

Inventory Persgroep Nederland 2017

Alle prijzen zijn excl. BTW

VZ-300517

Programmatic

PMP: Intent Audiences

Targeting op basis van gericht zoekgedrag van bezoekers.

PMP: Umfeld Channels

Targeting op een combinatie van sites met een specifiek redactioneel onderwerp.

PMP: Portrait Audiences

Targeting op socio-demografische kenmerken van de bezoeker.

PMP: Behavioural Audiences

Targeting op basis van leesgedrag.

Private Market Places (PMP)

Ad Size	Basic Floor Price
728x90 (Leaderboard)	€ 1,50
300x250 (Medium Rectangle/Mobile Half Page)	€ 1,50
336x280 (Large Rectangle)	€ 1,50
970x250 (Billboard)	€ 7,50
300x600 (Half Page)	€ 7,50
320x50 (Mobile Banner)	€ 1,25
320x100 (Mobile Double Sized Banner)	€ 1,25
320x240 (Mobile Rich Media)	€ 5,00
1800x1000 (Skins)	€ 12,50
Pre-roll 15 seconden	*
Inarticle video	€ 10,00

Targeting Toeslag € 3,00

Automotive intent
Job seekers
Tech intenders

Targeting Toeslag € 1,50

Business & Finance
Regionaal
Sport
Multi Media / Tech

Targeting Toeslag € 1,00

Age 18-34
Age 25-54
Age 45+
Age 65+
Family with children
Female
Male
Social Class A/B
Social Class C1
Social Class C2
Social Class D/E
Ondernemers
Gadget Freaks
Gamers

Targeting Toeslag € 1,00

Culture lovers
Car lovers
Showbizz
Travellers
Finance
Economist
Movie watchers
Music lovers
Art Fans
Environmentalists
Investors
Family & Health
Food & Drinks
Foreign news
Politics
Utrecht news
Amsterdam news
Den Haag news
Rotterdam news
Eindhoven news
Zwolle news
Dordrecht news
Amersfoort news
Nijmegen news
Enschede news
Den Bosch news
Scientists
All sports fans
Football fans
Formula One fans
Speed skating
Cycling
Tennis fans
Olympic games
Technology lovers
24/7 online

Programmatic

Open Market

Targeting Domains	Ad Sizes	Floor Price	Bronnen
ad.nl	728x90 (Leaderboard)	Variable	Desktop
volkskrant.nl	300x250 (Medium Rectangle/Mobile Half Page)	Variable	Smartphone mobile site
parool.nl	336x280 (Large Rectangle)	Variable	Smartphone mobile optimized
trouw.nl	970x250 (Billboard)	€9,00	Smartphone in app
bd.nl	300x600 (Half Page)	€ 9,00	Tablet responsive site
bndestem.nl	320x50 (Mobile Banner)	Variable	Tablet in app
gelderlander.nl	320x100 (Mobile Double Sized Banner)	Variable	
deondernemer.nl	Pre-roll 15 seconden	*	
destentor.nl			
tubantia.nl			
eindhovensdagblad.nl			
pzc.nl			
deweekkrant.nl			
sportnieuws.nl			
qmusic.nl			

* Verkoop via Branddeli