaranteed position	20%

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region South - Regional Newspaper

Advertising rates

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
Monday to Friday					
De Limburger	€ 13,509	€ 9,186	€ 4,728	€ 2,432	267
De Limburger Noord- en Midden Limburg	€ 6,031	€ 4,101	€ 2,111	€ 1,086	120
De Limburger Zuid Limburg	€ 7,478	€ 5,085	€ 2,617	€ 1,346	147
De Limburger Noord Limburg	€ 3,006	€ 2,044	€ 1,052	€ 541	59
De Limburger Midden Limburg	€ 3,025	€ 2,057	€ 1,059	€ 545	61
De Limburger Sittard-Geleen	€ 2,113	€ 1,437	€ 740	€ 380	42
De Limburger Parkstad	€ 2,523	€ 1,716	€ 883	€ 454	49
De Limburger Maastricht-Heuvelland	€ 2,842	€ 1,933	€ 995	€ 512	56

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
Saturday					
De Limburger	€ 15,127	€ 10,286	€ 5,294	€ 2,723	332
De Limburger Noord- en Midden Limburg	€ 6,753	€ 4,592	€ 2,364	€ 1,216	148
De Limburger Zuid Limburg	€ 8,374	€ 5,694	€ 2,931	€ 1,507	184
De Limburger Noord Limburg	€ 3,366	€ 2,289	€ 1,178	€ 606	73
De Limburger Midden Limburg	€ 3,387	€ 2,303	€ 1,185	€ 610	75
De Limburger Sittard-Geleen	€ 2,366	€ 1,609	€ 828	€ 426	52
De Limburger Parkstad	€ 2,826	€ 1,922	€ 989	€ 509	61
De Limburger Maastricht-Heuvelland	€ 3,182	€ 2,164	€ 1,114	€ 573	71

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
1/24	0.070
1/27	0.060
1/40	0.042

(Guarantee) position	
Page	Position factor
Front page	3
Page 3	2
Page 5	2
Page 7*	1.2
Back page	1.3
Other editorial page	1
Weekend supplement	0.9
Other guaranteed position	20%

* Page 7 on request

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region South - Regional newspaper

Branded content rates

Gross price per format, for example:		Reach
Page share	1/1	(x 1,000)
Monday to Friday		
De Limburger	€ 16,886	267
De Limburger Noord- en Midden-Limburg	€ 7,539	120
De Limburger Zuid-Limburg	€ 9,348	147
De Limburger Noord-Limburg	€ 3,758	59
De Limburger Midden-Limburg	€ 3,781	61
De Limburger Sittard-Geleen	€ 2,641	42
De Limburger Parkstad	€ 3,154	49
De Limburger Maastricht-Heuvelland	€ 3,553	56

Size	
Page share	Size factor
1/1	1.250

Gross price per format, for example:		Reach
Page share	1/1	(x 1,000)
Saturday		
De Limburger	€ 18,909	332
De Limburger Noord- en Midden-Limburg	€ 8,441	148
De Limburger Zuid-Limburg	€ 10,468	184
De Limburger Noord-Limburg	€ 4,208	73
De Limburger Midden-Limburg	€ 4,234	75
De Limburger Sittard-Geleen	€ 2,958	52
De Limburger Parkstad	€ 3,533	61
De Limburger Maastricht-Heuvelland	€ 3,978	71

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

Region South - Weeklies

Advertising rates

Gross ad price per format, for example:					Reach
Page share	1/1	1/2	1/4	1/8	(x 1,000)
Wednesday					
VIA	€ 14,816	€ 10,075	€ 5,186	€ 2,667	322
VIA Noord- en Midden Limburg	€ 6,499	€ 4,419	€ 2,275	€ 1,170	140
VIA Zuid Limburg	€ 8,317	€ 5,656	€ 2,911	€ 1,497	180
VIA Noord Limburg	€ 3,242	€ 2,205	€ 1,135	€ 584	70
VIA Horst-Venray	€ 1,157	€ 787	€ 405	€ 208	25
VIA Venlo	€ 2,085	€ 1,418	€ 730	€ 375	45
VIA Midden Limburg	€ 3,257	€ 2,215	€ 1,140	€ 586	70
VIA Roermond	€ 2,320	€ 1,578	€ 812	€ 418	50
VIA Weert	€ 937	€ 637	€ 328	€ 169	20
VIA Sittard-Geleen	€ 2,226	€ 1,514	€ 779	€ 401	48
VIA Parkstad	€ 2,955	€ 2,009	€ 1,034	€ 532	64
VIA Maastricht	€ 3,136	€ 2,132	€ 1,098	€ 564	68

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
1/32	0.055
1/40	0.042

(Guarantee) position	
Page	Position factor
Front page	3
Page 3	2
Back page	1
Other editorial page	1.3
Other guaranteed position	20%

See [page 22](#) for definitions and price calculation and see [page 23 onwards](#) for sizes and specifications

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 23 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

Surcharges apply for daily newspapers** during the (holiday) period below

Seasonal factor 2026	
Seasonal factor 1,2	Applies to placements of subject formats (print) and HPTO (online) in 2026 at:
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

**except:

- box formats on the 'Family Announcements - Advertisement' page
- box formats on the 'Welcome!' page in De Limburger

Print: no appearance during the holidays and not during King's Day (Monday April 27)

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 rate card 'Composition of advertising combinations'. Options per title, edition or combination may differ, depending on your choice. Consult your Sales Consultant for this.

Layout costs

Layout costs are € 25 per booking.

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	Region West daily newspapers	Region North daily newspapers	Region North local newspapers	Region North weeklies	Region South daily newspapers	Region South weekly
				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	●		●	●	●		

*Region North weeklies: consult your contact person or the rate calculator at <https://adverteren.mediahuis.nl/tariecalculator> for the exact possibilities on editorial and advertising pages

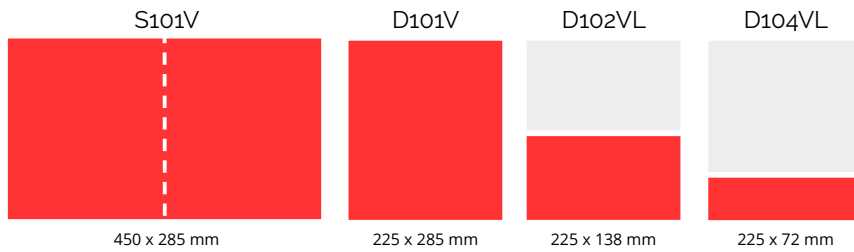
Advertisement sizes

5-column advertisement sizes: D-modules										
Page share	Module-code	Width (mm)	Height (mm)	De Telegraaf	Region West daily newspapers	Region North daily newspapers	Region North local newspapers	Region North weeklies	Region South daily newspapers	Region South weekly
					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		●	●	●	●	●	●
	D120S	50	94		●	●	●	●	●	●
1/27	D127BS	50	70		●	●	●	●	●	
1/40	D140B	50	46		●	●	●	●	●	●

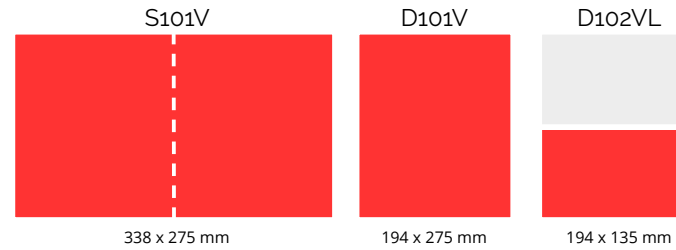
*Region North weeklies: consult your contact person or the rate calculator at <https://adverteren.mediahuis.nl/tariefcalculator> for the exact possibilities on editorial and advertising pages

Advertising sizes magazines

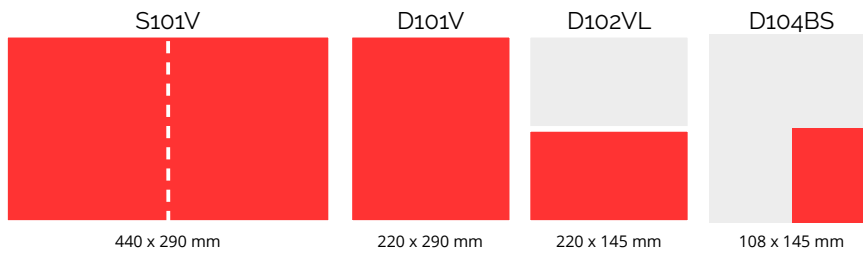
Autovisie



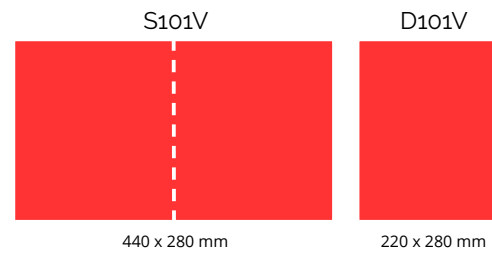
VROUW Magazine



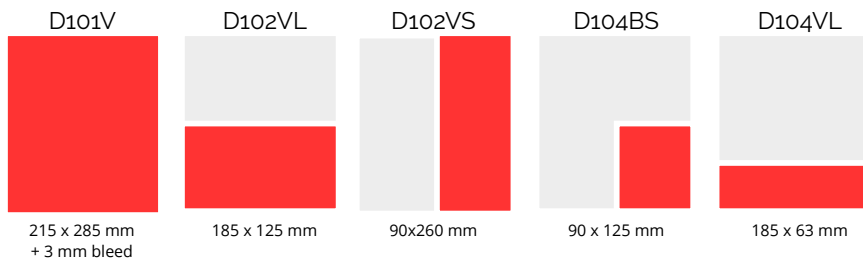
Privé



VROUW Glossy



Voilà



* Descending formats: 5 mm bleed + cutting marks

Advertise?
Contact us:



Mediahuis Nederland

www.mediahuis.nl
samenwerken@mediahuis.nl
+ 31 88 800 4800