

343753-2026 - Competition

Netherlands – Advertising and marketing services – Mediadienstverlening 2025

OJ S 96/2026 20/05/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Ministerie van Algemene Zaken

Email: teaminkoop@minaz.nl

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mediadienstverlening 2025

Description: De overeenkomst met de huidige leverancier voor mediadienstverlening eindigt van rechtswege op 31 december 2026. Opdrachtgever heeft ook na het aflopen van de huidige overeenkomst behoefte aan mediadienstverlening. De geraamde waarde van de Opdracht bedraagt gemiddeld €56 miljoen exclusief btw per jaar, derhalve €224 miljoen exclusief btw over de initiële looptijd en €448 miljoen over de maximale looptijd.

Procedure identifier: 022d8afe-d19c-4ace-9689-200fe1d378f3

Internal identifier: 201865001.024.002

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services

2.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 224 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Mediadienstverlening 2025

Description: De overeenkomst met de huidige leverancier voor mediadienstverlening eindigt van rechtswege op 31 december 2026. Opdrachtgever heeft ook na het aflopen van de huidige overeenkomst behoefte aan mediadienstverlening. De geraamde waarde van de Opdracht bedraagt gemiddeld €56 miljoen exclusief btw per jaar, derhalve €224 miljoen exclusief btw over de initiële looptijd en €448 miljoen over de maximale looptijd.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services

Options:

Description of the options: geen opties

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

5.1.3. Estimated duration

Duration: 42 Months

5.1.4. Renewal

Maximum renewals: 4

Other information about renewals: De Overeenkomst heeft een initiële looptijd van 6 juli 2026 tot en met 31 december 2030. Opdrachtgever heeft de eenzijdig uit te oefenen mogelijkheid tot verlenging zonder wijziging van de prijs. Opdrachtgever verlengt de Overeenkomst maximaal vier keer voor maximaal 12 maanden per keer.

5.1.5. Value

Estimated value excluding VAT: 224 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Kwaliteit

Description: Mediastrategie casus arbeidsmarktcommunicatie

Category of award weight criterion: Weight (points, exact)

Award criterion number: 39

Criterion:

Type: Quality

Name: Kwaliteit

Description: Mediastrategie casus publiekscommunicatie

Category of award weight criterion: Weight (points, exact)

Award criterion number: 36

Criterion:

Type: Price

Name: Prijs

Description: Geef een maximum all-in tarief op

Category of award weight criterion: Weight (points, exact)

Award criterion number: 25

5.1.11. Procurement documents

Deadline for requesting additional information: 03/04/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.tenderned.nl/aankondigingen/overzicht/425449>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.tenderned.nl/aankondigingen/overzicht/425449>

Languages in which tenders or requests to participate may be submitted: Dutch

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 19/05/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 20/05/2026 06:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Rijksinkoop samenwerking (RIS) - Arrondissementsrechtbank Den Haag

Organisation providing additional information about the procurement procedure:

Rijksinkoop samenwerking (RIS)

Organisation providing more information on the review procedures: Rijksinkoop samenwerking (RIS)

Organisation receiving requests to participate: Rijksinkoop samenwerking (RIS)

8. Organisations

8.1. ORG-0001

Official name: Rijksinkoop samenwerking (RIS)

Registration number: 1543030

Postal address: Wilhelmina van Pruisenweg 52

Town: Den Haag

Postcode: 2500 EA

Country subdivision (NUTS): Agglomeratie 's-Gravenhage (NL361)

Country: Netherlands

Contact point: Ralf Koops

Email: contact.ris@rijksoverheid.nl

Telephone: +31 0707585678

Internet address: <https://www.rijksinkoop samenwerking.nl/>

Other contact points:

Official name: Arrondissementsrechtbank Den Haag

Postal address: Prins Clauslaan 60

Town: Den Haag

Postcode: 2595 AJ

Country subdivision (NUTS): Agglomeratie 's-Gravenhage (NL361)

Country: Netherlands

Contact point: Arrondissementsrechtbank Den Haag

Email: voorlichting.rb.den.haag@rechtspraak.nl

Telephone: +31 883622200

Internet address: <https://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Den-Haag>

Roles of this organisation:

Procurement service provider

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Ministerie van Algemene Zaken

Registration number: 262176594

Postal address: Binnenhof 19

Town: Den Haag

Postcode: 2513 AA

Country subdivision (NUTS): Agglomeratie 's-Gravenhage (NL361)

Country: Netherlands

Email: teaminkoop@minaz.nl

Telephone: +31 703564367

Fax: +31 618304746

Internet address: <http://www.rijksoverheid.nl/ministeries/az>

Roles of this organisation:

10. Change

Version of the previous notice to be changed

:

0c5b5148-eeab-4fb8-bdf7-aa040bb6330c-01

Main reason for change

:

Information updated

Description

:

In het Beschrijvend document stond niet duidelijk een eindtijd voor het indienen van de inschrijving op 19 mei. Daarom is de termijn in de kluis aangepast naar 19 mei 23:59.

Notice information

Notice identifier/version: 4cdc05bb-28fa-47d9-a50b-04cd1675f9b7 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 18/05/2026 16:26:07 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Dutch

Notice publication number: 343753-2026

OJ S issue number: 96/2026

Publication date: 20/05/2026