



MEDIA KIT

2024

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1. NKBV

NKBV

NKBV has a passion for any sports in the mountains, from hiking to alpinism, and connects people and organizations with the same passion. We are involved with our members and offer them support for safe and sustainable ways of enjoying their sports and trips. We do this by offering information, courses, competitions, events and trainings on national and international level.

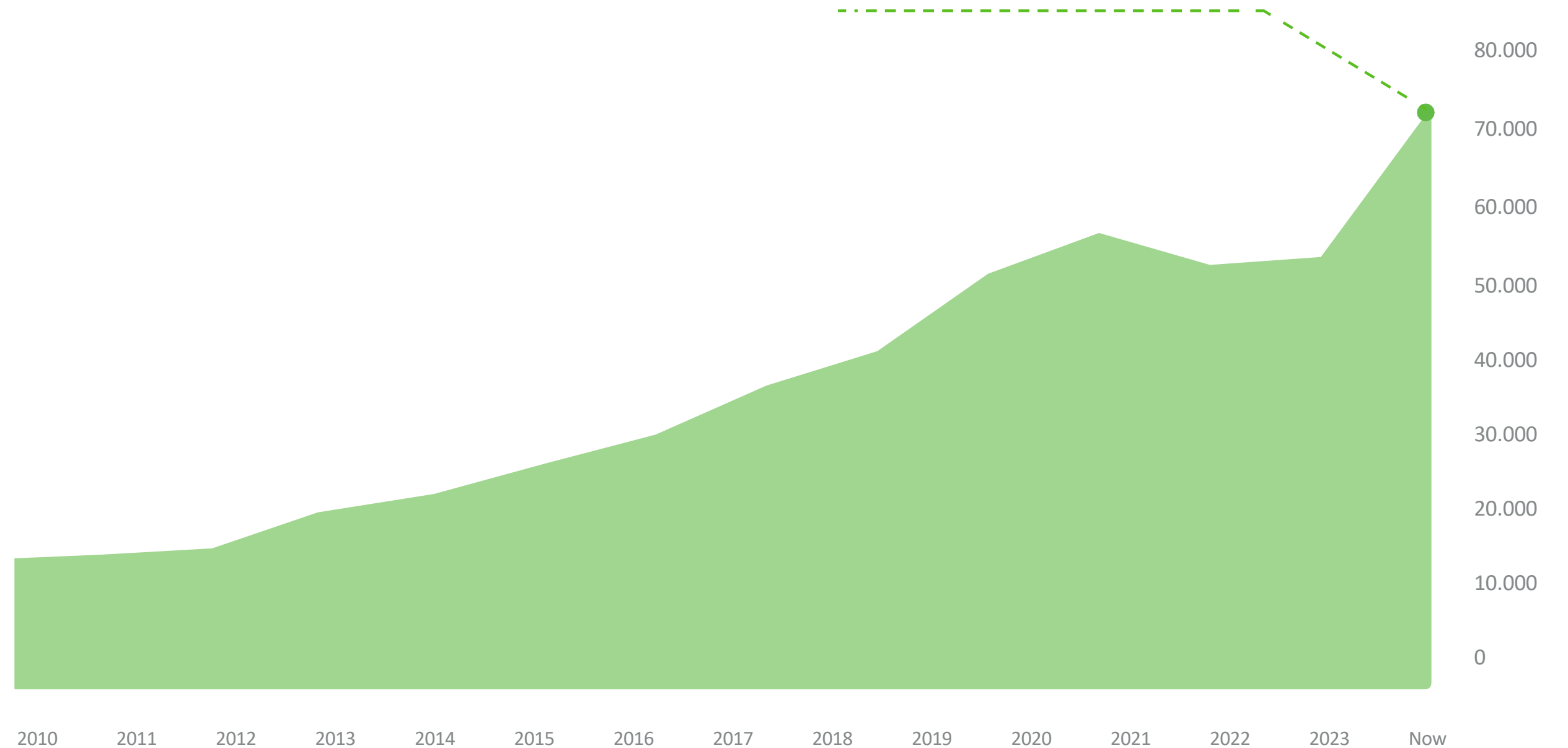
The NKBV knows what the interests and wishes of their members are, that is why they come to us for the latest updates and inspiring content.

By working with the NKBV you will be able to reach the biggest community of mountain enthusiasts in the Netherlands.

CORE VALUES

Involvement, Sustainability, and Safety

71.000 MEMBERS



HIKING

SPORT CLIMBING

- Indoor
- Outdoor

BOULDERING

- NK
- NJK
- WK
- Olympisch

LEAD

- NK
- NJK
- WK
- Olympisch

SPEED CLIMBING

PARA CLIMBING

- NK
- NJK
- WK
- Olympisch

ICE CLIMBING

- NK
- NJK
- WK

EXPEDITIONS

ALPINE CLIMBING

TRAIL RUNNING

- NK
- NJK
- WK

VIA FERRATA

SKI-TOURING

- NK
- NJK
- WK

SNOW-SHOE HIKING



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 dark blue jacket with a white and blue geometric pattern. The background shows rolling mountains under a clear sky, with some snow patches on the peaks. The foreground is a grassy hillside with some blurred greenery.

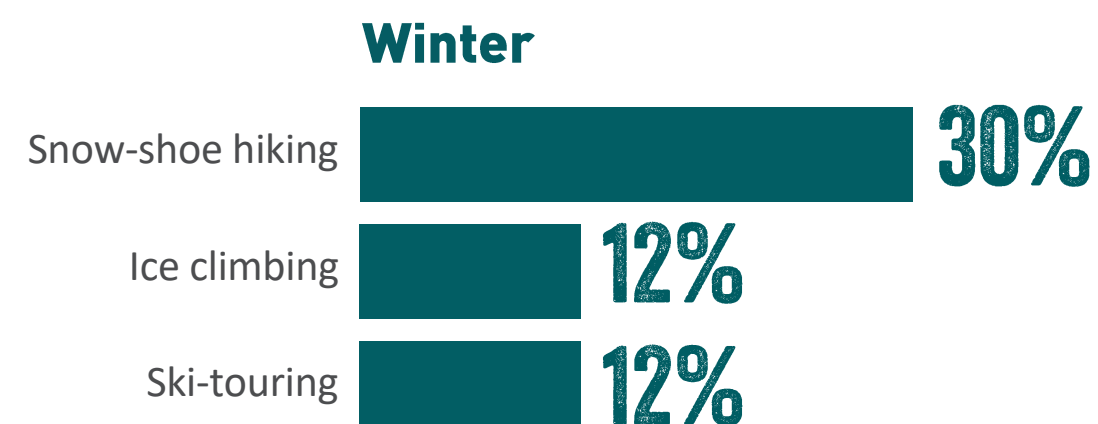
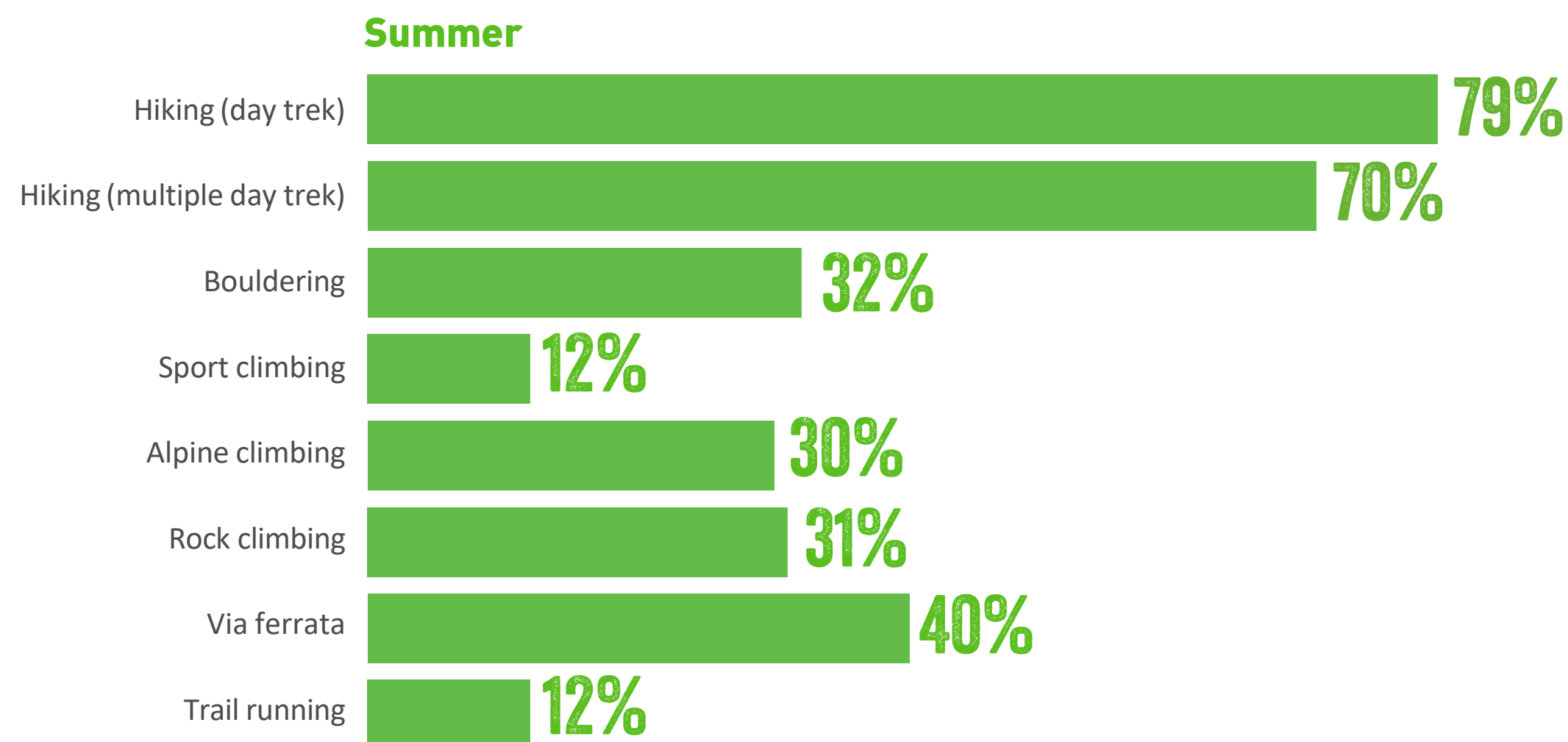
2. OUR MEMBERS

OUR MEMBERS

The members of the NKBV are real outdoor enthusiasts. All of our members have one thing in common, they cannot stay in the house for too long. Multiple times a year they are going on one-day or multiple-day treks, are planning their new bouldering trip to Fontainebleau or are searching for the best climbing routes in Chamonix, Arco or new hidden gems. With an average age of 42 years and an average membership of 14 years they have accepted the outdoors as a lifestyle and as part of their daily life.

61% ♂

39% ♀

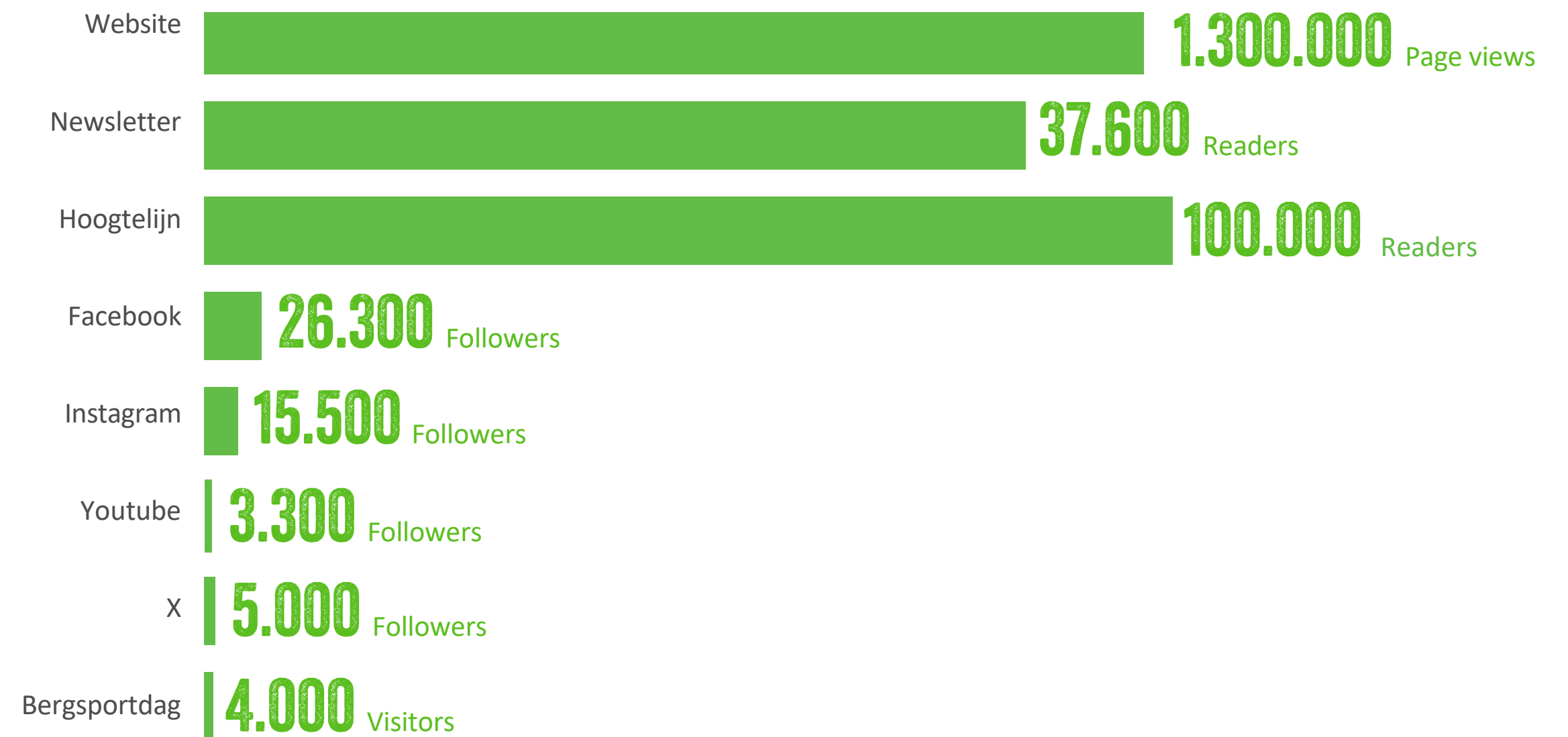




3. MEDIA

MEDIA

On our channels, we can tell your story to our members and more outdoor enthusiasts. Our channels are open to everybody who wants to get inspired for their next trip to the outdoors, not only our members. Our articles about regions to explore, products to use and competitions to watch generate a lot of traffic among members and non-members. These articles pushed by our social media channels and newsletters create high exposure for your brand.



4. BERGSPORTDAG



BERGSPORTDAG

On Sunday March 17th 2024, the NKBV organizes the annual Bergsportdag. A day filled with sports, inspiration, activities and lectures. An annual success of over 4.000 visitors.





5. EXPEDITION ACADEMY

EXPEDITION ACADEMY

The NKBV Expedition Academy trains young and talented Dutch mountaineers to become an all-round alpinist. During their two years of training, they will push their boundaries and follow their ambition to become a true alpinist. To lead their expedition in 2025.

To achieve their goals, they are always looking for brands to support their journey. They can become brand ambassadors, write and share product reviews, and create content for your brand. This can be posted on their website page of the NKBV, annual presentations on the Bergsportdag, and boosted via their Instagram channel @expeditieacademie.

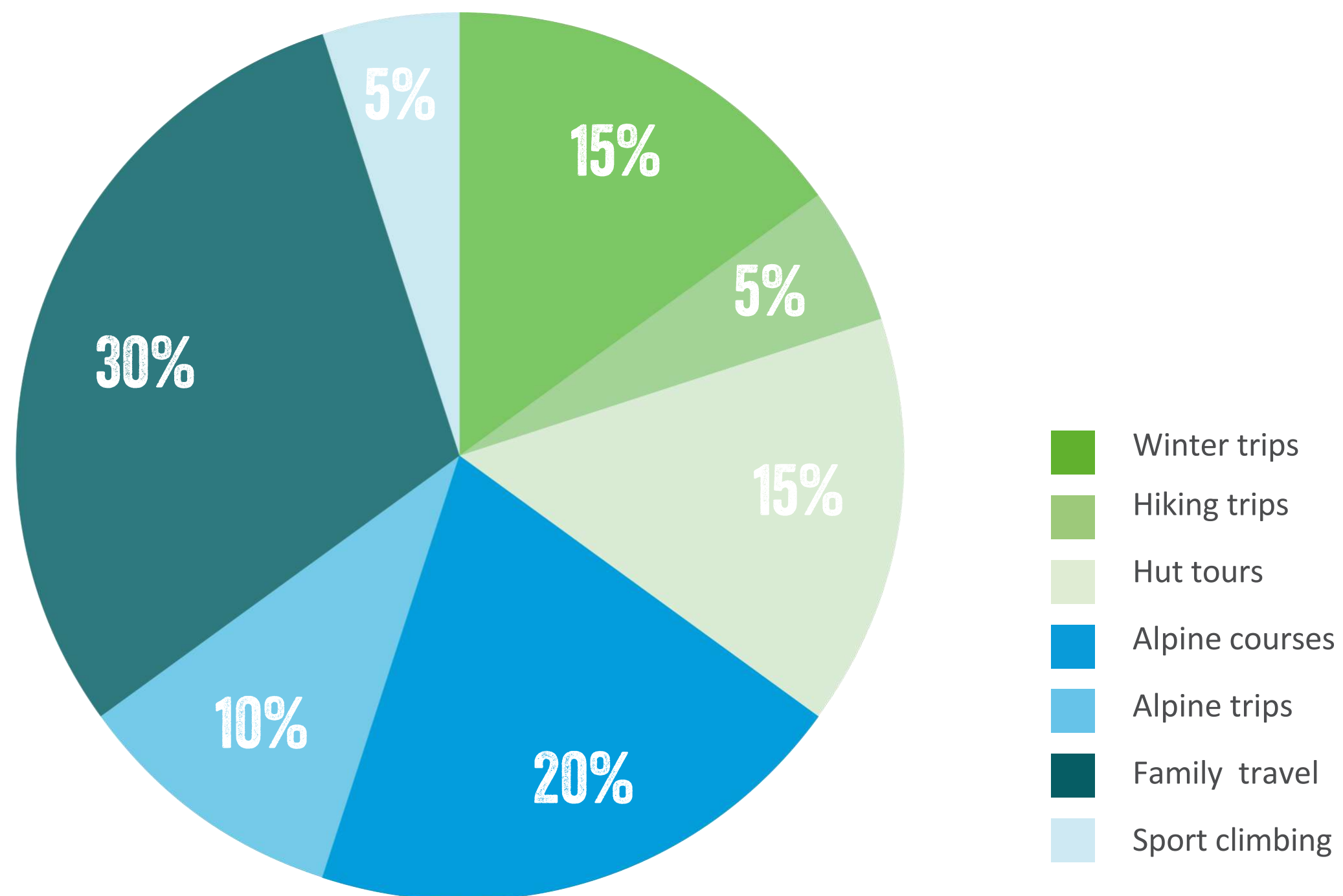




6. BERGSPORTREIZEN

BERGSPORTREIZEN

A vacation in the mountains. Its that feeling of going on an adventure whilst exploring new altitudes, enjoy the beauty and tranquility that the mountains in Europe have to offer. Every year more than 3.000 people head into the mountains with Bergsportreizen. From the die-hard hiker to the classical hut trips under guidance. Not only in the summer but also in the winter people can push their boundaries and follow courses on how to explore the mountains safely.



7. PRICING

HOOGTELIJN

Frequency: 5x per year
Print run: 44.400 prints
Reach: 100.000+

Planning 2024

Hoogtelijn 1

Delivery deadline ads: 5 January

Publication date: 2 February

Hoogtelijn 2

Delivery deadline ads: 8 March

Publication date: 5 April

Hoogtelijn 3

Delivery deadline ads: 24 May

Publication date: 21 June

Hoogtelijn 4

Delivery deadline ads: 16 August

Publication date: 13 September

Hoogtelijn 5

Delivery deadline ads: 25 October

Publication date: 22 November

PRICING

Openingsspread 2/1	€ 7.500
Back page 1/1	€ 3.500
Advertisement 1/2	€ 1.750
Advertisement 1/1	€ 2.840
Advertisement 2/1	€ 5.250
Editorial article	€ 1.500 per page (min. 3)

SPECIFICATIONS

1/1 page

230mm by 297mm (width x height)

add 5 mm all-round for trimming purposes

1/2 page

210mm by 135mm (width x height)

add 5 mm all-round for trimming purposes

ONLINE

NKBV website
Newsletter
Instagram
Facebook

PRICING

NKBV website

Online article (editorial blog)	€ 1.500
Banner homepage nkbv.nl	€ 500
Banner newsarticles	€ 500

Newsletter

Newsletter editorial	€ 1.500
Newsletter banner	€ 750

Social

Facebook post	€ 750
Instagram post	€ 750
IG + FB Stories (5 stories)	€ 1.000

BERGSPORTDAG

Frequency: 1x per year
Reach: 4.000 visitors

Planning 2024

March 17, 2024 in the NBC Nieuwegein

PRICING

Own stand set-up

9m ²	€ 720
12m ²	€ 960
15m ²	€ 1.200
18m ²	€ 1.440

Stand set-up universal

6m ²	€ 630
9m ²	€ 945
12m ²	€ 1.260
15m ²	€ 1.575
18m ²	€ 1.890

Additional costs

Registration fees + electricity	€ 165
Desk	€ 75
Standing tables + 2 bar stools	€ 95
Packed lunch pp	€ 19,75
Consumption tickets pp	€ 3,25
Host a lecture	€ 550
Logo on the map	€ 825
Promo point at the entrance	€ 1650
1/1 Hoogtelijn advertisement	€ 2.600
2 weeks banner on NKBV.nl	€ 165



THANK YOU!

