

Advertising 2020



KWPN
Royal Dutch Sport Horse

Welcome

➤ KWPN

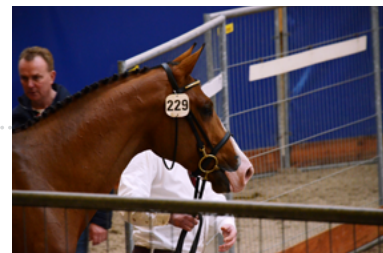
The KWPN (Royal Dutch Sport Horse) is one of the most successful sporthorse studbooks in the world. Its success is evidenced by the Dutchbred champions of the Rio de Janeiro Olympics - Big Star (jumping) and Valegro (dressage) - as well as the numerous KWPN horses which win international competitions 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.

➤ Who do you reach through KWPN media?

- 60% competition riders, 35% leisure riders and 5% other.
- 80% female and 20% male.
- 90% owns a horse (on average four horses) and 50% breeds with horses.
- 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.
- 50% wants more information on health and welfare of horses.

➤ 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. The KWPN magazine is distributed via subscriptions and may also be purchased through the webshop



➤ Contact

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Online possibilities



> KWP.N.nl

KWP.N.nl, the website of the KWP.N, attracts about **70.000** unique visitors each month

KWP.N Social media: via Instagram **25.600** followers and via Facebook **45.600** followers

KWP.N Newsletter: every two weeks distributed to around **22.500** subscribers and around **2.000** international subscribers

> KWP.N.tv

The interactive digital television channel of the KWP.N.

Available **24/7** via smartphone, smart TV, tablet and PC

The equestrian television station for every horse enthusiast!

Among others the KWP.N Championships and the KWP.N Stallion Show are broadcasted live.

Around **20.000** unique visitors p/m, available worldwide and already downloaded in **156** countries.

Online rates

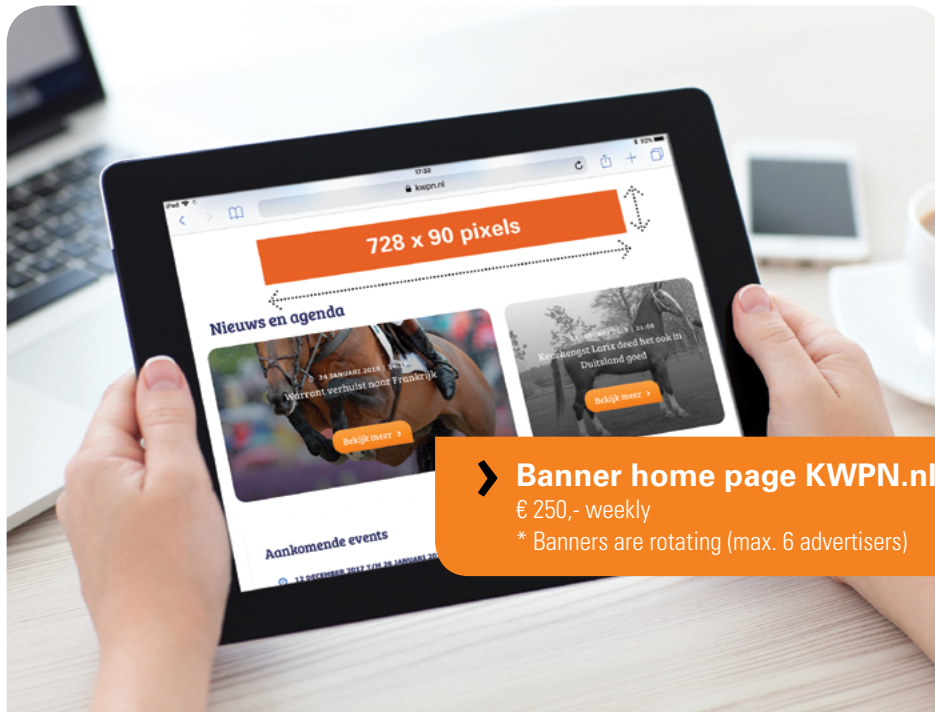
➤ Advertorial in the KWPN Newsletter

Every two weeks to around 22.500 Dutch newsletter subscribers and 2.000 international newsletter subscribers

Per post € 750,-

➤ Social media

Per Facebook post € 450,-



➤ Banner home page KWPN.nl

€ 250,- weekly

* Banners are rotating (max. 6 advertisers)



➤ KWPN.tv & Branded content

KWPN.tv offers several options to get your brand straight to the heart of your target group in a relevant way. In addition to a number of standard packages, we offer ample custom package options to present your product or service in the most effective way.



➤ Standard packages

➤ KWPN Meets

Duration: approx. 6 minutes

➤ Stallion portret

Short video with footage of your stallion as a promotion for breeding

➤ Product film

Short impression of your product or service in a video of approx. 30 seconds

➤ Billboard

Video of approx. 5-10 seconds with the text: "This program is made possible by"

Costs and other branded content on request

KWPN Magazine

➤ Print

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. With this an extra page can be added and bought to the cover, or a sponsored cover partly over the regular cover.

Rates on request

➤ Rates

| Format | 1x | 3x | 6x | 9x | 12x |
|--------|---------|---------|---------|---------|---------|
| 2/1 | € 2.450 | € 2.325 | € 2.200 | € 2.050 | € 1.900 |
| 1/1 | € 1.850 | € 1.750 | € 1.650 | € 1.500 | € 1.275 |
| 1/2 | € 1.250 | € 1.185 | € 1.125 | € 1.000 | € 875 |
| 1/4 | € 750 | € 715 | € 675 | € 625 | € 500 |

Price per page

*Preferred position (Cover 2, 3 of 4) + 15%

** Advertorials - 1/1 or 2/1 (spread) - Regular rates for 1/1 of 2/1 + 15%

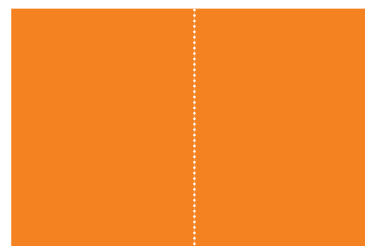
The above are gross prices, excluding VAT and, if applicable, additional production costs

➤ Facts & Figures

| | |
|----------------------------------|--|
| Circulation | 20.000 |
| Reach | 36.000 |
| Publication frequency | 12 issues per year |
| Language | Dutch |
| Submission Specifications | Finished: Certified PDF Images: 300 dpi, Photoshop, Illustrator |

➤ 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



Data KWPN Magazine

| › Edition | › Reservation | › Publication | › Content |
|-----------|---------------|---------------|--------------------|
| 1 | January 15 | January 24 | Stallion reports |
| 2 | January 29 | February 7 | KWPN Stallion Show |
| 3 | March 4 | March 13 | |
| 4 | April 6 | April 17 | |
| 5 | May 6 | May 15 | |
| 6 | June 10 | June 19 | |
| 7 | July 8 | July 17 | |
| 8 | August 12 | August 21 | |
| 9 | September 2 | September 11 | |
| 10 | September 30 | October 9 | |
| 11 | November 4 | November 13 | |
| 12 | December 9 | December 18 | Christmas edition |

› KWPN International

March 20 – June 26 – September 18 – December 4

Language: English

Rates and possibilities on request





Contact

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