

Advertising possibilities

2024



ABOUT KWPN



> KWPN

KWPN (Royal Warmblood Horse Studbook of the Netherlands) is one of the most successful sport horse studbooks in the world. Several Olympic champions find their basis in Dutch breeding. Within KWPN breeding we distinguish four breeding directions: dressage horse, jumping horse, harness horse and Gelder horse. Performance-oriented, durability and appealing conformation are the most important factors on which the international success of the Dutch horse is based. The Dutch horses win international competitions week after week and regularly top both the FEI rankings and the WBFSH studbook rankings. In 2023, Dutch dressage horse breeders were the best in the world for the seventh year in a row.

> KWPN Magazine

The equestrian magazine KWPN Magazine is the members' magazine of the KWPN. The KWPN Magazine informs the reader extensively about sport horse breeding and related topics such as stallion and mare selection, successful mare lines, KWPN events and the successes of the KWPN horse in (international) sport. Successful KWPN horses, breeders and riders are central to this. The KWPN Magazine is published 10 times a year and is read by tens of thousands of horse enthusiasts.

> Figures about the KWPN media

19.000
members

70.000
Unique visitors
per month on
kwpn.nl

58.000
**Facebook
followers**

42.000
**Instagram
followers**

23.000
**Newsletter
subscribers**

8.000
**TikTok
followers**

3.000
**International
newsletter
subscribers**

70.000
**Video views per
month**

> Who do you reach via KWPN media?

- 90% have their own horses (4 on average) and 50% breed horses
- 60% competition riders, 35% recreational riders and 5% other
- **80% female and 20% male**
- 80% are online for more than an hour a day
- 80% have other animals besides horses (mainly dogs and cats)
- **50% want to receive more information about trends and developments and about the health and welfare of horses**



Contact

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➤ **Advertorials & mailings**

- An advertorial is a clickable text advertisement that is placed between the other news items on KWPN.nl and in the KWPN newsletter. The KWPN newsletter is sent biweekly to approximately 22,500 newsletter subscribers. €845 per placement in the KWPN newsletter incl. placement on KWPN.nl.

Possibilities for placement on KWPN.org and English newsletter on request.

- KWPN regularly sends mailings to its members with information about breeding products, events, competitions and other relevant topics (for example foal registration). It is possible to place an advertorial in these mailings to reach a relevant target group.

Prices and targeting options on request.

➤ **Bannerposities**

Banners are visible on various pages on KWPN.nl. For example, on the homepage, in the KWPN database and on the various news pages.

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

The price is calculated based on a CPM (cost per thousand impressions) of €15.

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

At 15,000 views per week: €265
With 20,000 views per week: €345

Other options on request.

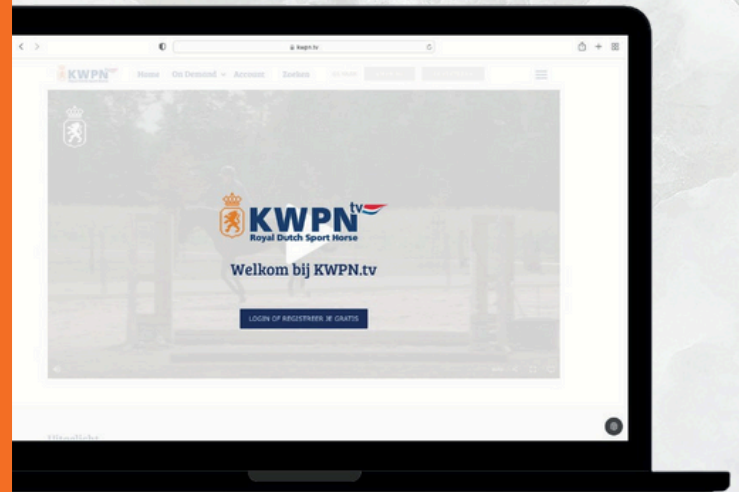


› Video content

From 2021, the TV portal KWPN.tv can partly be found on KWPN.nl, providing even more exposure for the videos. The various KWPN events can be followed live via KWPN.nl and KWPN.tv, performances can be viewed again and the KWPN.tv team also visits KWPN members at home to produce interesting content.

It is possible to show your commercial during the live streams of the events. Producing branded content is also possible.

Prices and options on request.



› Social media

KWPN is very active on both Facebook and Instagram. We offer various advertising options on both channels.

› Facebook

Posting a sponsored Facebook post. This reaches the followers of the KWPN Facebook page, including a predetermined targeting target group.

€575,- per Facebook post

› Instagram

Posting a series of three Instagram stories, including a 'swipe-up' option. There is also the option to take a quiz or ask questions to the KWPN followers.

€575,- per 3 stories

Prices and options on request.

Naturally, we are happy to advise you on your choices in order to reach your target group in a relevant manner and achieve your objectives.

POSSIBILITIES KWPN MAGAZINE

> **Possibilities**

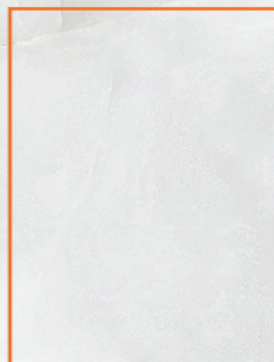
In addition to placing advertisements in different formats, it is also possible to send an insert (folder, flyer) with (part of) the circulation of the KWPN Magazine. You can also choose to send an insert with the KWPN Magazine only in certain regions, or, for example, to the group of breeders who bred a foal last year or have registered a minimum number of horses by name.

> **Formats**

> **2/1** S: B x H 430 mm x 285 mm
5 mm afl oop



> **1/1** S: B x H 215 mm x 285 mm
5 mm afl oop



> **1/2** S: B x H 90 mm x 248 mm
L: B x H 185 mm x 121 mm



> **1/4** S: B x H 90 mm x 121 mm
L: B x H 185 mm x 59 mm



› Release dates 2024

The KWPN Magazine is published ten times a year with a circulation of 17,500 copies.

Edition	Reservation	Publication
1	January 2	January 19
2	January 29	February 16
3	March 4	March 22
4	April 8	April 26
5	May 13	May 31
6	June 24	July 12
7	August 5	August 23
8	September 9	September 27
9	October 14	November 1
10	December 2	December 20

› Formats and rates

	1x	3x	6x	10x
1/4e	€ 290	€ 275	€ 255	€ 210
1/2e	€ 525	€ 499	€ 450	€ 395
1/1	€ 995	€ 945	€ 840	€ 725
1/1 cover	€ 1.450	€ 1.375	€ 1.150	€ 1.050
2/1	€ 1.850	€ 1.758	€ 1.495	€ 1.385

Price per page. Amounts are exclusive of VAT and any additional production costs.
 - Preferred position (cover 2, 3 or 4) 15% surcharge
 - Advertorials - 1/1 or 2/1 (spread) - Regular rate for a 1/1 or 2/1 + 15% surcharge.
 - We can design the advertisement for you for €60.

CONTACT

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KWPN

Royal Dutch Sport Horse

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