ABOUT THE KWPN

KWPN
The KWPN (Royal Dutch Sport Horse) is one of the most successful sporthorse studbooks in the world. Its success is evidenced by the Dutch-bred champions of the Rio de Janeiro Olympics - Big Star (jumping) and Valegro (dressage) - as well as the numerous KWPN horses which win international competitions week after week. With respect to KWPN breeding, we recognize four breeding directions: the dressage horse, show jumper, harness horse and Gelder horse. Performance, durability and attractive conformation are the most important factors on which the international success of the Dutch horse is based.

KWPN Magazine
The equestrian periodical KWPN Magazine is the magazine of the KWPN. KWPN Magazine provides readers with extensive information about sporthorse breeding and related topics, such as stallion- and mare selection, successful mare-lines, KWPN events and the successes of KWPN horses in the national and international sport. Successful KWPN horses, breeders and riders are the focus of KWPN Magazine. The magazine, which is read by tens of thousands of equestrian enthusiasts, is published 12 times a year.

Facts and figures about the KWPN-media

- 19,000 members
- 70,000 unique visitors per month at kwpn.nl
- 48,100 Followers on Facebook
- 30,000 Followers on Instagram
- 22,500 Newsletter subscribers
- 8,500 Followers on the KWPN International Facebook
- 2,000 International newsletter subscribers
- 70,000 Video views per month
Who do you reach through KWPN media?

90% owns a horse (on average four horses) and **50% breeds with horses**

60% **competition riders**, 35% leisure riders and 5% other.

**80%** female and **20%** male

80% is **online more than an hour per day**

80% owns other animals besides horses (mostly dogs and cats)

**50%** wants more information on trends and developments, and on health and welfare of horses

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**Contact**

Sonja Breure  
Accountmanager Media & Sponsoring  
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06 83 17 88 80
ONLINE POSSIBILITIES

Advertorials & mailings

An advertorial is a clickable text advertisement that will be posted between other news items at KWPN.nl and in the KWPN newsletter. The KWPN newsletter is sent biweekly, to approximately 22,500 newsletter subscribers. € 750,- per post in the KWPN newsletter incl. posting at KWPN.nl. Possibilities for posting at KWPN.org and within the English newsletter on request.

The KWPN regularly sends mailings to her members with, for example, more information about breeding products, events, competitions, and other relevant subjects (for example foal registration). It is possible to place an advertorial within these mailings, to reach a relevant target group.

Prices and targeting possibilities on request.

Bannerpositions

On KWPN.nl and KWPN.org banners are visible at many pages. For example, at the homepage, in the KWPN database and on the various newpages.

Banners can be reserved in two formats:
Leaderboard (728 x 90 pixels)
Medium rectangle (300 x 250 pixels)

The price is calculated on the basis of CPM (costs per thousand impressions). After the campaign an evaluation including the final invoice will be sent.

Delivery specifications: file in JPG, JPEG or GIF. Delivery incl. landing page URL.

Prices and targeting possibilities on request.
Video content

From 2021, the TV portal KWPN.tv is to be found on KWPN.nl. The diverse events of the KWPN are to be followed live via KWPN.nl, and KWPN.tv, performance tests are to be looked back and also the KWPN.tv team visits the KWPN members at home to produce interesting content.

It is possible to show your commercial during the livestream of events. Also, the production of branded content is part of the possibilities.

Prices and possibilities on request.

Social media

The KWPN is active on both Facebook as Instagram. Both channels offer diverse advertisement possibilities.

Facebook
The posting of a sponsored Facebook post. With this, the followers of the KWPN Facebook are reached, including a predetermined targeting group.

€ 500,- per Facebook post incl. € 50,- promotion budget to reach a bigger part of the target group.

Instagram
The posting of a series of three Instagram Stories, including a Swipe-up possibility, the possibility to add a quiz or ask a question to the KWPN followers.

Prices and possibilities on request.

Of course, we would like to advise you in your choice, to reach your target group in a relevant way and to reach your targets.
**Possibilities**

Besides placing advertisements in different formats, it is also possible to send a leaflet or flyer along with (a selection of) the KWPN Magazine.

We also offer the possibility to place a card in the KWPN Magazine and to make diverging formats of covers.

Rates on request

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**Formats**

- **2/1**
  
  P: W x H 430 mm x 285 mm

  5 mm gutter

- **1/1**
  
  P: W x H 215 mm x 285 mm

  5 mm gutter

- **1/2**
  
  P: W x H 90 mm x 248 mm
  
  L: W x H 185 mm x 121 mm

- **1/4**
  
  P: W x H 90 mm x 121 mm
  
  L: W x H 185 mm x 59 mm
## Publication dates 2021
The KWPN Magazine is published 12 times a year, with a circulation of 18,000

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## Rates

Price per page. Excl. BTW and, if applicable, additional production costs
- Preferred position (Cover 2, 3 or 4) + 15%
- Advertorials - 1/1 or 2/1 (spread) - Regular rates for 1/1 or 2/1 + 15%

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