



nob

Photo: Rob Aarsen



Photo: Bart Raadschelders



Photo: Sandra Boerlage



Photo: Rob Aarsen



Photo: Ron Offermans

20
26

Mediakit

Welcome at Onderwatersport & Duikspotter

Onderwatersport and Duikspotter connect you with the diver, snorkeler, finswimmer and other underwater sports enthusiasts. Use our channels and reach people at home and abroad directly through our media: print, online and events.



Photo: Filip Staes

onder
water
sport

Onderwatersport

The diving magazine in your letterbox 6 x each year.

Onderwatersport Magazine contains interviews, reports, articles and beautiful photos on all kinds of underwater sports-related topics: from biology to diving technique and from photography to diving sites far away and nearby. Together with an active, curious and diverse team of editors and underwater photographers, editor-in-chief Dominique van Dam writes and collects beautiful, interesting and exciting articles in every issue so that readers can dream and learn. The magazine has a circulation of **13,000** and is read by approximately **39,000** people.





Duikspotter

Duikspotter, The inspiration
for your next dive.

Explore inspiring articles, dream away at the most beautiful domestic and foreign diving destinations, read more about diving materials and find the best tips about photography, biology, technical diving and much more. In addition, Duikspotter has a Dive Calendar and Dive Map with all NOB associations, affiliated dive shops and all dive sites in The Netherlands.

Duikspotter focuses on twelve themes:

- diving in The Netherlands
- diving abroad
- the North Sea
- diving materials
- diving techniques
- dive safety
- medical information
- underwater archeology
- underwater biology
- underwater photography
- technical diving
- wreck diving

Possibilities

As a partner of the NOB, you have many opportunities to come into contact with divers, snorkelers, freedivers and underwater sports enthusiasts (hockey players, rugby players and finswimmers). We are there online, offline, on social media, in mailings and much more.

Photo: Jan Blanken



ONDERWATERSPORT MAGAZINE:

Advertisements, product tests, inserts, advertorials, reports

ONDERWATERSPORT WEBSITES:

NOB: www.underwatersport.org

Calendar, advertorials, partner page

Duikspotter: www.duikspotter.nl

Dive map, calendar, advertorials

Webshop: www.nobshop.org

ONDERWATERSPORT SOCIAL MEDIA:

Duikspotter & NOB with cross media reach

ONDERWATERSPORT NEWSLETTERS:

Directors/associations, instructors, Duikspotter

LIVE EVENTS:

Open Dutch Photography Contest, photo and video evenings, courses,
Member Council, Duikvaker

DIRECT MAIL:

Gift pages for new members, obtained certifications and birthdays
www.mijnnob.nl



Numbers & profiles



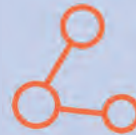
REACH PRINT

13,000 circulation - 6 times a year
39,000 reach (via family members, friends, schools, shops and events)
95% diving as their first sport
5% snorkeler, finswimming, freediving, underwater hockey and underwater rugby.



REACH ONLINE

The websites underwatersport.org and duikspotter.nl are viewed approximately half a million times a year.
We reach more than **115,000** users per year.



REACH SOCIALS

900,000 views per year, up **19%** in 2024.



NEWSLETTER DUIKSPOTTER

13,000 reach, twice a month
42% open rate
8% click through rate

NEWSLETTER BOARD OF ASSOCIATIONS

1 x per month
62% open rate
7,5% click through rate

INSTRUCTORS NEWSLETTER

6 x per year
82% open rate
8% click through rate



BENCHMARK

open rate **35.6 %**
click rate: **2.62 %**

Hobbies

40 % open rate
3.3% click through rate

Sports

39.3 % open rate
4.3 % click through rate

Source: MailLite



Who do you reach via our print media?

All members of the NOB associations
NOB4U members – individual members

Non-members:

Visitors to hotspots such as dive shops,
sales points for swimming and snorkeling equipment,
catering at diving sites
and diving fairs

Family and friends of the magazine recipients
participants to events



Who do you reach through our websites?

Readers demographically spread over the whole country

- 75% mobile / 25% desktop
- 60% direct traffic to the site
- 20% via search / 10% via social media
- 75% Dutch speaking visitors
 - 12% Belgium
- 12% other (i.e. Germany, United States and Caribbean)



Who do you reach through our social media

Age: **25 - 65**

17% younger than **34**

66% male

Demographically spread all over the country

91% Dutch visitors

6% Belgium

3% other (i.e. Germany, Egypt, Carribean)



Subjects we deal with:

Video and photography under water

Biology under water

Youth

Travel and destinations

Diving in The Netherlands

Diving Technique & Safety

Product News

Dive Courses, events, assurances, clubs, underwater sports and lobby.

**Growing sports:
freediving
and snorkeling**

Our magazine

Onderwatersport Magazine takes its readers on an immersive journey through four central themes: association, discovery, knowledge, and the relationship between people and nature. In addition to these themes, our magazine offers extensive shopping pages with the latest diving equipment and gadgets, and articles full of tips for both novice and experienced divers. Our goal is to create a magazine that not only celebrates the beauty of the underwater world, but is also a source of inspiration and knowledge for diving in the Netherlands.



Saaie Sponzen

Eenmaal gevonden is geen bestwil en een beetje sabbie draagt. Het is niet makkelijk te vinden, maar het is wel belangrijk. Daarom is het belangrijk dat we het niet verliezen. Daarom is het belangrijk dat we het niet verliezen.

Wat is het? Het is een sponzorensoort dat voorkomt in de Noordzee. Het is een sponzorensoort dat voorkomt in de Noordzee. Het is een sponzorensoort dat voorkomt in de Noordzee.

Waarom is het belangrijk? Het is een sponzorensoort dat voorkomt in de Noordzee. Het is een sponzorensoort dat voorkomt in de Noordzee. Het is een sponzorensoort dat voorkomt in de Noordzee.

Tamarieu

De Verborgene Schat van de Costa Brava

De Tamarieu is een sponzorensoort dat voorkomt in de Noordzee. Het is een sponzorensoort dat voorkomt in de Noordzee. Het is een sponzorensoort dat voorkomt in de Noordzee.

DUIKEN MET EEN VOLGELASTMASKER

En volgelaatsmasker is niet alleen voor broerduikers, ook jij kunt hiermee duiken!

Ben je benieuwd hoe het zit met een volgelaatsmasker?

Bestel nu

Onderwaterhockey

Wat is het? Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water.

Waarom is het belangrijk? Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water.

Geef liefde aan de zee

WWF

SOOP

AIUI UIS-P1 Ultra InTeLi flitsler

One Earth Ocean

DYNAMIC

Warm, flexibel en klaar voor avontuur

WRAKKEN!

Deel 2

Wat is het? Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water.

Waarom is het belangrijk? Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water.

OCEAN

8 MEI: OCEAN

LEI OP ANEHOOD-DAG OP 1 NOVEMBER

CINEMA

TIPS

DE WILDE NOORZEE

BARE VELOCITY ULTRA

Wat is het? Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water.

Waarom is het belangrijk? Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water. Het is een sport die wordt gespeeld onder water.

Media rates



MAGAZINE

ADVERTISEMENTS	SIZE	ONCE 10% DISCOUNT	THREE TIMES 15% DISCOUNT	SIX TIMES
1/1 page	198 x 285	€ 1250,-	€ 1125,-	€ 1050,-
1/1 page (no bleed)	210 x 297 (+ 5 mm bleed)	€ 1250,-	€ 1125,-	€ 1050,-
1/2 page	198 x 140	€ 900,-	€ 810,-	€ 765,-
1/4 page	97 x 140	€ 500,-	€ 450,-	€ 425,-
Buddy	95 x 53	-	-	€ 750,-

Rates inserts: available on request: harry.brands@onderwatersport.org, +31 (0)318-559347



Buddy: only €750 a year for an advertisement (95 x 53 mm) that gives you good recognition in Onderwatersport Magazine. You also have a spot on the Dive Map and calendar on Duikspotter.



Photo: Rob Aarsen

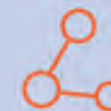


Photo: Jeffrey van der Vaart



Photo: René Weterings

Media rates



Partner of the NOB

PARTNER INFORMATION	PARTNER A € 7500,-	PARTNER B € 5400,-	PARTNER C € 3000,-
MAGAZINE			
Advertisement	6 x 1/1 pag.	6 x 1/2 pag.	6 x 1/4 pag.
Insert in magazine	1 x A4	1 x A4	1 x A5
Branded content	3 x per year	2 x per year	1 x per year
Product test / travel report	1 x per year	1 x per year	-
GIFTPAGE			
Offers on gift page for members via www.mijnnob.nl	Yes	Yes	Yes
WWW.DUIKSPOTTER.NL + WWW.ONDERWATERSPORT.ORG			
Website	- Partner page - Inclusion in calendar & dive map - 3x per year branded content - Reposting product test	- Partner page - Inclusion in calendar & dive map - 2x per year branded content - Reposting product test	- Partner page - Inclusion in calendar & dive map - 1x per year branded content - Reposting product
Newsletter	- 6x per year advertorial - Reposting branded content - Reposting product test	- 4x per year advertorial - Reposting branded content - Reposting product test	- 2x per year advertorial - Reposting branded content
Facebook & (Instagram)	- Reposting branded content - Reposting product test - x number of items or events	- Reposting branded content - Reposting product test - x number of items or events	- Reposting branded content - x number of items or events

www.underwatersport.org

Campaign

CAMPAIGN INFORMATION	CAMPAIGN A € 4500,-	CAMPAIGN B € 3250,-	CAMPAIGN C € 1750,-
MAGAZINE			
Advertisement/advertorial	3 x 1/1 page	3 x 1/2 page	3 x 1/4 page
Insert in magazine	-	-	-
Branded content	1 x 1/2 page	1 x 1/4 page	1 x eighth page
Product test / travel report	-	-	-
WWW.DUIKSPOTTER.NL + WWW.ONDERWATERSPORT.ORG			
Website	- 1x per year branded content - Inclusion in calendar	- 1x per year branded content - Inclusion in calendar	- 1x per year branded content - Inclusion in calendar
Newsletter	- 3x per year advertorial - Reposting branded content	- 2x per year advertorial - Reposting branded content	- 1x per year advertorial - Reposting branded content
Facebook	- Reposting branded content - x number of items or events	- Reposting branded content - x number of items or events	- Reposting branded content - x number of items or events

We also offer made-to-measure packages.
We would love to discuss possibilities with you.

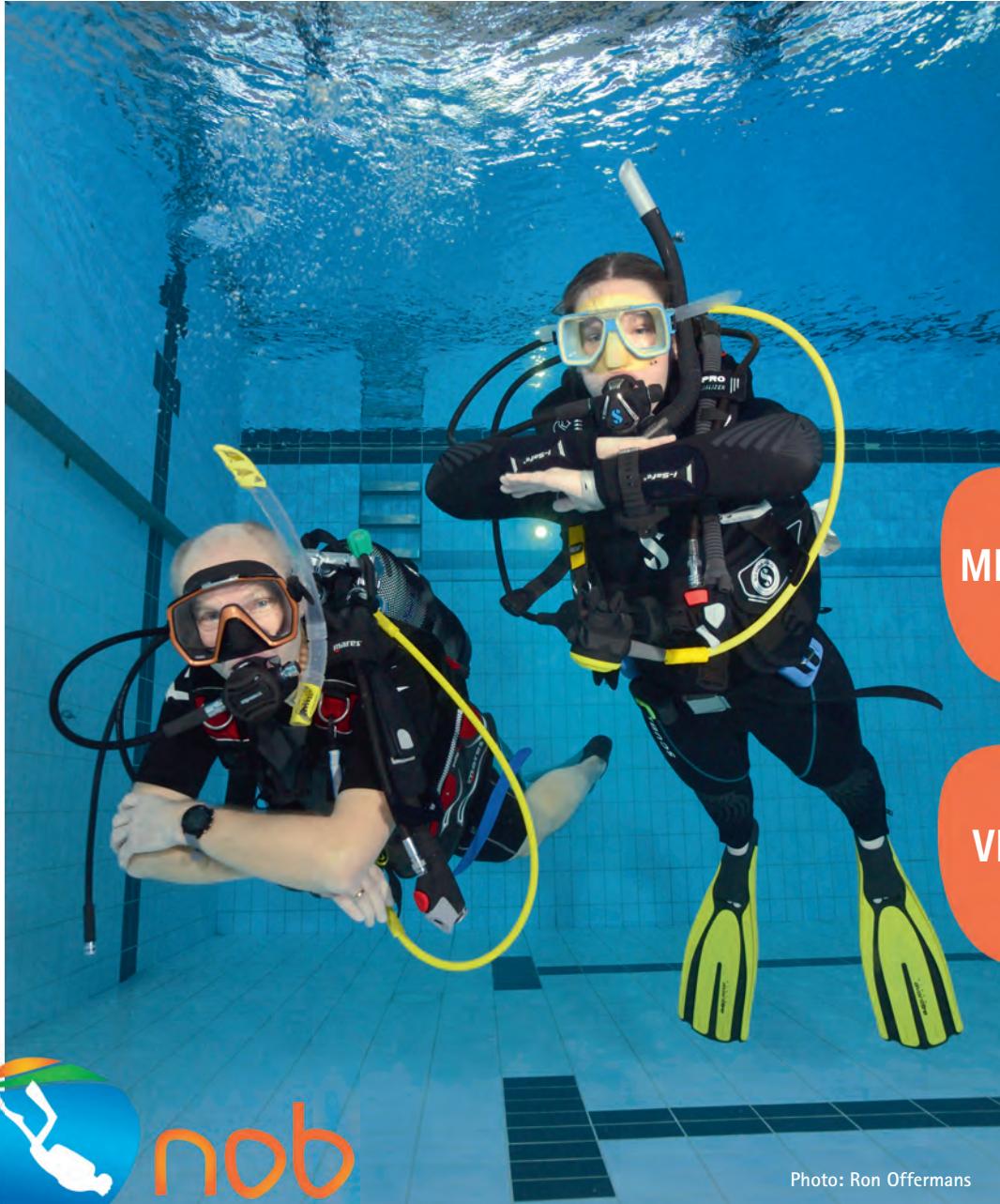


Photo: Ron Offermans

Nederlandse Onderwatersport Bond

The NOB is the organization for anyone who wants to dive deeper into the Dutch underwater world. The NOB has 13,000 members and more than 250 affiliated associations. In addition, the NOB has 1700 instructors.

MISSION

The NOB is a contemporary and flourishing organization that facilitates individual divers, underwater sports enthusiasts and associations.

VISION

Underwater nature and sports must be accessible to everyone. Collective, training, management, member benefits, events, competitions, advocacy and conservation of swimming- and diving water are the most important points of attention.



Together for a flourishing sport

CONTEMPORARY

- Followers
- Ways to connect
- Digitalization

FACILITATE

- Member benefits
 - Lobby
 - Courses

FLOURISH

- Member growth
 - Active
- Volunteer policy

OUR TEAM



Laura Struik
Online marketing



Dominique van Dam
Chief Editor



Bejanca van Grootheest
Communication



Harry Brands
Marketing/Sales



Laura Rolink
Partnerships

We will help you



Diving is not just an adventure sport; it is a passion that divers experience with heart and soul. As NOB we bring this underwater world to life with breathtaking stories, tips and the latest trends. But what makes it truly unique is the connection it creates between the diving community and the brands that appeal to them. By advertising in our magazine, your brand has the opportunity to connect directly with a dedicated and passionate target group. Your expression is not just an advertisement; it is a gateway to a world full of possibilities, adventures and unforgettable experiences. Dive into the opportunity to grow your brand and connect with the real enthusiasts of the underwater world. Discover the depth of your success by advertising with us.

Please contact: **Harry Brands**, harry.brands@onderwatersport.org
Please call: +31 318 559347 OR WhatsApp: +31 6 83891226



Contemporary, facilitating, flourishing

THANK YOU