### **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 1<sup>st</sup> place for the ninth year in a row, the KWPN showjumper breeders took the 3<sup>rd</sup> place and the KWPN eventing breeders took the 4<sup>th</sup> 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.

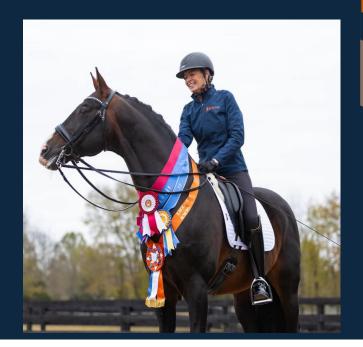
This combination of viral impact and multidiscipline engagement demonstrates KWPN-NA's consistent ability to connect with diverse equestrian audiences, strengthening its position as a leading voice in North American sport horse media.

#### 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.

