

ABOUT THE KWPN-NA

The KWPN of North America represents the North American branch of one of the world's most successful sport horse studbooks – the KWPN - since 1983. The KWPN-NA supports breeders, owners, and riders across the continent with registration, education, and promotion.

KWPN horses are known for their athleticism, temperament, and versatility in dressage, jumping, eventing, and driving. Performance orientation, durability and an attractive conformation are the key factors underlying the international sports success of the Royal Dutch Warmblood Sport horse.

Dutch horses regularly top both the FEI rankings and the WBFSH studbook rankings. In 2025, the KWPN dressage breeders took the 1st place for the ninth year in a row, the KWPN showjumper breeders took the 3rd place and the KWPN eventing breeders took the 4th place.

FACTS & FIGURES

1200
members

6,650
Website
visitors

15,460
Facebook
followers

5,200
Newsletter
subscribers

15,700
YouTube
subscribers

2,740
Instagram
followers

TOP PERFORMING VIDEOS

- Harness Champion Foal – 4 million views (Facebook) / 10 million views (YouTube)
- Champion Harness Mare – 756k
- Ceremony Harness Stallion Atleet – 512k
- Harness Colt T Jay C Keuring tour – 479k
- Harness Stallion Cizandro – 347k
- Champion Jumper Stallion show – 308k
- Beekbergen Warm Up US Pairs teams – 139k

ONLINE IMPACT

KWPN-NA's top-performing videos highlight exceptional audience engagement across disciplines. Harness and driving clips deliver the strongest viral reach — with up to 10 million + views — while the dressage, jumper, and Gelders videos also achieve hundreds of thousands of views, confirming broad and sustained audience interest.

This combination of viral impact and multi-discipline engagement demonstrates KWPN-NA's consistent ability to connect with diverse equestrian audiences, strengthening its position as a leading voice in North American sport horse media.



HIGH ENGAGEMENT

28-day Facebook statistics

Followers: 15,461

Reach: 892,433

Engagement: 33,108

Engagement Rate by Followers: 214%

Engagement Rate by Reach: 3.7%

KWPN-NA's engagement levels are outstanding compared to other nonprofit and equestrian pages (typically 0.5–2%). Our social media metrics demonstrate verified organic reach – all without paid promotions. Our content draws consistent interest from both breeders and sport audiences, positioning KWPN-NA as a valuable digital partner for collaborations with premium equestrian events and established & upcoming equestrian brands.



PRICELIST

- Social media story – starting at \$100
- Social media post – starting at \$450
- Social media reel – starting at \$750
- Website banner advertising – starting at \$200 per month
- Newsletter advertising – starting at \$350
- Handbook advertising – starting at \$150
- Website advertisement post – starting at \$350
- Stallion Directory advertising – starting at \$250
- Breeder Directory advertising – starting at \$100

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OPPORTUNITIES

The **KWPN-NA newsletters** have more than 5200 subscribers and achieve an average open rate of 55%+ — well above industry norms — demonstrating highly engaged readers and a dedicated community base. Our newsletter therefor is also a valuable channel for advertising.

We organize several events throughout the year: the **Annual General Meeting**, the **Stallion Service Auction**, our **Online Goods & Services Auction**, several **educational events** and of course our annual **Keuring (inspection) tour**. These events get a lot of attention from our followers, and your advertising will reach thousands of equestrians – both online and in person.

