

Mediakit 2026

Content Marketing & Rate Card

Regio Online Nederland

English

REGIO ONLINE
HET REGIONALE NIEUWS VAN NEDERLAND

Editorial Standards & Reach

Regio Online Nederland is an independent news platform that has been growing organically since 2017. With a network of 62 regional pages, we offer nationwide coverage. Our editorial team operates in full compliance with the European Copyright Directive (EUCD). All content is technically optimized for maximum indexing and visibility within Google News and Google Discover, ensuring consistent and high-quality local reach for our partners.

Why choose Regio Online?

In a market full of 'link farms', we offer an authentic news platform:

- **Exclusive Ratio (> 98% News):** With over 53,000 articles and only ~1.5% commercial content, your article stands out. It is not buried in spam.
- **100% Do-Follow:** We provide permanent links and do **not** use rel=sponsored or rel=nofollow tags.
- **Placement Duration:** Your article is published for an **indefinite period**. We guarantee a minimum duration of **5 years** (barring force majeure or business termination).
- **SEO Optimization:** Our editors optimize your text (headlines, alt-tags) using **Rank Math Pro** for maximum visibility.
- **Speed:** Due to our Google News status, articles are often indexed within hours.

Key Metrics (Nov 2025)

Based on server logs (AWStats) and Ahrefs data.

Metric	Value
Authority	DR 51 (Ahrefs)
Pageviews	> 2,040,000 hits p/m (Server logs)
Reach (Unique)	40,000 – 64,000 (25%-40% of gross unique IPs)
Technical SEO	100/100 Score (Google Lighthouse)
User Experience	Stable & Clean (No trackers/ads, CLS=0)

Rates & Specifications

Rates are exclusive of VAT (Reverse charge applies for valid EU VAT numbers outside NL).

We distinguish rates based on the content type.

A. Editorial (Unbranded Content) – € 75.00

Suitable for informative articles, general knowledge, and news.

- **The Rule:** The text (title and body) contains **no** mentions of company names, brand names, or specific product names.
- **Links:** Max 2 do-follow links. The link may point to a commercial page, provided the *anchor text* is neutral (e.g., "heat pump" instead of "Brand X heat pump").
- **Label:** Published as 'Redactie' (Editorial).

B. Advertorial (Branded Content) – € 85.00

Suitable for press releases, product launches, and branding.

- **The Rule:** Company names, brand names, or product names **are allowed** in the text.
- **Links:** Max 3 do-follow links. Branded anchor texts are allowed.
- **Extra:** Includes sharing on the Facebook page of the relevant region.
- **Label:** Published as 'Advertorial'.

C. Partner Package (Bulk) – € 650.00

Publishing regularly? Buy 10 credits in advance.

- **Price per item:** Only **€ 65.00**.
- **Flexibility:** Valid for both Editorials and Advertorials.
- **Validity:** Credits are valid for **12 months** from the date of purchase.

Content Restrictions

As a Google ENP Partner, we strictly monitor our editorial quality. We do not accept content in the following categories:

1. Prohibited Sectors:

- **Gambling:** Online casinos, sports betting, gambling (including licensed sites).
- **Adult:** Pornography, erotica, escort services, dating (incl. sugar dating).
- **Substances:** Drugs, CBD/Weed oil, anabolic steroids, weapons, tobacco/vapes.

2. Financial Risks (YMYL):

- **Crypto:** Bitcoin, Forex, ICOs, and 'get-rich-quick' schemes.
- **Loans:** Payday loans, flash credits, or predatory financial products.

3. Medical & Health:

- Prescription-only medication.
- Unproven medical claims ("Miracle cures").
- Diet pills / extreme diets.

4. Ethical & Social:

- Political extremism, hate speech, or discrimination.
- Content damaging to third parties or competitors (defamation/slander).
- Fake news or misleading information.

Regio Online reserves the right to refuse articles without stating a reason if they do not align with our editorial formula. In doubt? Email us the topic first.

Submission, Image Rights & Workflow

1. Submission

Email your article (Word file) to: communicatie@regioonline.nl.

2. Images & Copyright (Important!)

- **Format:** Minimum 1200x800 pixels (JPG/PNG).
- **Rights:** You must provide **royalty-free** images only (e.g., own photos or Unsplash/Pexels).
- **Attribution:** If required (e.g., stock photos), mention the photographer or platform in the file name or text.
- **Liability:** The client guarantees they hold the necessary rights. Any third-party claims, fines, or settlements regarding copyright infringement will be passed on **one-to-one** (plus administrative costs) to the client.

3. Portals & Marketplaces

We accept orders via external portals only if we do not need to create an account or log in to accept orders or invoice. Communication and invoicing must be handled directly via email.

4. Invoicing & Payment

Please include the following details with your order: Company Name, Address, and VAT Number.

- EU & UK (incl. Northern Ireland): Payment terms 30 days net. Payment via Bank Transfer (IBAN/SEPA).
- International (Global / Non-EU): 100% Prepayment required. Publication will be scheduled upon receipt of funds.
- Payment Methods: We accept International Bank Transfer (IBAN) and Local USD/GBP transfers to save you bank fees. Payment details will be provided on the invoice.
- USD Payments: We support ACH / Direct Deposit (Preferred) and Wire Transfer.
- No Credit Cards: We do not accept credit cards or checks directly.

Regio Online Nederland General Terms & Conditions apply to all services. Publication usually within 24 hours on business days.

Effective date: January 1, 2026