



ROYAL DUTCH CLIMBING AND MOUNTAINEERING FEDERATION (NKBV)

Partners:



NKBV



Founded: May 24, 1902

64.000 members

Passion for mountains

All year round, a lifetime long

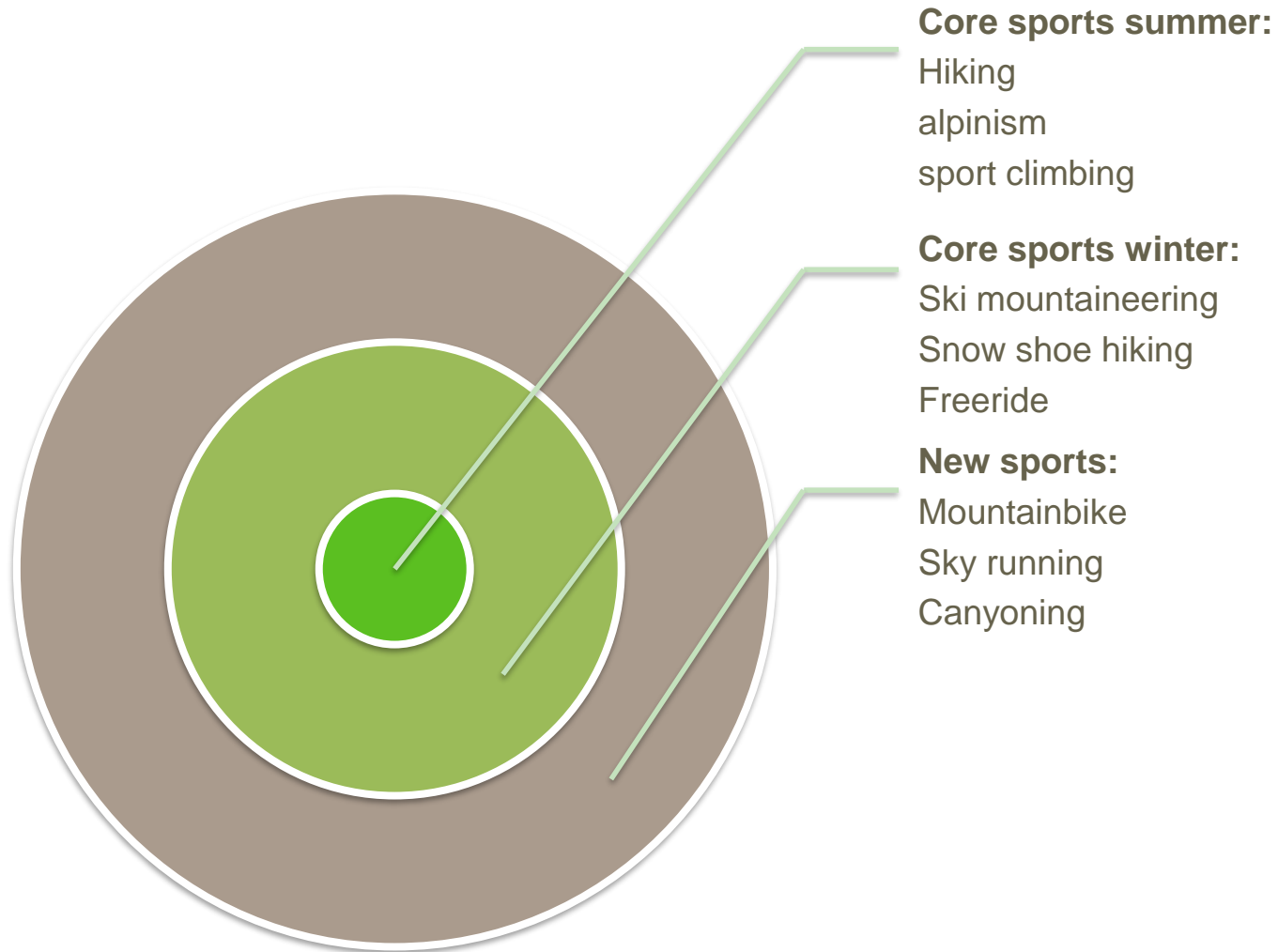
Core values: sustainability, involvement, safety

Mountain sports: Hiking, climbing and alpinism

Other sports: MTB, sky running, ski-mountaineering and more



STRATEGY ON SPORTS/ACTIVITIES





Bergwandelen
Alpinisme
Sportklimmen

MEMBERS PROFILE

NKBV

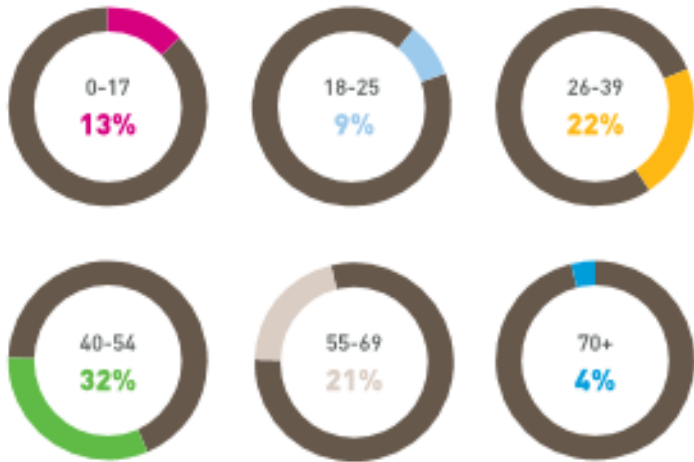


NKBV



Bergwandelen
Alpinisme
Sportklimmen

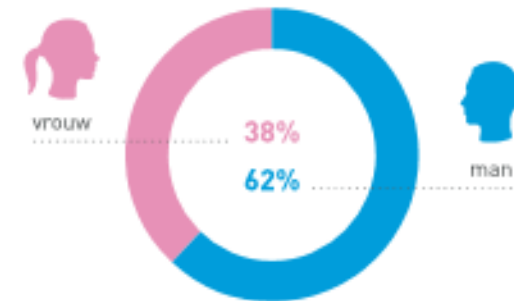
NKBV MEMBERS PROFILE



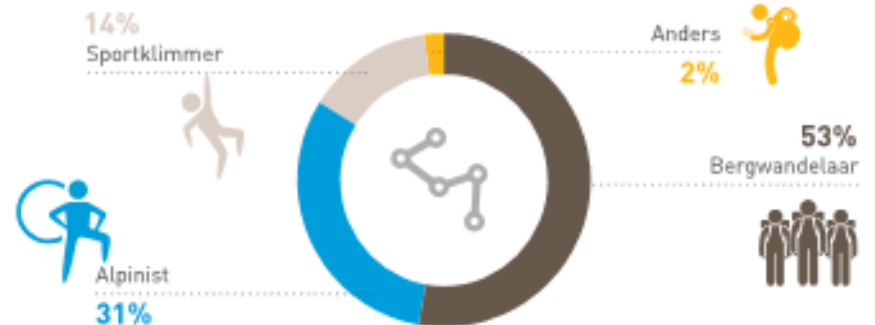
Average age



Gender



Activities

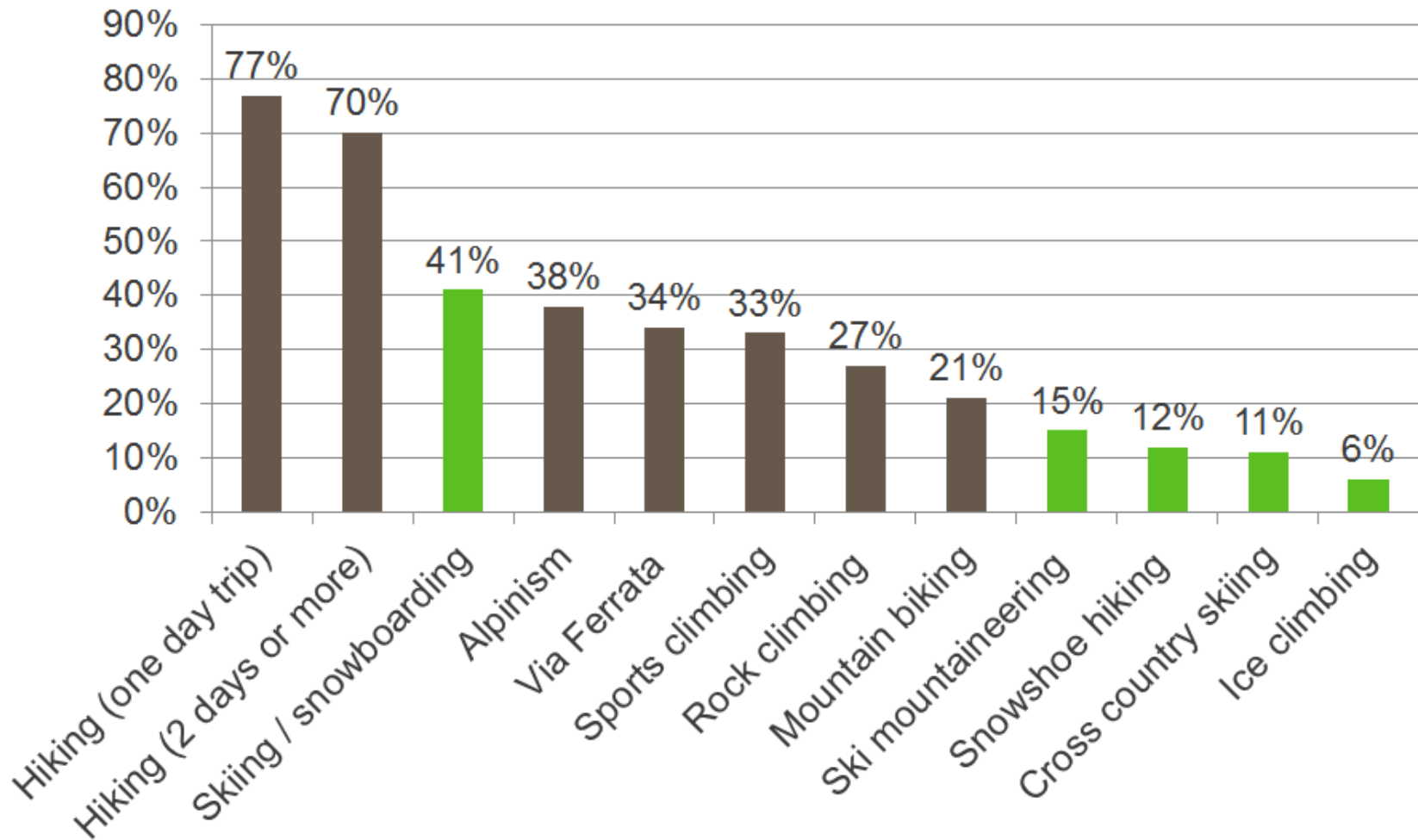


- Average membership: 12,4 years
- Highly trained & wealthy

DEVELOPMENT MEMBERS



ACTIVITIES DURING THE SUMMER AND WINTER

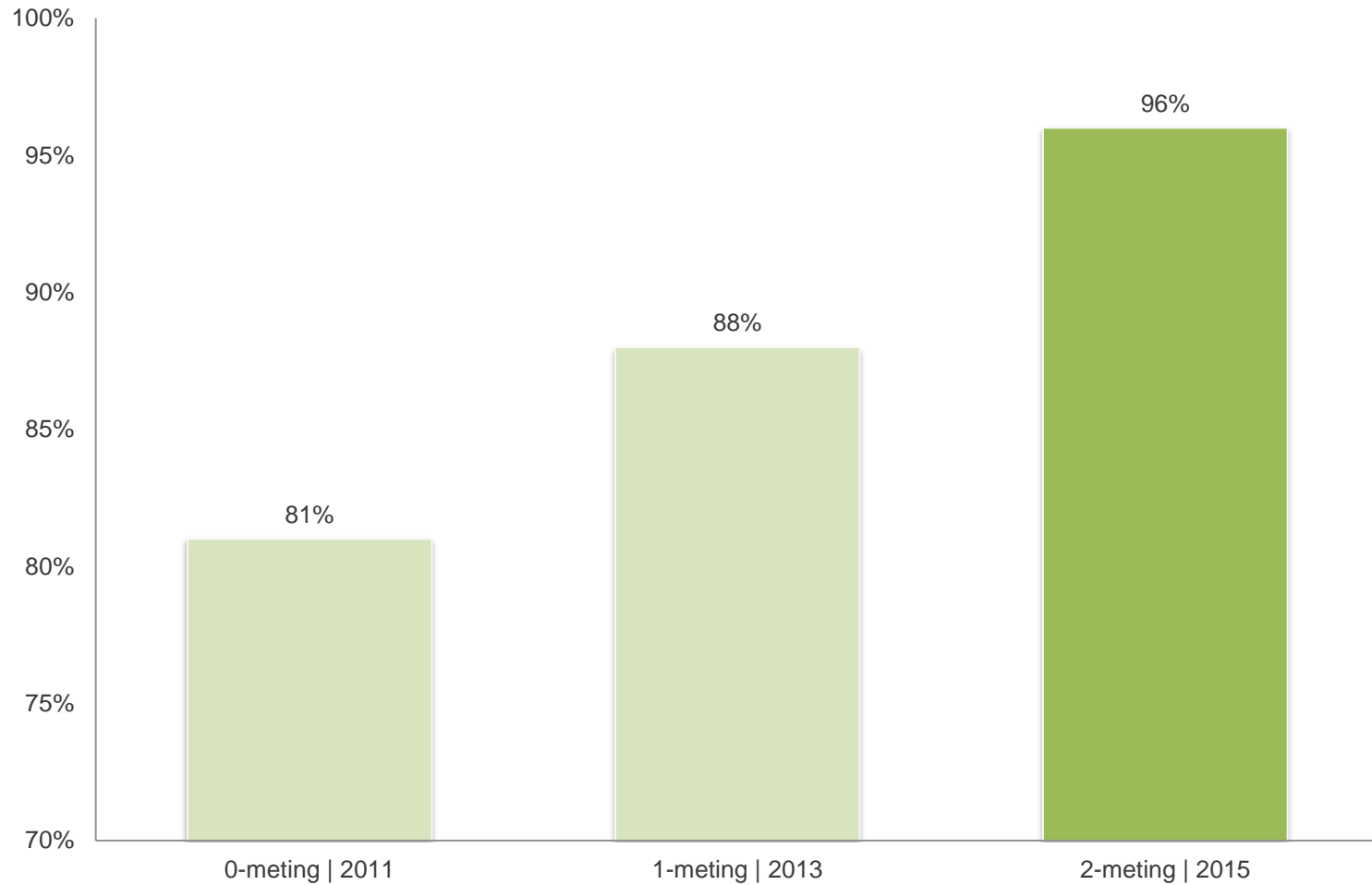


NKBV-MEMBERS AND HOLIDAYS



- Almost 3 weeks in total each year.
- At least 2 weeks in the mountains.
- 2,4 short holidays; weekend trips etc.
- Favorite destinations:
 - Austria (64%)
 - France (60%)
 - Switzerland (59%)
 - Italy (53%)
 - Germany (36%)

SATISFACTION OF NKBV MEMBERS



NPS-SCORE





NKBV MEDIA

Koninklijke Nederlandse Klim- en Bergsport Vereniging

NKBV MEDIA



Nkbv.nl

- 475.000 visitors a year
- 225.000 unique visitors a year
- 1,4 million page views a year
- Average time on the website: 2.40 minutes
- Average amount of page views: 2,75 pages

Facebook.com/de.nkbv

18.000 followers

Twitter.com/nkbv

4000 followers

Hoogtelijn and Travelguide

Allround Klim- en Bergsport Magazine
Circulation : 38.000

Newsletter NKBV

48.000 subscribers

Events

Bergsportdag; 5000 bezoekers

NKBV WEBSITE



NKBV-Bergsportreizen
Basiscursus alpinisme
Ga deze zomer op basiscursus sneeuw en ijs of rots, beklim de mooiste bergen en leer de basis van het alpinisme tijdens een intensieve cursusweek.



Advertorial
Graubünden: waar wandelen écht genieten is
Heldere berglucht, geluid van koeienbellen, prachtige bergtoppen. Voor je een smal wandelpad. In Graubünden vind je 10.000 km aan wandelpaden.

Every day, mountaineers and hikers visit nkbv.nl, the forum and the online Knowledge Centre. Here they can find everything they need to help prepare for trips, the latest news, and more information about safety, equipment and destinations.

Banners/advertorials

Benchmark banner:
8000 views and 40 clicks a month.

Benchmark advertorial:
20,000 views and 150 clicks a month

HOOGTELIJN



Five times a year, NKBV members receive the inspiring mountaineering magazine Hoogtelijn. It is the only all-round climbing and mountaineering magazine in the Netherlands and is full of interesting articles about hiking and climbing areas, reports of remarkable ascents, interviews, discussions about equipment, and information about technology and safety.

- The members prefer to read articles about hiking tours and glacier tours
- 74% of the members reads the magazine always
- 34% reads half of the magazine or more
- 31% reads more than 2 articles



Koninklijke Nederlandse Klim- en Bergsport Vereniging



NEWSLETTER NKBV



Kom naar het NK Boulder 2016

NIEUWSBRIEF APRIL 2016

- [Kom naar het NK Boulder 2016](#)
- [NK Boulder op Urban Sports Week](#)
- [Banff wereldfilmtour in Nederland](#)
- [Klimmen in Berdorf met ledenpas](#)
- [Serfaus vakantietesters gezocht](#)
- [Trekking in het westen van China](#)
- [Aide à la Tukhut-reconstruction](#)
- [Win een klimtrip voor twee](#)



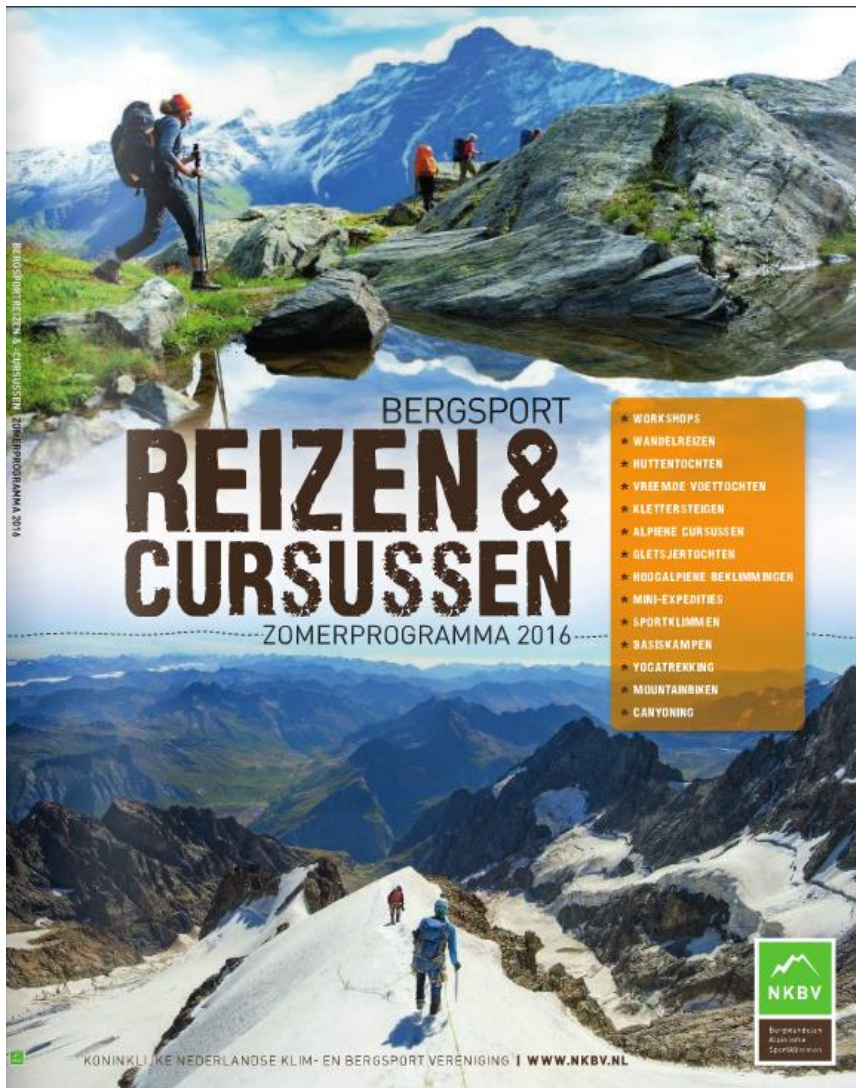
Kom naar het NK Boulder 2016

Het Nederlands kampioenschap Boulder aanstaande zaterdag 30 april belooft een spannende strijd te worden. Met de afwezigheid van de huidige titelhouders, liggen [nieuwe kampioenen](#) op de loer. Wil jij bij dit spektakel aanwezig zijn? Dat kan! Tickets zijn tot vrijdagochtend 9:00 uur te koop [in de webshop](#) voor €10,-. Daarna betaal je €15,- aan de deur. Kun je er niet bij zijn? Volg de finale van het NK via livestream op [nkboulder.nkbv.nl](#).

Every month, more than 48,000 mountaineers receive the NKBV newsletter, featuring the latest mountaineering news and information about equipment and safety, competitions, events, mountaineering trips and promotional offers for members.

● **35% OPENINGSRATE**
● **5,1% CLICK THROUGH RATE**

BERGSPORTREIZEN MAGAZINE



The NKBV takes its members on trips both at home and abroad. In addition, there is an extensive programme of workshops and courses, for all ages and ability levels. This wide range of possibilities is presented twice a year, in an inspirational summer and winter guide that all 60,000 NKBV members receive for free.

- Circulation **38000**
- Summer and winter
- **3000** participants

BERGSPORTDAG



January 20th, 2019
From 10hr till 17hr.
NBC-Nieuwegein

NKBV- BERGSPORTDAG

- The largest mountaineering event in the Netherlands
- Plenty of inspiration for adventures off the beaten path.
- In addition to an impressive programme of speakers, employees and guides tell visitors about the trips and courses offered by the NKBV.
- Visitors can familiarise themselves with the available mountaineering activities in the Alps, the Pyrenees and popular destinations in Scandinavia
- There is plenty to see for the equipment freaks too.

Koninklijke Nederlandse Klim- en Bergsport Vereniging





BERGSPORTDAG



- Visitors appreciate the Bergsportdag with an average of **7,6**
- Activities visitors:
 - 70% Hiking
 - 40% Sports climbing
 - 40% Alpinism
- More than 100 exhibitors are rating the Bergsportdag with an average of **7,8**

BERGSPORTDAG IS GROWING!



WHY TO PARTICIPATE THE BERGSPORTDAG!



- **Increase brand awareness**
- A great opportunity for your brand!
- Unique chance for **PR-opportunities**
- **Face to face contact with your costumers**
- Your brand will be promoted to your target group



Interested?



Koninklijke Nederlandse Klim- en Bergsport Vereniging



PRICES BERGSPORTDAG



Universal construction and own stand construction have different prices:

| Stand | Price | 6m2 | 9m2 | 12m2 | 15m2 | 18m2 * |
|-----------|-------|-------|-------|--------|---------|---------|
| Universal | €95,- | € 570 | € 855 | € 1140 | € 1425 | € 1710 |
| Own stand | €70,- | n.b. | € 630 | € 840 | € 1.050 | € 1.260 |

Example 6m2 (new in 2019)



Example 15m2



INFORMATION AND QUESTIONS?

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