

About ZorgKrant.nl

ZorgKrant.nl has been an independent online news clipping service for the Dutch health and social care sector for more than 25 years. The platform is an initiative of the Care Net Holland (CNH) foundation and is visited by a large number of professionals, advocacy organisations and other stakeholders.

We offer organisations the opportunity to publish sponsored articles (advertorials) that are relevant to our broad target audience.

This brochure is a summary. The full terms and conditions are set out in our document “**ZorgKrant.nl Advertorial Terms and Conditions**”.

Why publish your article on ZorgKrant.nl?

The health and social care sector is large and diverse: more than one million employees and tens of thousands of organisations. In addition to medical products and aids, there is broad interest in complementary services and products.

An article on ZorgKrant.nl offers you, among other things:

- **Targeted visibility:** you reach professionals, organisations and stakeholders in health and social care.
- **Long-term placement:** articles are, as a rule, published for an indefinite period (*).
- **SEO value:** links within your article are *do-follow*.
- **Calm environment:** we do not place third-party advertisements within your article.
- **The unique opportunity to keep your article and/or links up to date and to have them changed over time.**

*) Exceptions and details are described in our advertorial terms and conditions.

Which topics are suitable and which are not?

We allow many topics, as long as they are relevant to health, care, welfare or a clearly related sector (e.g. insurance, nutrition, HR services, etc.).

As a not-for-profit organisation we pay extra attention to:

- unproven medical claims;
- self-care products and health advice without broadly recognised and proven substantiation;
- content that could be misleading for patients or professionals.

The following are definitely **not permitted**, among others:

- direct or indirect advertising for registered medicinal products;
- alcohol, drugs, tobacco and similar products;
- illegal games of chance, gambling, casinos;
- misleading or unproven health claims;
- demonstrable quackery;
- content that is contrary to Dutch legislation, relevant advertising codes or the interests of CNH and its target group.

The specific definitions (for example what constitutes a medical claim) and additional examples can be found in the appendices:

- **ZorgKrant.nl Advertorial Terms and Conditions** (NL & EN);
- **Additional Information on Advertising & Legislation** (NL & EN).

Practical conditions for your article

Below are the most important practical guidelines. The full, legally binding version is included in the separate appendix “**ZorgKrant.nl Advertorial Terms and Conditions**”.

Length, formatting and title

- Maximum **750 words** per advertorial.
- Use a short, clear and relevant title. Extremely long titles may be truncated automatically.
- Use only basic formatting: bold, italics and headings (H1, H2, H3). No custom HTML code or extensive formatting.

Links

- Do not place links in the **first two lines**: we use these as an automatic introduction.
- Maximum **3 relevant links** per article. Maximum **4 links** if one link refers to a relevant non-profit organisation.
- Links must be substantively relevant and comply with our conditions.

If a link is unavailable for more than 90 consecutive hours, or clearly appears to be in conflict with our conditions, CNH reserves the right to remove the article (without compensation). You can avoid this by updating your links in time or by redirecting them internally to an appropriate page.

Images

You do not need to provide a photo; we will select a suitable image from our collection as standard. Submitted code, video, audio or photo galleries are routinely ignored. If you still wish to use your own photo, then:

- you declare that it may be used free of rights;
- you state the photographer/rightsholder;
- you supply the photo in accordance with the specifications in the terms (format, resolution, file type).

Submitting and publishing an article

1. You send your article and invoicing details by e-mail to **info@cnh.nl**.
2. On working days we usually review your article within **72 hours** for:
 - substantive suitability;
 - compliance with our conditions;
 - any risks in terms of laws and regulations.

If approved, you will receive a confirmation with an invoice if you are a new or foreign customer; if rejected, you will receive a brief explanation. Existing customers receive the invoice shortly after publication.

3. After receipt of payment, we publish your article on working days, usually within **72 hours**, unless agreed otherwise.
4. You will receive an e-mail with the link to your article on **ZorgKrant.nl**.
 - You check within **72 hours** whether the article is displayed as desired.
 - Any comments should be e-mailed to **info@cnh.nl** as soon as possible.
5. You remain responsible for keeping the content and links up to date. Changes can be made via our mutation service.

New customers, customers who have not placed an order for more than 15 months, or foreign clients generally pay in advance. The exact method and term of payment are set out in our terms and on the invoice.

Changing or removing an article

We offer the unique possibility to change and/or remove your article after publication. In the first 72 hours after placement, a small change is free of charge; after that we charge a modest fee (see our rates).

What types of changes are possible?

- **Adjustment of 1–2 links**

You supply the old and new URLs. The new links must belong to the same client/principal (same domain or another domain of that same client).

- **Content change or more than 2 links**

You provide an updated version of the existing article. The message, title and sender remain the same. For a completely new article you submit a new order.

- **Permanent removal**

You indicate in writing that you wish to have the article permanently removed and state the title. We may ask for an additional confirmation.

Requesting a change or removal

You send an e-mail from the same address that was used for the original order. Always include:

- the **CNH invoice number**;
- the **URL** of the article;
- a clear description of the requested change(s);
- your agreement to the applicable rates and conditions.

Rates (summary)

All rates below are **per article** and **excluding VAT**.

Publishing advertorials

- **1 to 3 advertorials** ① € 265 per article
- **4 to 9 advertorials** ① € 235 per article
- **10 to 19 advertorials** ① € 195 per article
- **20 or more advertorials** ① € 175 per article

Changes and removal

- **Change of 1–2 links** ② € 65 per article
- **Change of 3+ links or content** ② € 95 per article
- **Permanent removal** Free of charge

① Advertorials purchased at the same time must be published within **12 months** of the invoice date, unless otherwise agreed in writing.

② Changes are intended as necessary updates, not as complete replacements of articles. The number of changes per article is limited.

ZorgKrant.nl Advertorial **Terms and Conditions**

[Dutch version](#) (PDF) | [English version](#) (PDF)

Additional information on codes of conduct and laws relating to (online) advertising

[Dutch version](#) (PDF) | [Englisch version](#) (PDF)

Example of a sponsored article

The screenshot shows a web page from ZorgKrant.nl. The main article is titled "LAST VAN EEN FISSUUR? DIT MOET JE WETEN!". It includes a photo of a doctor and text about hemorrhoids. A red dotted circle highlights a disclaimer: "Binnen deze groep treft u artikelen van derden m.b.t. hun producten en diensten. Deze groep kan gesponsorde informatie omvatten. Dit is aangegeven bij de bronvermelding." A red box with an arrow points to the article's metadata, stating: "Within this group, you will find articles from third parties related to their products and services. This group may include sponsored information, which is indicated in the source attribution." Below the article, a section "Tags bij dit artikel:" lists tags like "ZIEKTE VAN CROHN" and "STOELGANG". A red box with an arrow points to this section, stating: "More information about this article". Another red box with an arrow points to the "Meer info bij dit artikel:" section, stating: "Origin: Sponsored Content". A third red box with an arrow points to the "Bron bij dit artikel:" line, stating: "Source for this article: [name]". A fourth red box with an arrow points to the "Artikelen met gelijksoortige tags:" section, stating: "Articles with similar tags".

LAST VAN EEN FISSUUR? DIT MOET JE WETEN!

GEPUBLICEERD OP: 09 JAN 2025 | LAATSTE UPDATE: 09 JAN 2025

GROEP: PRODUCTEN EN DIENSTEN

Deel Deel Print Kopieer link

Fissuren, ofwel scheurtjes in het lichaam, komen vaker voor dan je misschien denkt.

Hoewel ze vaak klein van omvang zijn, kunnen ze grote impact hebben op...

Een fissuur is een kleine scheur in het weefsel van het slijmvlies. De meest bekende en vaak voorkomende is de fissuur van de anus. Deze ontstaat vaak door de druk tijdens de stoelgang. Meestal fissen...

Wat zijn de symptomen van een fissuur?

Onderzoek gestart om kwaliteit donornieren beter te beoordelen

Bonden schorten acties apothekemedewerkers op in afwachting van oplossing

Tags bij dit artikel:

ZIEKTE VAN CROHN STOELGANG FISSUREN FISSUUR SCHEUR IN HET WEEFSEL

Meer info bij dit artikel:

- Fotograaf of fotobureau: : INGImages
- Afkomst: Gesponsorde content
- Bron bij dit artikel: : Chirurgisch-expertisecentrum.nl
- Originele titel: Last van een fissuur? Dit moet je weten!
- Doelgroep: Zorgprofessionals, Beleidsmakers, Mantelzorgers, Studenten
- Datum: 09-01-2025

Lees a.u.b. ook onze aanvullende informatie, disclaimer, etc. onderaan deze pagina!

Artikelen met gelijksoortige tags:

- Poepmonster volstaat om ziekte van Crohn snel uit te sluiten
- Behandeling chronische darmontstekingen stuk goedkoper
- E-health-toepassing bij chronische darmzlekten succesvol
- 40% van voorschriften MDL-artsen is een laxans

Example of the **products and services group** ZorgKrant.nl

All sponsored articles will be placed in this group indefinitely.

Nieuwsgroep: producten & diensten

Middelen die populair zijn onder Nederlanders die aan hun gezondheid werken
Steeds meer Nederlanders zijn gaan inzien dat gezond zijn essentieel is voor een leven vol met vreugde hebben.
15-01-2025 08:50

Last van een fissuur? Dit moet je weten!
Fissuren, ofwel scheurtjes in het lichaam, komen vaker voor dan je misschien denkt.
03-01-2025 12:00

Stijve spieren en gewrichten bij stress of reuma? Sauna biedt uitkomst
Om verschillende redenen kunnen mensen last hebben van stijve spieren en gewrichten.
05-01-2025 11:55

De eerste stappen naar...
worden: wat je moet weten

VOLG ZORGKRANT.NL OOK VIA:

Binnen deze groep treft u artikelen van derden m.b.t. hun producten en diensten. Deze groep kan gesponsorde informatie omvatten. Dit is aangegeven bij de bronvermelding.

LAATSTE NIEUWS

Onderzoek gestart om kwaliteit donornieren beter te beoordelen
20 JAN 2025

Bonden schorten acties apothekemedewerkers op in afwachting van oplossing
20 JAN 2025

Within this group, you will find articles from third parties related to their products and services. This group may include sponsored information, which is indicated in the source attribution.

Example of the ZorgKrant.nl homepage



Depending on the number of articles published daily, new articles are prominently displayed on the homepage for a certain period.




On the homepage, the latest articles from each group are displayed. Depending on the supply, they remain visible for a certain period.

Example of a **sub-footer** for news articles


Visible under most news articles

Nieuw in groep producten & diensten




PRODUCTEN EN DIENSTEN

Middelen die populair zijn onder Nederlanders die aan hun gezondheid werken




Middelen die populair zijn onder Nederlanders die aan hun gezondheid werken

Last van een fissaar? Dit moet je weten!



PRODUCTEN EN DIENSTEN


Stijve spieren en gewrichten bij stress of reuma? Sauna biedt uitkomst



PRODUCTEN EN DIENSTEN


De eerste stappen naar gezinshuisouder worden: wat je

Nieuw, alle groepen




ZIEKENHUIS

Onderzoek gestart om kwaliteit donornieren beter t...




ARBEID & CAO

Bonden schorten acties apothekemedewerk...




MANAGEMENT & BELEID

Stijging uitgaven externe inhuur was echt onnodig volge...




ARBEID & CAO

Standpunt van de WVO over continuïteit van farmaceutische...



WETENSCHAP & ONDERWIJS

Grote subsidie van 2,3 miljoen euro voor het project One...



MANAGEMENT & BELEID

Bij de grootste zorgsectoren steeg het bedrijfsresultaat...

New in the group you are currently in.

New, from all groups

Frequently Asked Questions & Answers

Can I purchase individual links?

No, this is not possible. We only offer complete articles.

Can I pay via PayPal or other payment platforms?

No, we only process payments via our IBAN.

Can I get a discount?

If you purchase multiple articles per year, we offer an attractive discount on our standard rates. See our rate list for details.

I want to provide my own photo, is that possible?

Yes, please clearly indicate that you wish to provide your own photo. Declare that it may be used free of rights, state the photographer/rightsholder and supply it in **325 x 325 pixels, JPG format**. In case of doubt, we will choose our own photo, especially if the size and/or requested information are missing or incorrect.

I want to add video, audio or multiple photos within the text, is that possible?

At this time, that is not possible. We still use a standard template without these options.

Where will my advertorial appear?

We display your advertorial only on <http://zorgkrant.nl>. Initially as a short announcement on the homepage, and structurally within the “products and services” section. See the last pages for examples.

How long will my article remain available on ZorgKrant?

As a rule, we publish for an indefinite period. Exceptions can be found in our terms and conditions.

Can I exchange an article or blog post?

No, as a rule we do not exchange articles with third parties.

When can I have an article published free of charge?

Only messages from non-commercial and reputable advocacy organisations, universities and government bodies are, in principle, published free of charge as news articles. This is at the discretion of our volunteer editorial team.

I want to remove my article, how do I arrange this?

See the section “*Changing or removing an article*”.

I want to correct a small error and change my article, how do I arrange this?

See the same section “*Changing or removing an article*”.

May I advertise for multiple SEO clients in a single article?

This is not our preference and requires extra attention to the source reference. Only if it fits naturally within the article may you include a maximum of two clients in one article. Links to non-commercial and supporting sources are not counted here.

I want to determine or change the source myself, is that possible?

Only in exceptional cases and at explicit request do we list the advertising agency instead of the advertiser's client as the source. A relevant source is mandatory.

What are medical claims and how can I use them?

Medical claims are statements that a product or treatment prevents, treats or cures a disease (e.g. "cures rheumatism", "helps with depression", "acts as an antibiotic"). You may only use such claims if it concerns an officially authorised medicinal product or medical device, with sufficient scientific evidence and within the applicable laws and regulations.

For food supplements, cosmetics and wellness services, medical claims are almost always prohibited. Therefore, do not use words such as "cures", "treats" or disease names, but only approved, cautious health claims (such as: "contributes to the normal functioning of the immune system").

How can I check in advance whether I may use a medical claim?

Read the relevant laws and regulations in advance or use the services of demonstrably qualified experts. The **Keuringsraad** is a self-regulatory body that assesses advertising for over-the-counter medicines, medical (self-care) devices and health products against specific advertising codes and the law. Companies can have their communications pre-approved or assessed so that they know their health or medical claims comply with the rules and are not in conflict with NVWA/IGJ supervision.

May I advertise for casino websites or games of chance?

No, this is not permitted. An exception can be made for Dutch games of chance and promotions recognised by the government.

May I advertise for medicines, drugs, magic mushrooms or food supplements?

Direct or indirect advertising for registered medicines or drugs is not permitted. Advertising for reputable food supplements is allowed, provided that only recognised health claims are used.

We operate from another EU country. Can VAT be reverse-charged?

Yes, please clearly indicate with your order that you want VAT reverse-charge, and include your VAT number.

Can you deviate from a 14-day payment term?

Our rates and procedures are based on a short payment term of a maximum of 14 days. After this period you will receive a reminder, followed by a formal demand including the legally defined collection costs. If payment is still not received, we hand the collection over to a recognised and reputable agency. Exceptions are possible only with explicit and timely prior agreement, possibly with additional costs.

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