



MEDIAKIT

2025

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1. NKBV



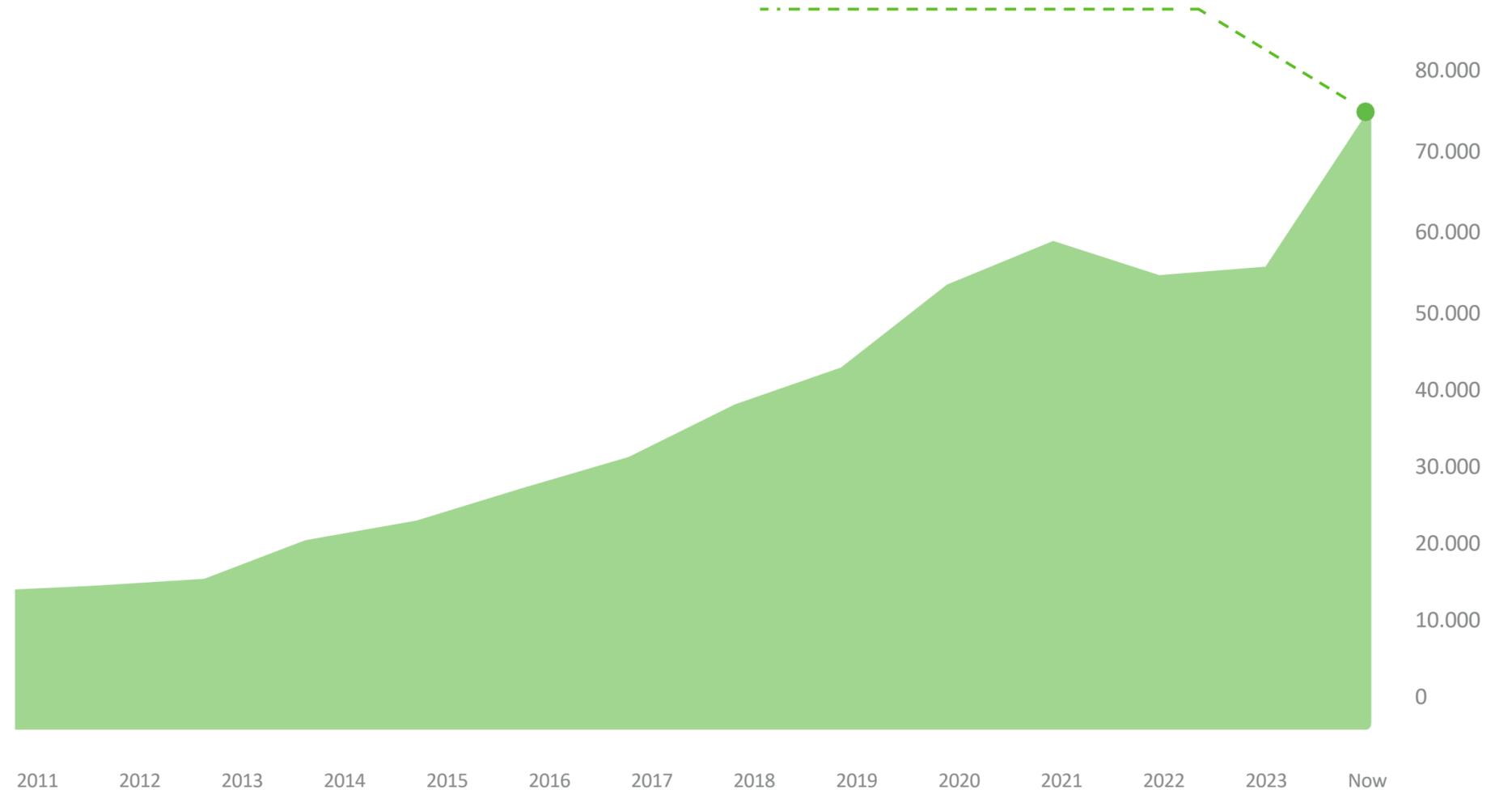
NKBV

Extend your borders

the Royal Dutch Climbing and Mountaineering Association (NKBV) is the authority in the field of mountaineering, such as mountain hiking, trail running, climbing, and ski touring.

The NKBV connects people with a passion for climbing and mountaineering all year round, for a lifetime. By inspiring, providing knowledge, sharing experiences, and organizing activities, the NKBV helps you enjoy and achieve accomplishments. At all levels, safely and with respect for nature.

76.000 MEMBERS



MISSION

Making Climbing and Mountaineering Adventures Possible

We make climbing and mountaineering accessible, safe, and sustainable. We are dedicated to helping people achieve their ambitions in the mountain sports.

VISION

A Lifetime of Climbing and Mountaineering

The love for the outdoors inspires and unites us. We strive for a world where adventure, passion, and respect for nature are at the heart of everything we do.

CORE VALUES

Involvement

We are closely connected to our members and volunteers, fostering connections among climbers and mountaineers.

Sustainability

We raise awareness among our members and society about the beauty and fragility of natural areas.

Safety

We proactively provide guidance to help members enjoy climbing and mountaineering activities safely.

HIKING

Day trekking

Hut to hut hiking

Trailrunning

Snowshoeing

Via ferrata

CLIMBING

Bouldering

Lead climbing

Speed climbing

Ice climbing

Para climbing

Sport climbing

ALPINING

Expedition Academy

Ski mountaineering

Skyrunning

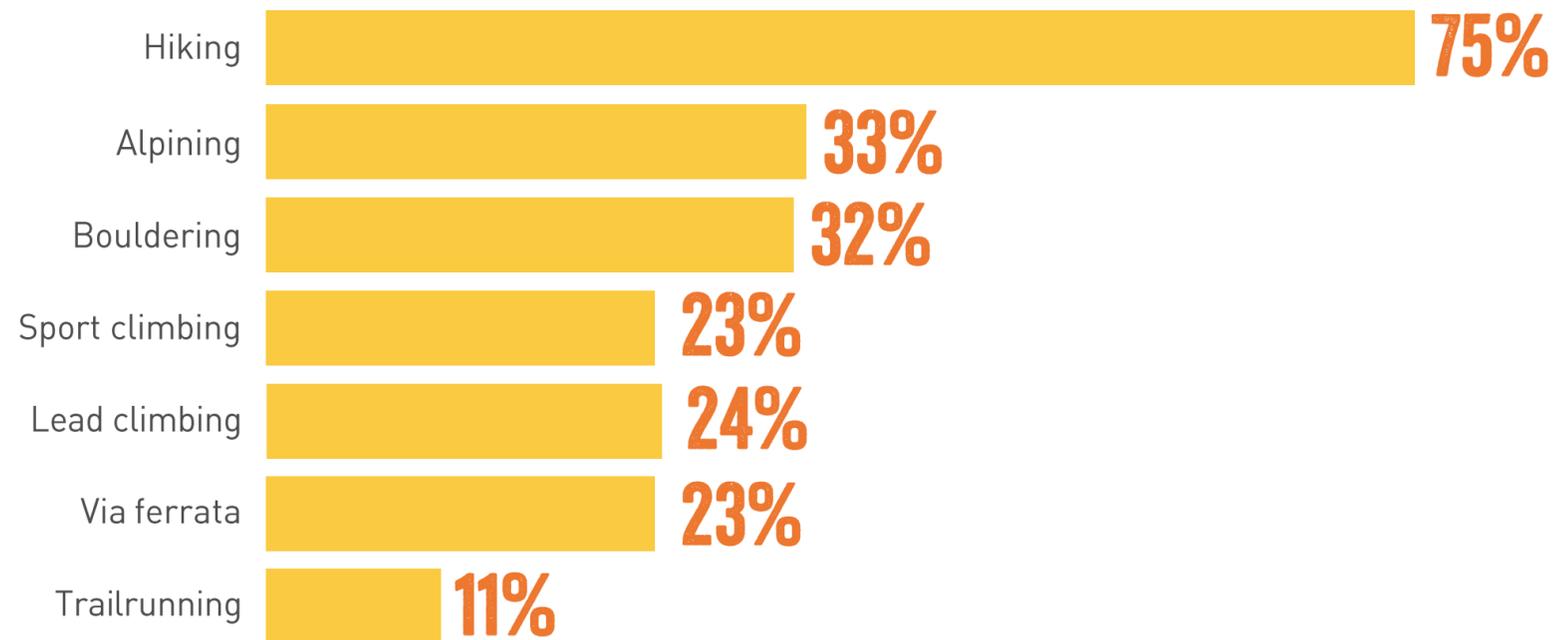
Expeditions

A photograph of three people sitting on a wooden bench, viewed from behind, looking out over a vast mountain range. The person on the left is wearing a red jacket, the middle person is in a green hoodie, and the person on the right is in a blue and black patterned jacket. The background shows rolling mountains under a clear sky, with some snow patches on the peaks. The foreground is a grassy hillside.

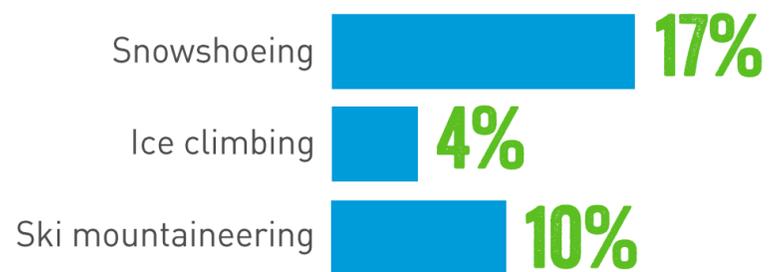
2. OUR MEMBERS



SUMMER



WINTER



In this survey the participants could choose multiple activities. So, 75% mentioned that they are active hikers, and are possibly also active with other activities.

OUR MEMBERS

NKBV members are mountain enthusiasts. Several times a year, they embark on single or multi-day trips, plan their journeys to the Alps, or search for the best climbing routes and hidden spots.



42 YEARS



83% BACHELOR+



€88.000/YEAR



61%



39%

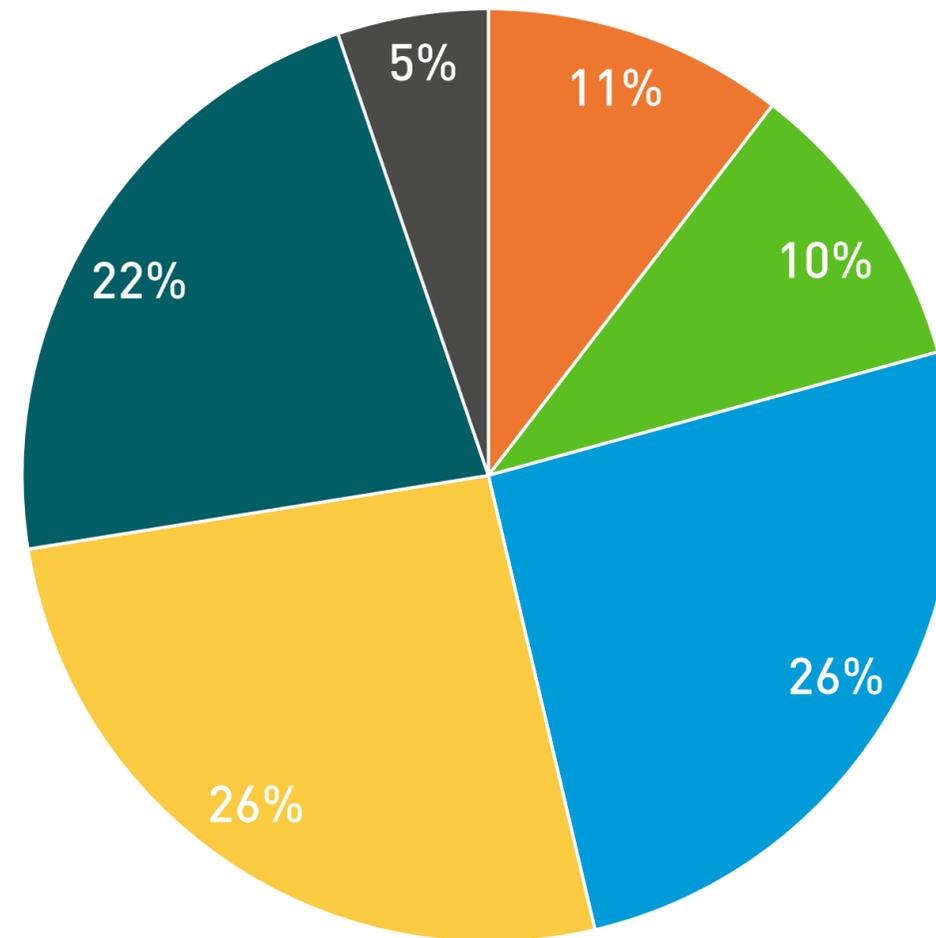


14 YEAR MEMBERSHIP



AGE OF MEMBERS

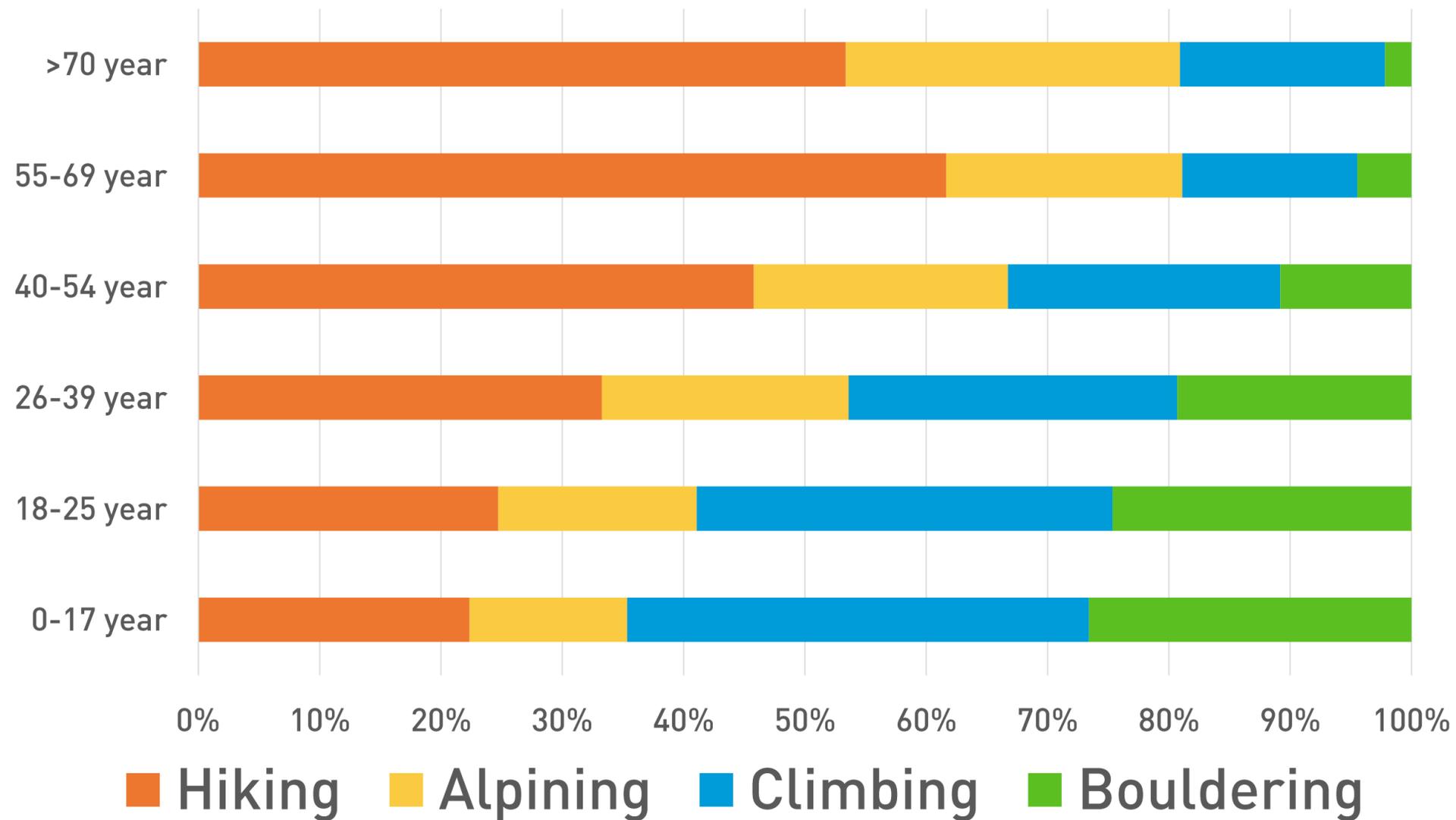
On this side the divide of the age groups among our members.



- 0 – 17 year
- 18 – 25 year
- 26 – 39 year
- 40 – 54 year
- 55 – 69 year
- > 70 year

ACTIVITIES PER AGE

This slide shows the activities per age group of our members.



3. BERGSPORTDAG FAIR



<https://www.youtube.com/watch?v=xRdqdaeVpYY>

BERGSPORTDAG FAIR

Every year, the NKBV organizes the Mountain Sports Day Fair. A day filled with sports, inspiration, activities, and lectures.

For exhibitors, this is the perfect opportunity to make direct contact with consumers and to network.



4.000 VISITORS



64 EXHIBITORS

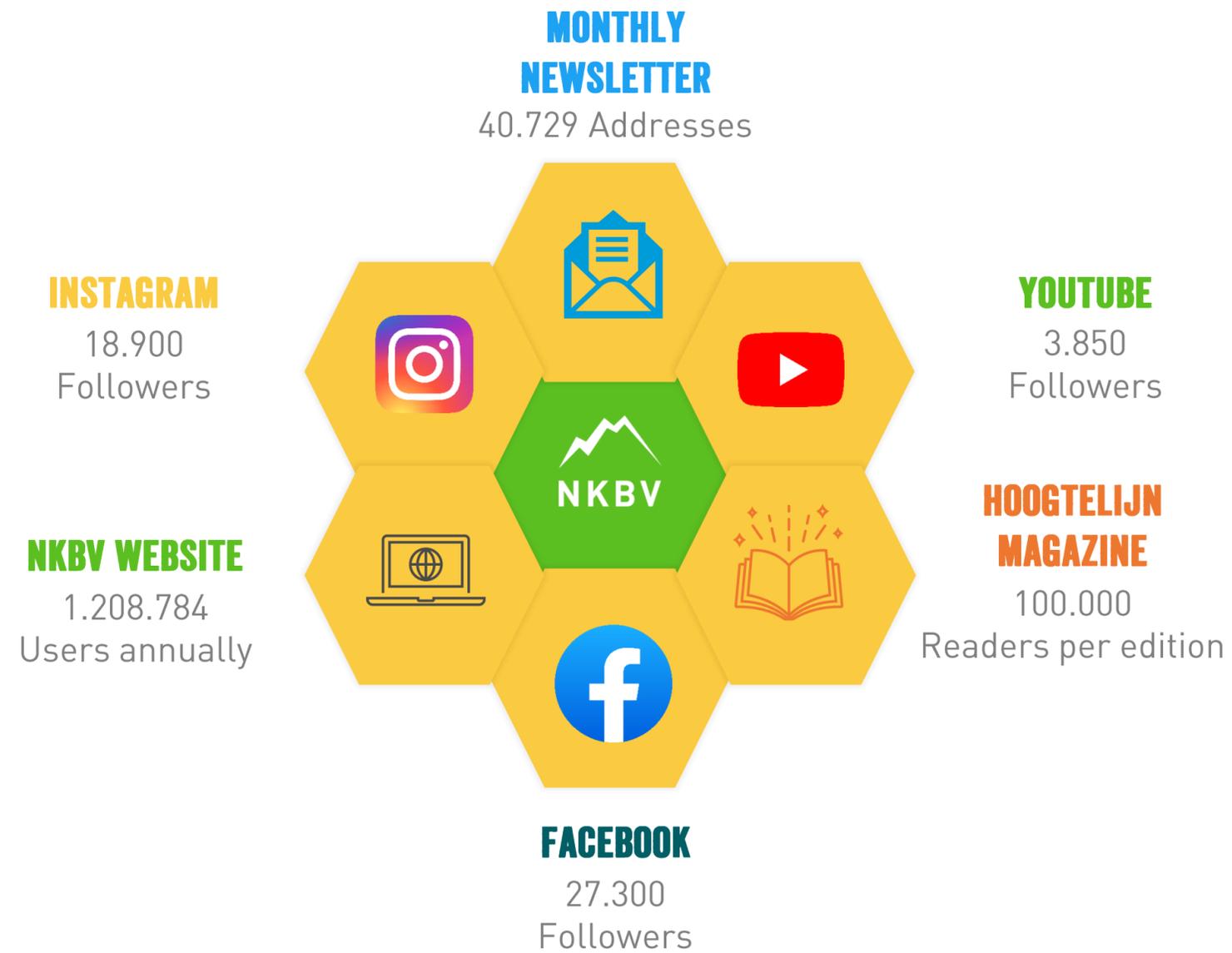


72 LECTURES



8,4/10

4. MEDIA

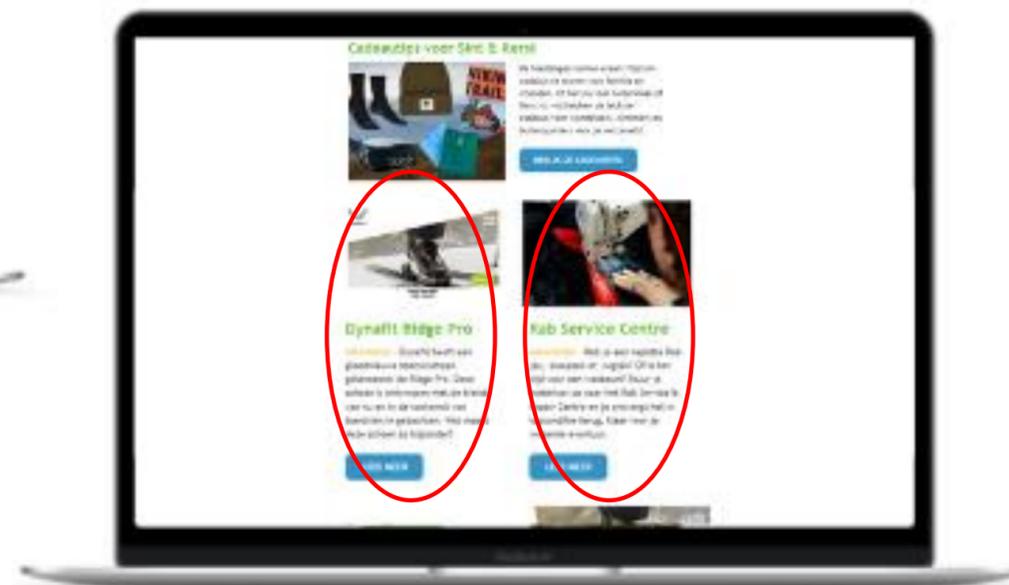


MEDIA

This slide shows the different channels of the NKBV.

MONTHLY NEWSLETTER

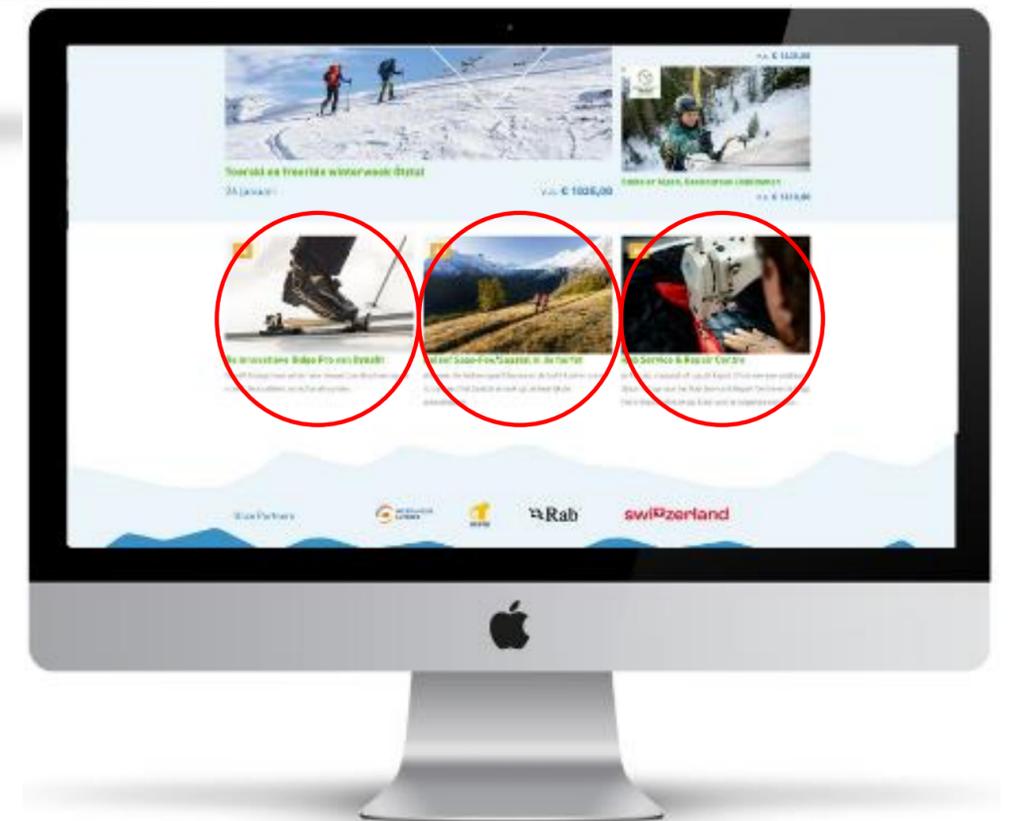
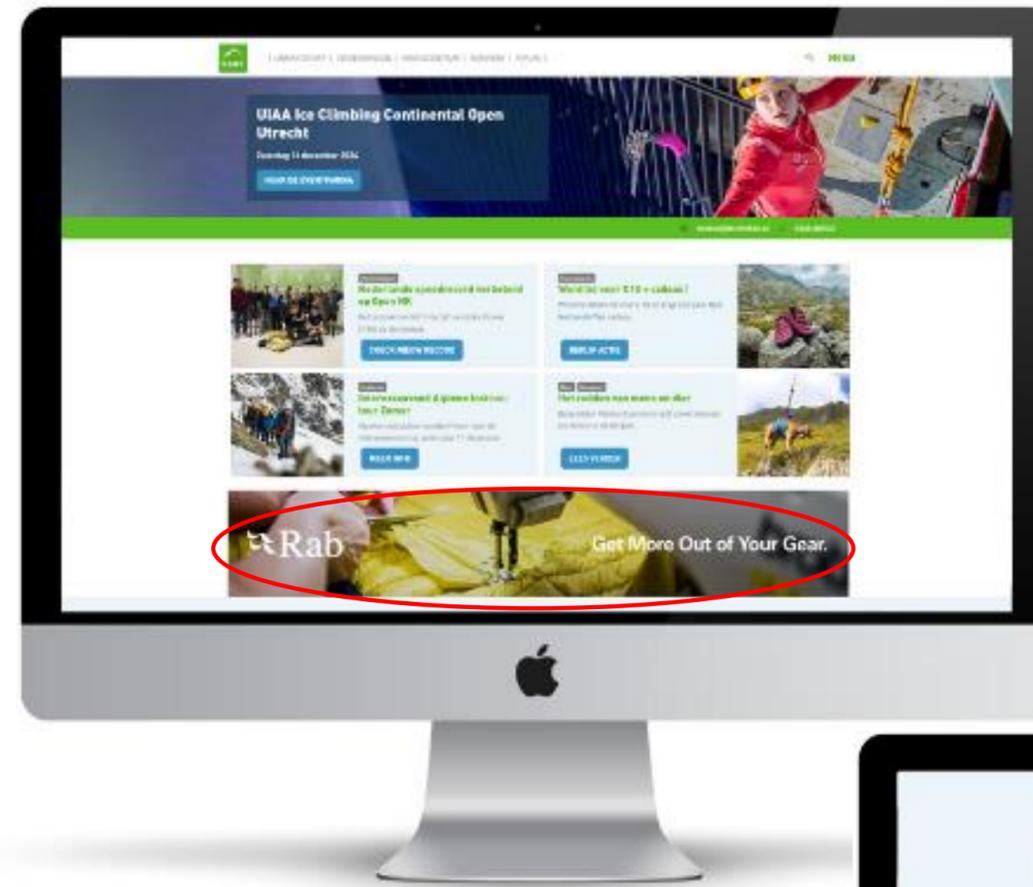
- Newsletter article
- Newsletter banner





NKBV WEBSITE

- Homepage banner
- A short article is placed on the homepage which are linked to the advertorials.





Newsletter

Open rate	40%
CTO	28%
CTR	11%



Website

Average time on the website	58 sec
Average page views	4 pages
Page views per year	4.916.981
Unique website users per year	1.208.784

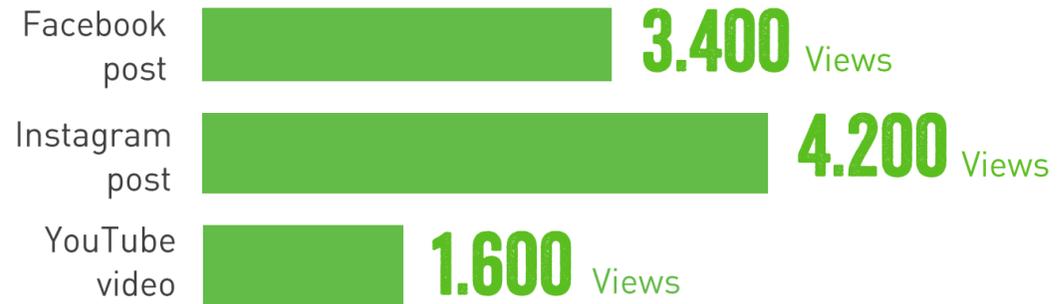
ONLINE RESULTS

This slide shows the results of the monthly newsletter and the NKBV website.



SOCIAL RESULTS

This slide shows the average results of the NKBV's social media channels.





5. PRICING



Advertising in the Hoogtelijn magazine

Price per placement excl. VAT

1/2 page	€ 1.750
1/1 page	€ 2.840
2/1 page	€ 5.250

Specifications Magazine

width x height, excl. 5 mm for trimming purposes

1/2 page	210 x 135 mm
1/1 page	230 x 297 mm
2/1 page	460 x 297 mm

Online advertising

Online article (editorial blog)*	€ 1.500
Banner homepage nkbv.nl	€ 1.000 per month
Banner news article	€ 500 per month
*based on 2 correction rounds	

Newsletter

Newsletter editorial*	€ 750
Newsletter banner	€ 500
*based on 2 correction rounds	

<u>Edition 2025</u>	<u>Publication date</u>	<u>Delivery deadline advertisements</u>	<u>Booking deadline</u>
1	06-02-2025	07-01-2025	10-12-2024
2	10-04-2025	11-03-2025	18-02-2025
3	26-06-2025	27-05-2025	06-05-2025
4	18-09-2025	19-08-2025	08-07-2025
5	27-11-2025	28-10-2025	30-09-2025

Specifications banners

Banner news article	600*600 <300kb
	600*375 <300kb
Banner homepage	1280*220 <300kb
Banner newsletter	600*120 <100kb



BEDANKT

