



NKBV

KONINKLIJKE NEDERLANDSE KLIM- EN BERGSPORT VERENIGING

ROYAL DUTCH CLIMBING & MOUNTAINEERING ASSOCIATION



MEDIA KIT

2023

WHO ARE WE?

Passion for mountains. Whether it's hiking, mountaineering or sports climbing, the NKBV connects people with a love of mountain sports. All year round, a lifelong.

We are involved with our members and support them to make climbing and mountaineering safe and sustainable. We give advice and information and organize courses, training and competitions at home and abroad. In addition, we know exactly where the interests and needs of our members lie, which we respond to directly with travel, inspiring content, knowledge, platforms and developments.

With the NKBV you reach the largest mountain sports community in the Netherlands!

FOUNDED

24th May 1902

69.000

members

PASSION FOR MOUNTAINS

Enrich your world with hiking, climbing and mountaineering

CORE VALUES

Sustainability, involved, safety

MOUNTAIN SPORTS

Hiking, sports climbing, mountaineering, ski-mountaineering, trailrunning

SUSTAINABILITY

Sustainability is our key focus. We thrive to have minimum impact in our operation and help our members to make sustainable choices.

GEGENRECHT

The NKBV is a member of the Gegenrecht Fund and contributes 400.000 euro each year! The affiliated members of the Fund have the joint task of ensuring maintenance, management and construction of trails in the Alps. We also make mountain huts more sustainable so that future generations can enjoy the Alps as much as we do.

AWARENESS

Without nature we cannot do the things we love, which means that we as mountaineers have a great responsibility to conserve and protect nature. We are aware that traveling to the mountains implicitly always has an environmental impact. We want to minimize this impact by offering alternatives and raising awareness.

CLEAN UP

We all know that waste in nature is a big problem; cans, shards of glass, toilet tissues, plastic bottles or wrapping paper. You can certainly encounter these things when you are in the mountains. Therefore, take the NKBV #bergop waste bag with you and take waste to the valley to throw it away there.

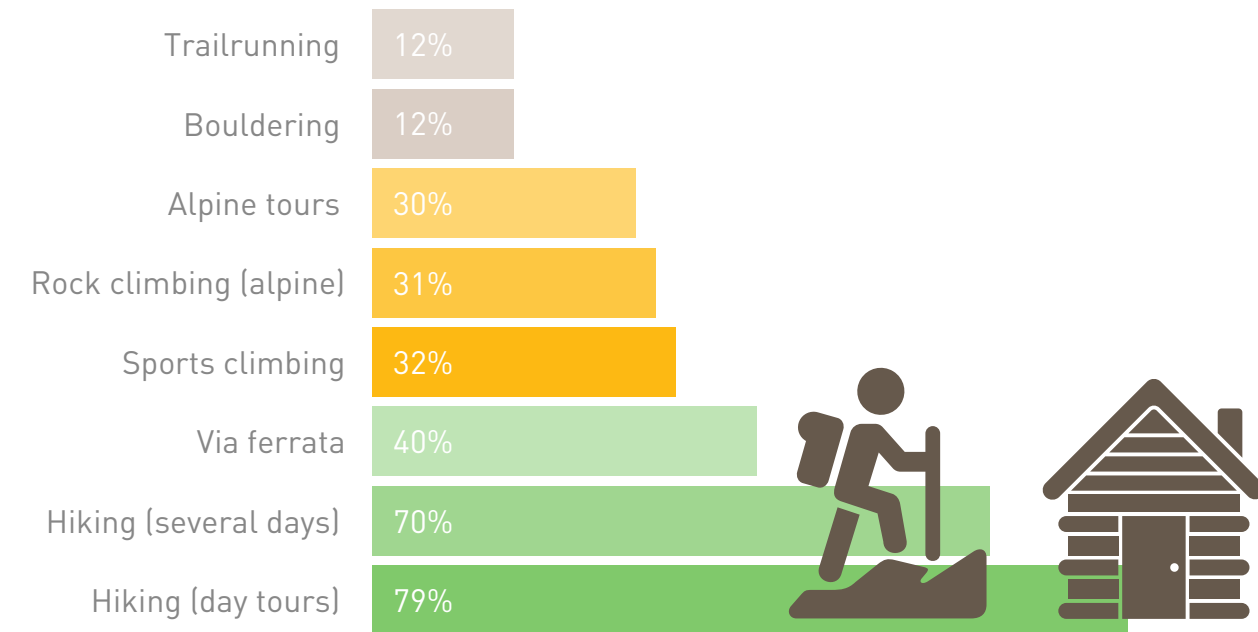
MEMBER PROFILE

NKBV members live and breathe the outdoors. At the NKBV we're passionate about sharing our expertise with people of all skill levels and different activities in the mountains. Whether they are new to the outdoors or a seasoned explorer, we'll inspire and help them to enjoy their next experience in the mountains.

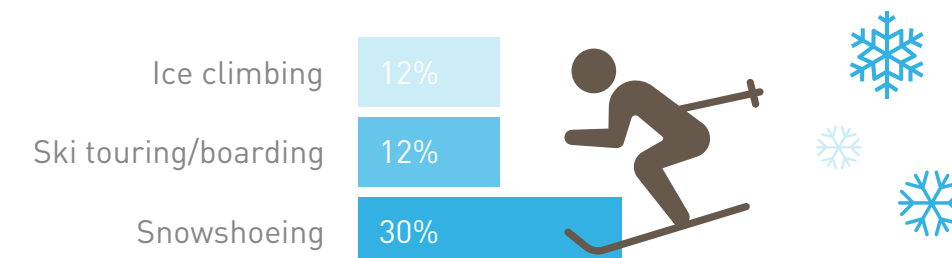
Average age
41.2 years old

NPS Score
38

SUMMER ACTIVITIES



WINTER ACTIVITIES



BERGSPORTREIZEN

Bergsportreizen, the travel organization of the NKBV, has the largest selection of mountaineering holidays in the Netherlands. Whether it's workshops, courses or tours; in summer and in winter. The activities are organized for NKBV members, under expert and professional guidance, in small groups and non-profit. When possible, we organize the trips with NKBV-tourleaders or instructors. The destinations we select are generally easy to access by public transport.

WEBSITE

Corporate website bergsportreizen.nl

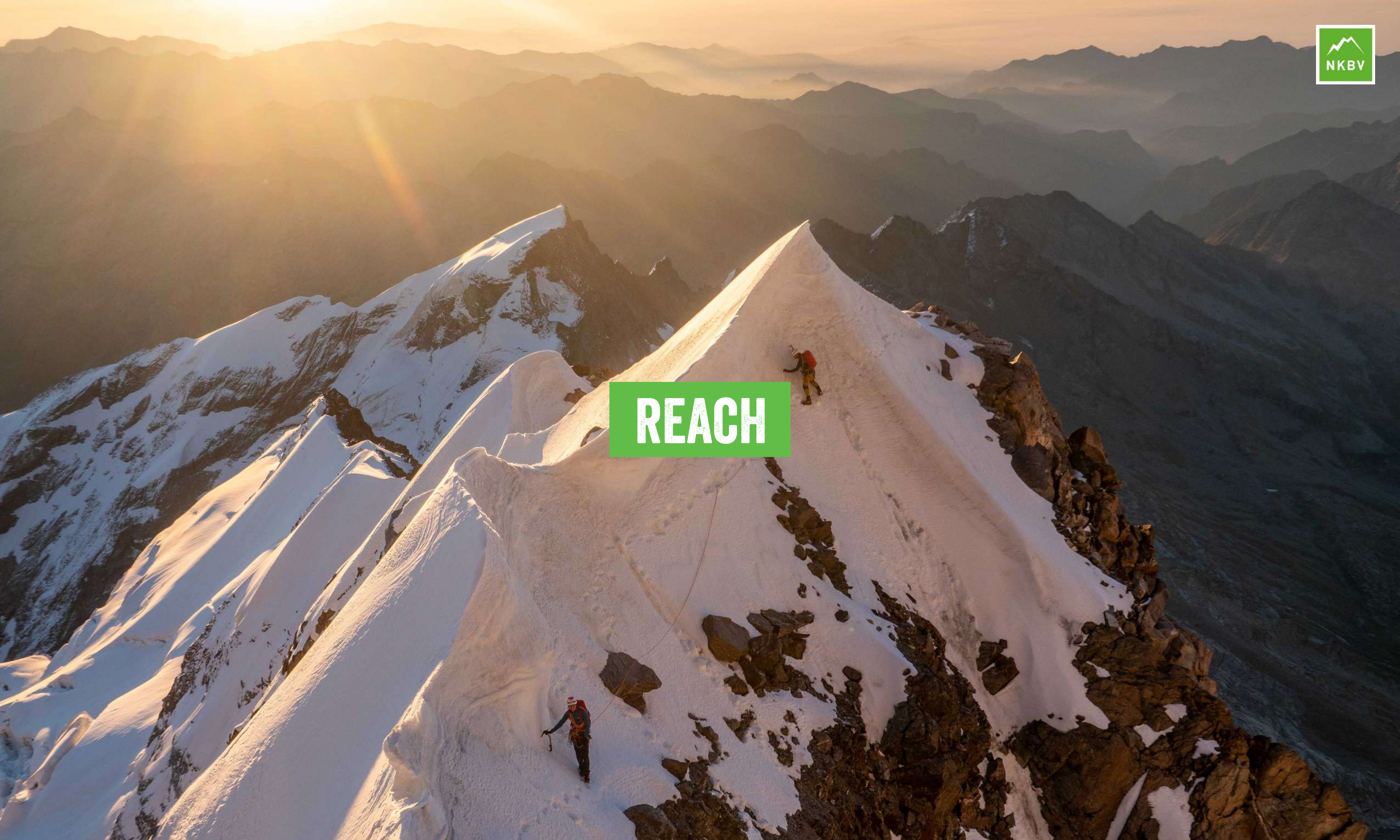
Users	98.352 users
Page views	591.049 pages
Sessions	176.932 sessions
Average time on website	02:38 minutes
Average page views	3,34 pages

3.000
travellers a year

PROGRAMME



REACH



ONLINE & SOCIAL

With the NKBV you reach the largest mountain sports community in the Netherlands!

WEBSITE

Corporate website nkbv.nl

Users	550.000 users
Page views	3.000.000 pages
Sessions	830.000 sessions
Average time on website	01:55 minutes
Average page views	1.56 pages

SOCIAL MEDIA

Facebook.com/de.nkbv	26.318 followers
Instagram_NKBV	13.300 followers
Youtube.com/nkbv	2.450 members
Twitter.com/nkbv	5.190 followers

NEWSLETTER

Subscribers	49.250
Open rate	40%
CTO	28%
CTR	11%



HOOGTELIJN



Hoogtelijn is the only allround hiking, climbing and mountaineering magazine in The Netherlands with reports on hiking and climbing areas, on high-profile climbs, interviews with (inter) national athletes, tests, gear reviews and information on technique and safety. The magazine is largely written by volunteers.

FIGURES

- Appears 5x a year
- Circulation: 42.300 issues
- Reach: more than 100.000 people
- Online: hoogtelijn.nl

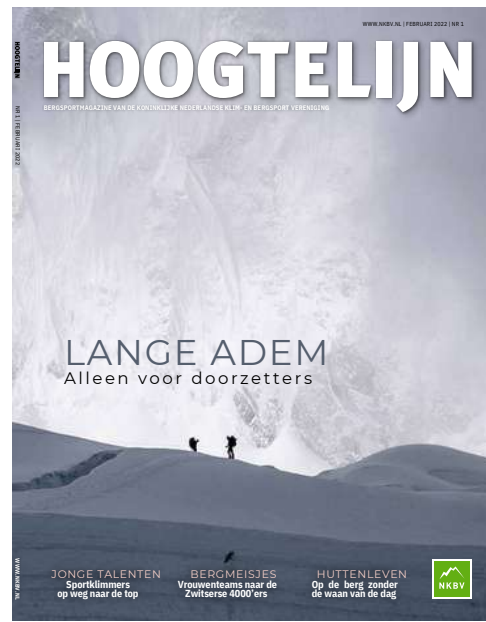


REACH

The Dutch hiking and climbing community gets their info through a lot of our channels.
We can set up campaigns for your area or brand to inspire our community.



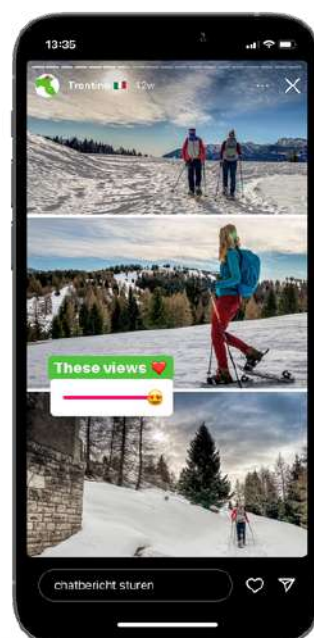
A blog gets 1.200 visits



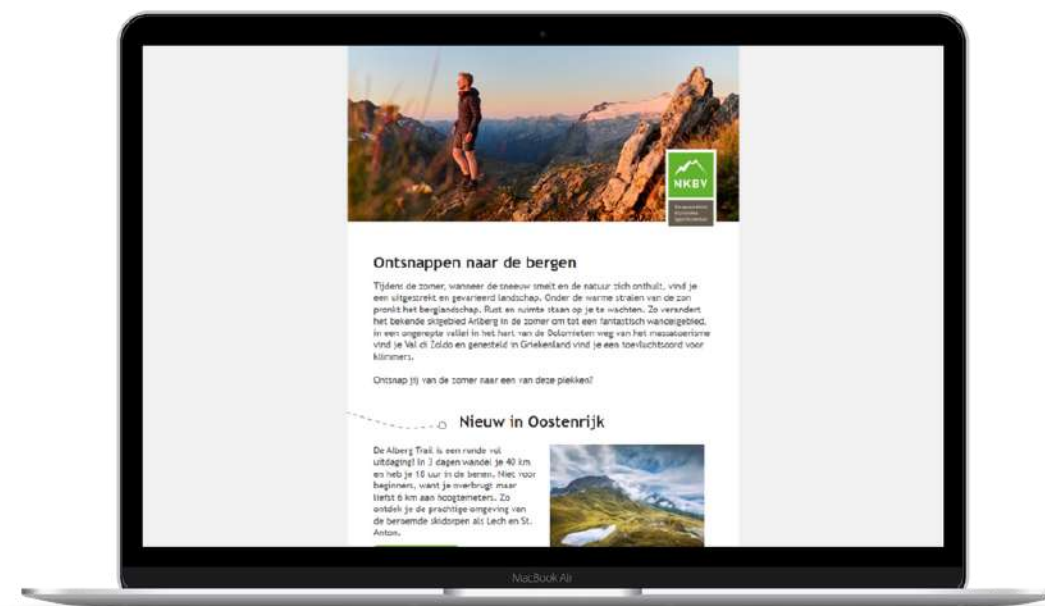
Advertisements and articles in Hoogtelijn reach the homes of 69.000 members



Each social posts gets 7.000 views



Each social story gets 1.800 views



Our newsletter has 46.000 subscribers

BERGSPORTDAG

About 5.000 people come to NKBV Bergsportdag (Mountain Sports Day) yearly to be inspired and educate themselves for their next mountain adventure. With 100 exhibitors, various lectures and workshops, this is the perfect start to their mountain holiday. Both members and non-members come to the Bergsportdag for inspiration about areas and information about technique or gear.

5.000
outdoor enthusiasts

NUMBERS

Visitors	5.000 members and non-members
Exhibitors	100
Area's	30
Lectures	35
Workshops	20

RESULTS

Visitors rate the Bergsportdag with an average of 7.6/10

Interests of visitors:

- 70% hiking
- 40% climbing
- 40% mountaineering



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