

# Reach 129.000 divers in The Netherlands, Belgium and Dutch Caribbean!



Mediakit 2024

**DUIKEN**



DUIKEN (diving in Dutch) is the largest print and online diving community in the Netherlands, Belgium, and the Dutch Caribbean. In both our print magazine and across all our online channels, you'll discover everything about the most beautiful diving destinations, whether far away or close by. We bring you the latest news about diving equipment and delve into the medical background of the sport. Explore the beauty of diving in Europe and learn how to get more out of your underwater camera with reviews and tips & tricks from our top photographers.

## Readers profile

- Age: 25 to 45 years
- Gender: predominantly male
- Education: moderate to high educational level
- Family: in 1 in 5 families, children read along
- Income: dual-income households, 1.5 to 2 times the average income or higher
- Social class: average to high spending behavior
- Divers: often own a sailboat or motorboat, motorcycle, or bungalow tent
- Hobby level: often go on vacation and are very active in sports
- Reading behavior: typically keep the magazine for an average of 3 years and reread it
- Other interests: cycling, motorcycling, water sports, and skiing
- Buying behavior: strong interest in audiovisual equipment, computers, and cars
- Leisure activities: outdoor, theater, photography, cooking, nature, and movies

## Magazine

- Published 12 times a year: 10 times in print and 2 times digital
- ± 45.000 readers



# Facts & Figures

# Planning 2024

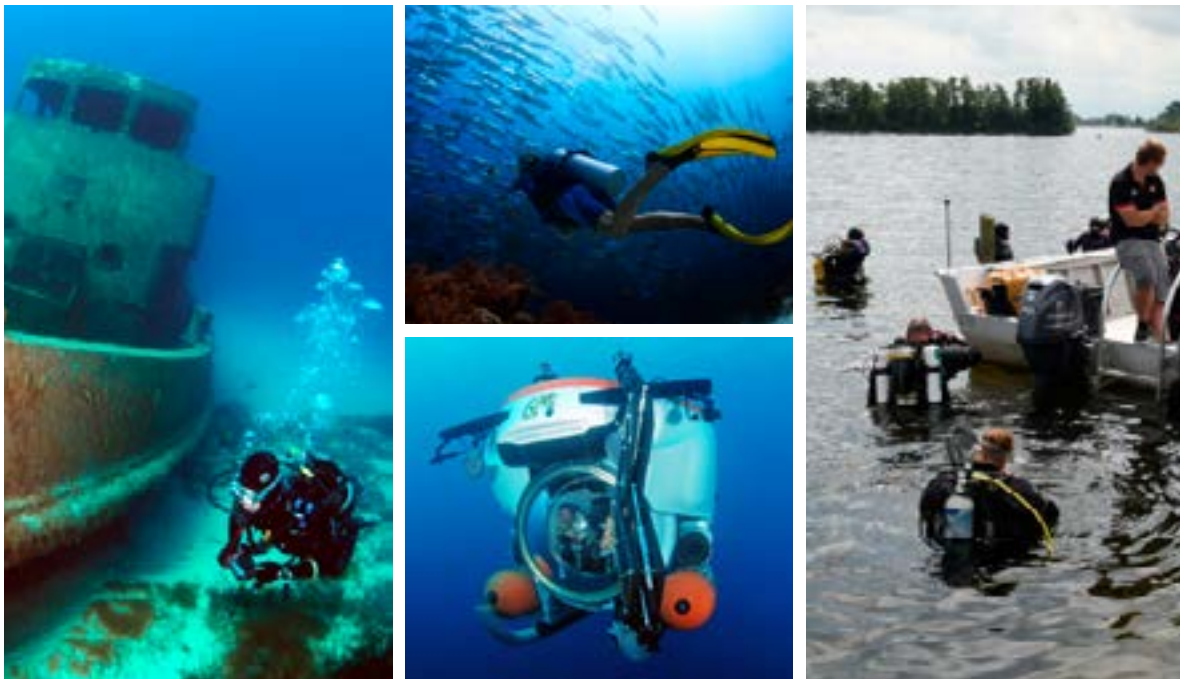
## Online:

- Page views duiken.nl\* 93,480
- Unique visitors duiken.nl\* 44,762
- Facebook followers 17,800
- Instagram 4,800
- Newsletter subscribers 12,000

\*per month

## Extending reach through:

- Ready: all-you-can-read app with 100 million international readers per year
- Tijdschrift.nl: 25,000 readers per month
- WAIT: Free reading app in waiting rooms of hospitals, prisons, and public transportation
- Deleestafel.nl: Thousands of copies per month read in public spaces (hair salons, restaurants)



Issue	With subscribers
1	28-12-2023
2	08-02-2024
3	21-03-2024
4	25-04-2024
5*	08-05-2024
6	30-05-2024
7	04-07-2024
8	08-08-2024
9	12-09-2024
10*	02-10-2024
11	17-10-2024
12	21-11-2024
1	27-12-2025

## Digital issues

\*05 and 10 are digital.

## Newsletter

Every week.

Description	Price
Advertisement starting price 1/4 page*	€ 847
Shopping product news 1/5 page	€ 395
Inside news item 1/5 page	€ 395
Product review 2/1	€ 1.595
Product review 2/1 + full online campaign**	€ 1.995
Editorial 1/2	€ 895
Travel Report min. 5 pages + full online campaign**	€ 2.995
Dedicated booklet (destination or brand) sent with the regular magazine	starting € 5.999
Dedicated magazine (destination or brand)	starting € 6.999



\*Ask for rates for other sizes \*\*Making of posts, Facebook, Instagram & newsletter



Description	Price
Editorial campaign*	€ 1.195
Product review campaign making + full online campaign*	€ 1.595
Vlog campaign destination or product; video minimum 3 minutes + full online campaign*	€ 2.995
Blog campaign; 3 blogs +3x full onlinecampaign*	€ 2.995
Digital dedicated magazine including full online campaign*	starting € 3.999
Dedicated newsletter	€ 1.995

\* Including promotional campaign: published at duiken.nl, Facebook, Instagram & newsletter

\*\* Starting price 16 pages



## Click & discover

[Digital Special Curaçao](#)

[Productvlog Garmin smartwatch](#)

[Travel vlog Curaçao](#)

[Product review drysuit Artic](#)

[Dedicated newsletter](#)





## 1. Targeted audience

DUIKEN Magazine is a specialized publication aimed at diving enthusiasts and professionals in the diving industry. By advertising in this magazine, you can direct your message straight to a specific audience interested in diving. This means that your advertisements will be seen by individuals who already have a passion for diving, increasing the likelihood that they will be interested in your products or services

## 2. Authority and credibility

DUIKEN has a solid reputation within the diving community. Advertising in our magazine can help your brand or company become associated with this authority and credibility. The fact that your advertisements are displayed in a respected medium can enhance the trust of potential customers, positioning your brand as reliable and knowledgeable.

## 3. Far superior results compared to Google Ads

When advertisers enter auctions targeting divers on platforms like Google Ads, their content or banners often end up in the 'nooks and crannies of the internet.' This compromises the carefully crafted brand image you've built. Additionally, your digital budget may be inefficiently spent on clickbait and specially designed advertising websites. On [duiken.nl](http://duiken.nl), your advertisement, editorial, or banner is placed on the largest online diving community platform amidst beautiful content. This is where you want to be seen!





Like to know more?

Judith Rietveld  
Sales Manager & Chief Editor  
DUIKEN  
E-mail: [judith@duiken.nl](mailto:judith@duiken.nl)  
+31 (0)6 22 48 06 17