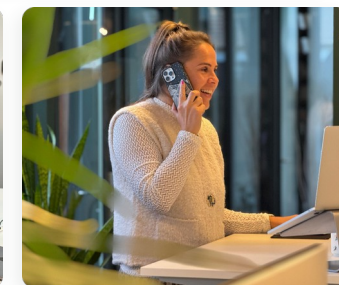
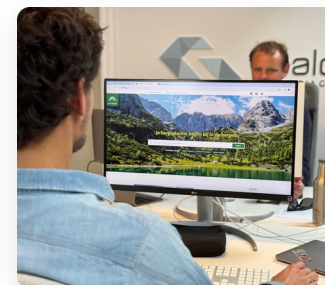


MEDIA BUREAU

MEDIA KIT

Advertising solutions for the travel & holiday industry

● 2026



PERFORMANCE · BRANDING · REACH



SPALDER MEDIA GROUP

Spalder Media Group is a media agency with a focus on performance & image marketing, having successfully implemented over 3,000 campaigns built around branding, bookings and enquiries.

Our strength is the combination of our agency and our own travel-related websites. We know the travel market and how the target audience moves. We are based in the Netherlands, with websites in five different countries.

3,000+

Campaigns delivered

5

Countries covered

11

Own travel websites



SPALDER ADVERTISING

Full-service advertising, built for travel.

Spalder Advertising is our full-service advertising division, specialised in 360° marketing solutions for the travel and holiday industry. With a strong focus on the vacation audience, we create and manage campaigns that inspire travellers throughout the entire year — from winter sports and spring escapes to summer adventures and autumn retreats.

Our strength lies in combining strategy, creativity and performance across all relevant channels. We develop targeted campaigns that reach travellers at the right moment, with the right message, on the right platform.

OUR 360° APPROACH

One strategy, every relevant channel

We connect strategy, creativity and performance across the full media mix — so travel brands stay visible at every stage of the traveller's journey.





DIGITAL CHANNELS

Online Advertising

Performance and visibility across every digital channel travellers use.

- 1 **META**
- 2 **Google**
- 3 **Spotify**
- 4 **Addressable TV**
- 5 **Special Interest**
- 6 **Digital Out of Home**
- 7 **TikTok**

ONLINE ADVERTISING

Google Advertising

At Spalder Advertising, we are specialists in Google Advertising for the travel and holiday market. We understand how travellers search, compare and decide — and we know exactly how to position destinations, accommodations and travel brands at the moments that matter most. From winter sports bookings to summer escapes, we design and manage high-performance campaigns tailored to the travel audience.

WHY CHOOSE GOOGLE ADVERTISING

- In-depth expertise in travel-related search behaviour
- Strategic use of Google Search, Display and Performance campaigns
- Continuous optimisation based on seasonality, demand and booking intent
- Data-driven insights focused on conversions, not just clicks



Reaching travellers at the exact moment they search and decide.

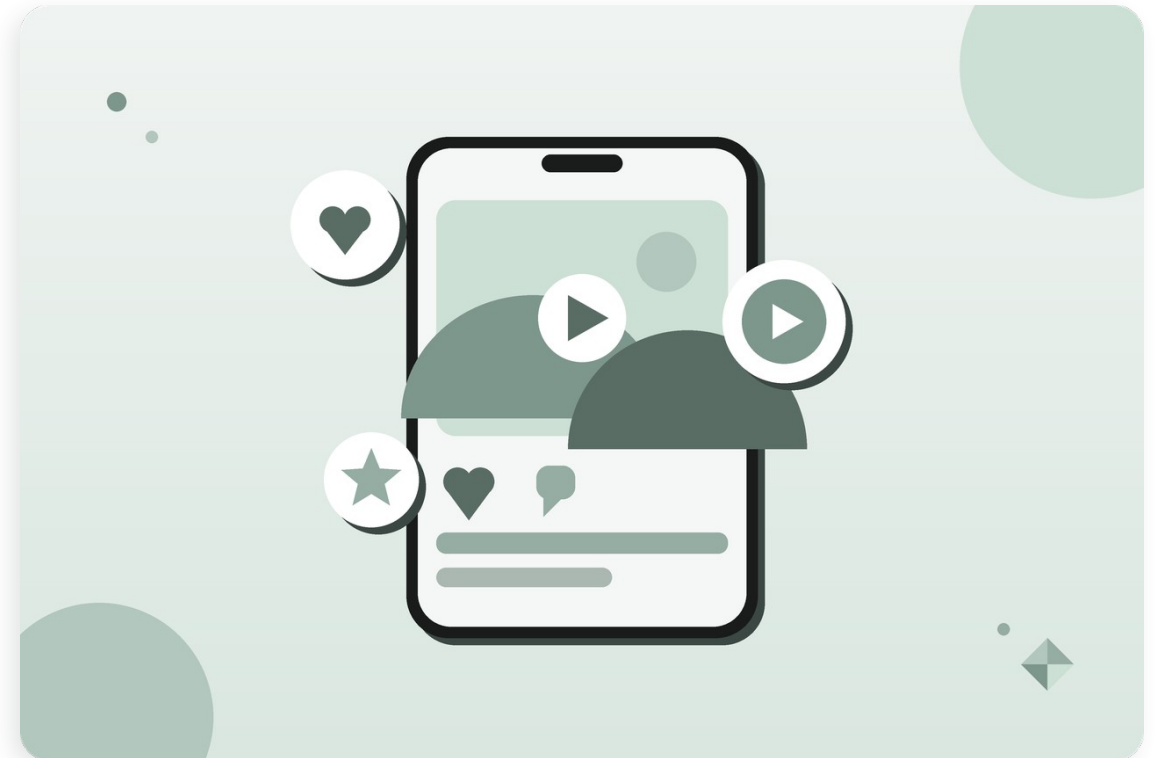
ONLINE ADVERTISING

Social Media Advertising

Our Social Media Advertising approach is built on data-driven insights across all major platforms. By intelligently combining data from Facebook, Instagram, Google, TikTok and YouTube, we create powerful campaigns that reach travellers consistently and at scale. We look beyond individual channels and focus on the complete customer journey.

WHY CHOOSE SOCIAL MEDIA ADVERTISING

- Cross-platform data analysis and audience optimisation
- Consistent messaging tailored to each platform's strengths
- Full-funnel campaigns: from inspiration and engagement to conversion
- Activated across Instagram, Facebook, TikTok and YouTube



One connected story across every social touchpoint.

ONLINE ADVERTISING

Spotify Advertising

We reach travellers at moments when they are relaxed, dreaming and open to inspiration — making audio the perfect channel to spark wanderlust and brand recognition. With carefully crafted audio and visual formats, we create Spotify campaigns that fit seamlessly into the daily routines of travellers, whether commuting, working out or planning their next escape.

WHY CHOOSE SPOTIFY ADVERTISING

- Strong expertise in audio advertising for travel and leisure brands
- Strategic targeting based on location, interests, playlists and behaviour
- Full-funnel approach: from brand awareness to consideration and recall
- Seasonal campaign strategies aligned with travel demand and booking periods



Sparking wanderlust in travellers' daily routines.

ONLINE ADVERTISING

Addressable TV

Addressable TV is one of the fastest-growing advertising channels in the Netherlands, Belgium and Germany, and Spalder Advertising is at the forefront of applying it to the travel market. By combining the impact of television with the precision of digital targeting, we create data-driven campaigns that let travel brands appear on the big screen — tailored to specific audiences, regions and travel interests.

WHY CHOOSE ADDRESSABLE TV

- Specialist knowledge of Addressable TV within the travel and leisure sector
- Precise targeting based on household data, location and audience profiles
- Strong regional focus across the NL, BE and DE markets
- Seamless integration with digital channels for maximum reach and impact



The big screen, with the precision of digital targeting.

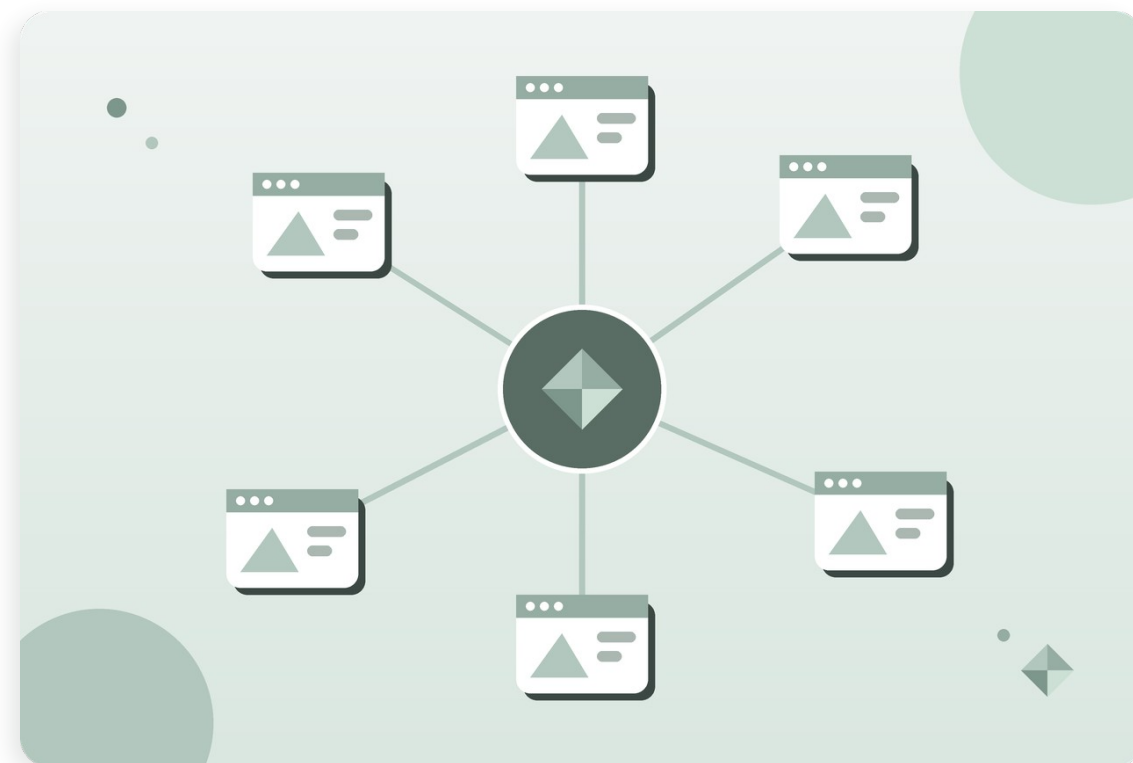
ONLINE ADVERTISING

Special Interest

We offer Special Interest Advertising solutions powered by a strong and carefully selected network of websites focused on travel, leisure and lifestyle. Through this network, we connect travel brands with highly engaged audiences who actively seek inspiration, information and booking opportunities — from display advertising to branded content and tailored promotions.

WHY CHOOSE SPECIAL INTEREST

- Carefully curated network of travel, leisure and lifestyle websites
- Direct access to highly engaged, intent-driven travel audiences
- Formats from display and branded content to native promotions
- Maximum relevance within trusted, content-rich environments



Engaged audiences, in environments built around travel.

ONLINE ADVERTISING

Digital Out of Home

We combine strong buying power and strategic expertise in Digital Out of Home Advertising for the travel market. Thanks to favourable buying deals with leading OOH media owners, we offer travel brands impactful visibility on premium digital screens at highly competitive rates — in high-traffic locations where travellers are on the move.

WHY CHOOSE DIGITAL OUT OF HOME

- Access to premium DOOH inventory through strong buying agreements
- Strategic planning across high-impact locations and moments
- Flexible digital formats with real-time optimisation possibilities
- Seamless integration with online and social advertising campaigns



Premium screens, exactly where travellers move.

TRADITIONAL CHANNELS

Offline Advertising

Trusted, high-impact media that builds reach, credibility and recall.



- 1 **Print**
- 2 **Radio**
- 3 **TV**
- 4 **Events**
- 5 **Partnerships**
- 6 **PR**
- 7 **Narrowcasting**

OFFLINE ADVERTISING

Print Advertising

We believe in the lasting power of Print Advertising within the travel and holiday market. Alongside digital channels, traditional magazines remain a strong and trusted medium to reach travellers in an inspirational, high-attention environment. We plan and book advertisements in carefully selected travel, lifestyle and special-interest titles.

WHY CHOOSE PRINT ADVERTISING

- Placement in carefully selected travel and lifestyle magazines
- A trusted, high-attention environment for inspirational messaging
- The right format and title matched to your audience and season
- A strong complement to digital and social campaigns



Inspiration that travellers hold in their hands.

OFFLINE ADVERTISING

Radio Advertising

We harness the power of Radio Advertising for the travel and holiday market, combining broad reach with strong frequency and emotional impact. Thanks to our close relationships with all major radio stations, we secure premium airtime at highly competitive rates and reach travellers throughout their daily routines.

WHY CHOOSE RADIO ADVERTISING

- Premium airtime secured through close station relationships
- Broad reach combined with high frequency and recall
- Stations, time slots and messaging aligned with travel moments
- Competitive rates across national and regional networks



A constant travel companion — at home, in the car, at work.

OFFLINE ADVERTISING

TV Advertising

We recognise that Linear TV Advertising remains a relevant and impactful medium for the travel market. Despite a gradual decline in viewership, linear TV continues to offer unmatched reach, credibility and emotional storytelling power. We plan and book campaigns that strategically leverage strong programmes, prime viewing moments and seasonal demand.

WHY CHOOSE TV ADVERTISING

- Unmatched reach and credibility for travel brands
- Strategic use of strong programmes and prime viewing moments
- Channel and time-slot selection aligned with seasonal demand
- Powerful emotional storytelling on the big screen



Big-screen storytelling at moments of full attention.

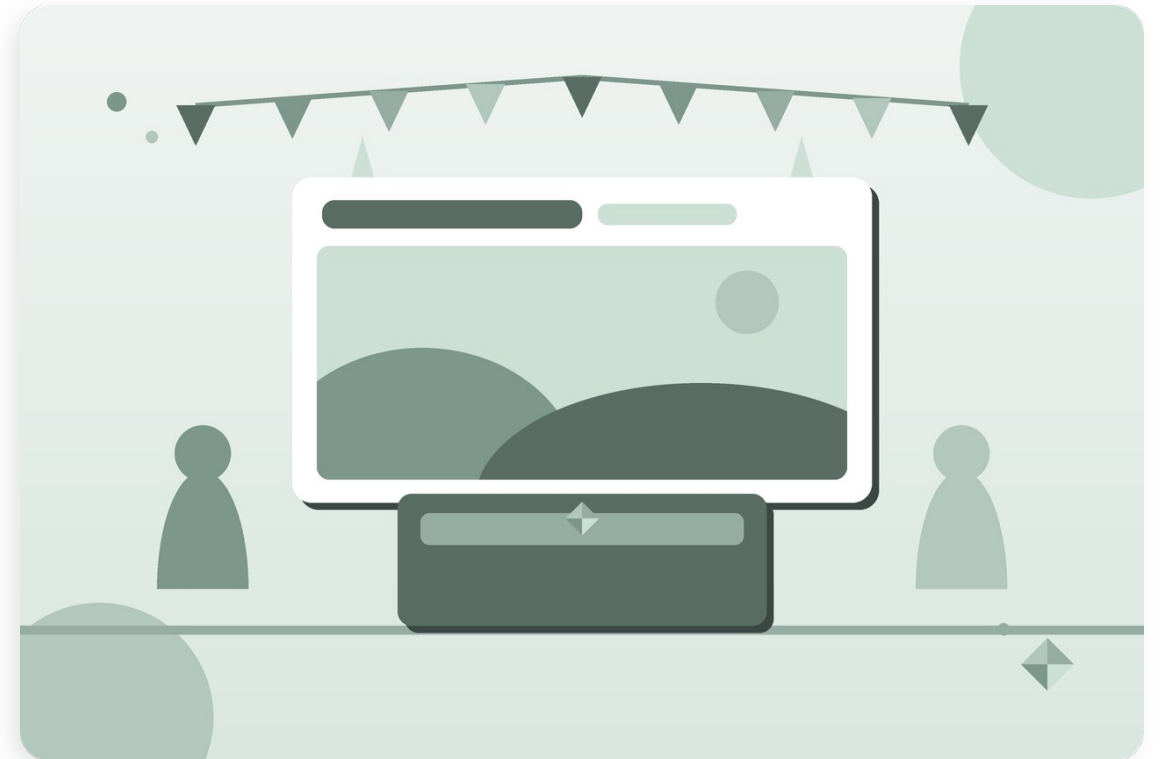
OFFLINE ADVERTISING

Events

At Spalder Advertising, we bring travel destinations and brands to life through Events — from consumer fairs and travel shows to in-store activations and experiential pop-ups. Events create a direct, memorable connection between travellers and a destination, long before the trip is booked. We handle concept, planning and execution, so every activation reflects the destination's identity and reaches the right audience.

WHY CHOOSE EVENTS

- Direct, face-to-face engagement with an inspired travel audience
- Concept, planning and on-site execution fully managed
- Activations at fairs, travel shows, retail and leisure locations
- A powerful, experiential complement to digital campaigns



Turning destination inspiration into real-world experiences.

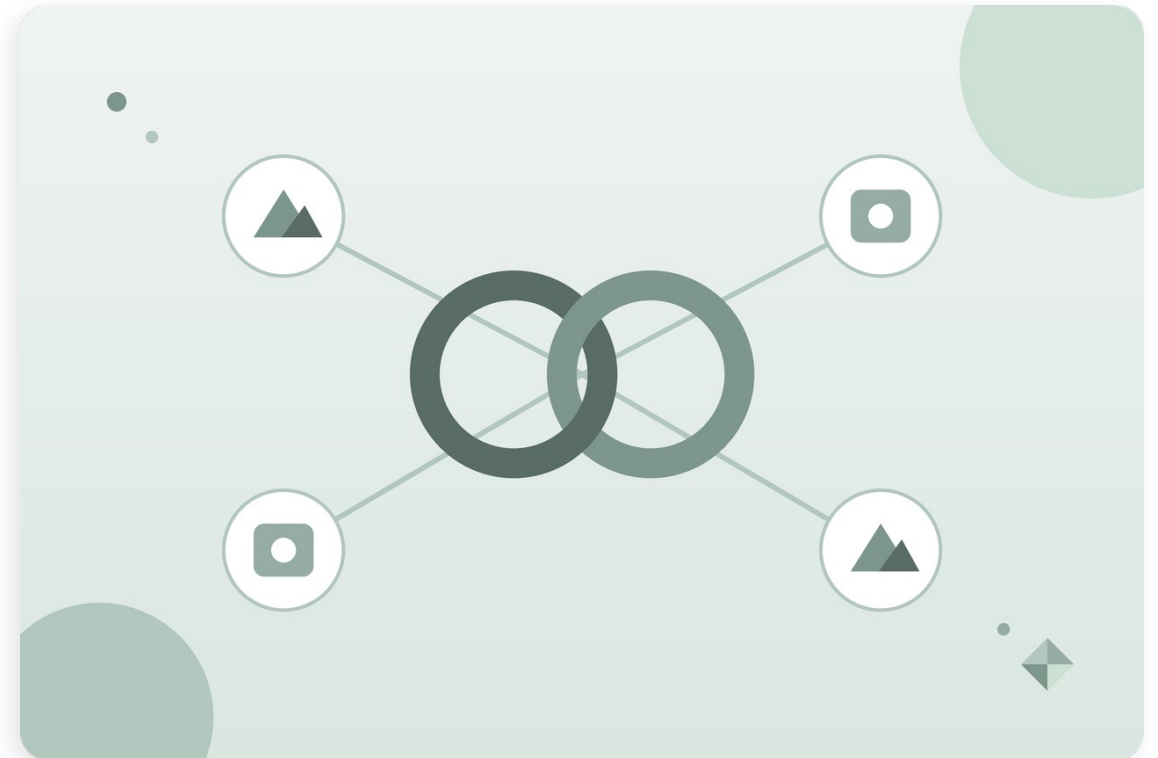
OFFLINE ADVERTISING

Partnerships

We create strategic partnerships for travel regions by connecting destinations with relevant brands, retailers and organisations in the Netherlands. Through our extensive network, we bring together parties that naturally complement each other. Strong regional promotion goes beyond advertising alone — collaboration gives regions authentic visibility in everyday consumer environments.

WHY CHOOSE PARTNERSHIPS

- Strategic matchmaking between destinations and complementary brands
- Authentic regional visibility in everyday consumer environments
- An extensive network of retailers, brands and lifestyle partners
- Value created on both sides of every partnership



Bringing destinations and brands together — value on both sides.

OFFLINE ADVERTISING

PR

At Spalder Advertising, our PR services give travel destinations and brands authentic visibility through earned media. We craft compelling stories and place them with relevant journalists, editors and publications across travel, lifestyle and consumer media. From press releases and media relations to influencer collaborations and editorial features, we build credible coverage that strengthens reputation and inspires travellers in trusted environments.

WHY CHOOSE PR

- Authentic visibility through trusted, earned media coverage
- Strong relationships with travel, lifestyle and consumer journalists
- Compelling storytelling tailored to each title and audience
- Press releases, media relations and editorial features



Credible stories that travellers genuinely trust.

OFFLINE ADVERTISING

Narrowcasting

With Narrowcasting, Spalder Advertising places travel brands on digital screens in high-traffic indoor locations — from sport shops and travel agencies to leisure venues and waiting areas. It brings destinations to life with dynamic visual content exactly where travellers are already in a holiday mindset, supported by precise location and time targeting.

WHY CHOOSE NARROWCASTING

- Dynamic screen content in high-traffic, travel-relevant locations
- Location and time-based targeting for maximum relevance
- Eye-catching motion formats that stand out in physical spaces
- A seamless extension of digital and social advertising campaigns



Moving content, exactly where travellers are inspired.



LET'S WORK TOGETHER

Get in touch

Let's build a campaign that reaches travellers at the right moment, with the right message, on the right platform.



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Spalder Media Group · Media Bureau Media Kit 2026