

Reach 130,000 divers in the Netherlands,  
Belgium and the Dutch Caribbean!



Media brochure 2026

**DUIKEN**



DUIKEN 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 dive destinations, both far away and close to home. We bring you the latest news on dive equipment and dive into the medical background of the sport of diving. Discover how beautiful diving in your own country can be and learn how to get more out of your underwater camera with reviews and tips & tricks from our top photographers.

## Reader profile

- **Age:** 25–45 years
- **Gender:** predominantly male
- **Education:** medium to high level of education
- **Family:** in 1 out of 5 households, children read along
- **Income:** dual-income households, 1.5 to 2 times the national average or higher
- **Social class:** medium to high spending behaviour
- **Divers:** often own a sailing or motorboat, motorcycle or bungalow tent
- **Hobby level:** travel frequently and are very active sports enthusiasts
- **Reading behaviour:** keep the magazine for an average of 3 years and reread it regularly
- **Other interests:** cycling, motorcycling, watersports and skiing
- **Purchasing behaviour:** strong interest in audiovisual equipment, computers and cars
- **Leisure time:** going out, theatre, photography, trips within the Netherlands, cooking, nature and film

## Magazine

- Published 8 times per year
- ± 40,000 readers

## Online:

- Page views duiken.nl\* 93,480
- Unique visitors duiken.nl\* 44,762
- Facebook followers 19,000
- Instagram 5,600
- Newsletter subscribers 9,000

\*per month

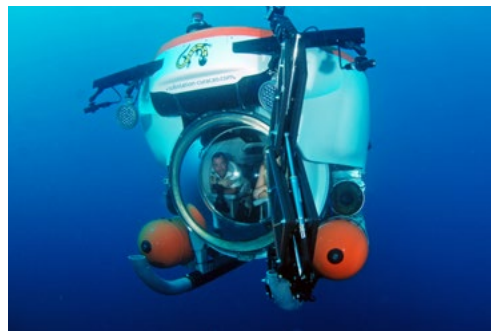
## Even more reach:

- 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 areas of hospitals, prisons and public transport
- Leestafel (deleestafel.nl): thousands of copies per month read in public spaces (hairdressers, veterinary clinics, etc.)

Advert	Dimensions (wxh)
1/1 page	215 x 280 mm*
1/2 landscape	184 x 120 mm
1/3 landscape	184 x 80 mm
1/4 landscape	184 x 58 mm

\*Bleed: 3 mm

Issue	Publishing date
1	30-01-2026
2	20-03-2026
3	24-04-2026
4	29-05-2026
5	03-07-2026
6	11-09-2026
7	16-10-2026
8	24-12-2026



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## Visibility in the print magazine

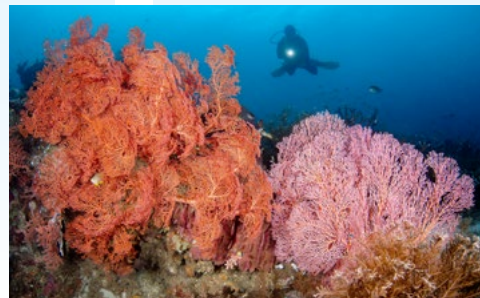
Would you like to showcase your dive resort, dive centre or product to a highly engaged audience of divers?

DUIKEN Magazine works with an experienced team of dive experts and professional (underwater) photographers, offering a wide range of opportunities to present your brand in an authentic, credible and content-driven way.

**Possible content formats include:**

- An in-depth (travel) feature about your organisation
- A product review of new dive equipment
- An editorial article supported by professional photography

All content is produced with a strong focus on quality, storytelling and relevance for our readers.



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## Maximum reach through our online platforms

DUIKEN Magazine is also the leading diving media platform in the Netherlands and Belgium online. Through our website and social media channels, we offer various ways to increase your brand's visibility.

Options include:

- Reviews
- In-depth blog campaigns
- In-depth vlog campaigns
- Banners
- Social media campaigns on Facebook and Instagram

We are happy to work with you to create a tailor-made online package that aligns with your goals and target audience.



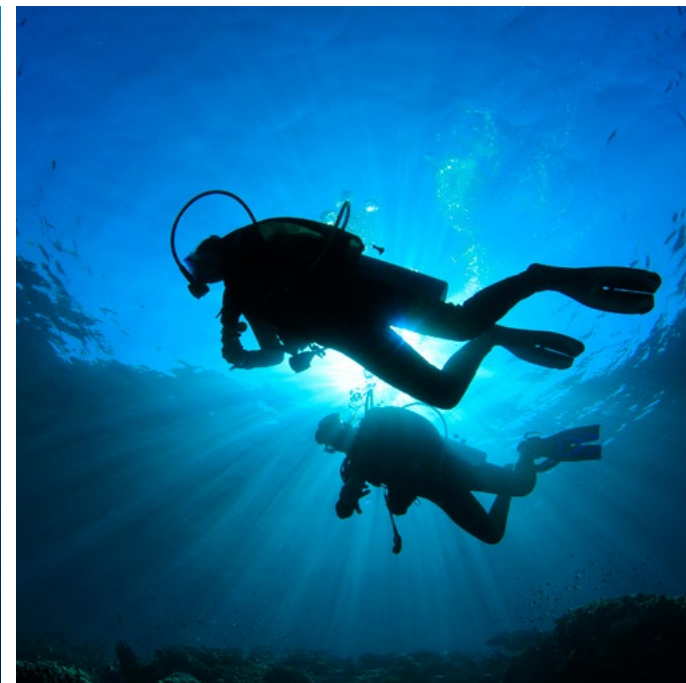
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## Reach 9,000 divers through our weekly newsletter

Our weekly newsletter is sent to over 9,000 subscribers and features the latest diving news, reviews, tips & tricks and medical topics related to diving. In addition, there is room for carefully selected commercial messages that match the interests of our readership.

We reach a highly engaged niche audience with a click-through rate (CTR) well above the market benchmark. The newsletter is an effective and targeted way to connect directly with divers.





Interested in advertising or collaborating?



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



**Patrick Kranenbroek**  
*Sales Manager DUIKEN*  
E-mail: [patrick@duiken.nl](mailto:patrick@duiken.nl)  
+31 (0)6 50 25 18 64