

MEDIA THAT MOVES TRAVELLERS

Spalder Media Group

A media agency with its own travel platforms.

We help travel brands, destinations and tourism boards reach the right audience, at the right moment — across advertising, publishing and technology. Based in the Netherlands, active in five countries, with over 3,000 campaigns delivered.

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Media Bureau

Full-service 360° advertising across every channel travellers use.

KEY SERVICES

- Google & Social Media Ads
- Spotify & Addressable TV
- Special Interest networks
- Digital Out of Home
- Print, Radio & Linear TV
- Events, Partnerships & PR

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Publishing

Reach millions of travellers through our own travel-media network.

KEY SERVICES

- Native & sponsored articles
- Newsletter campaigns
- Outstream & IAB banners
- Live Facebook & Instagram
- Winter & summer magazines
- SEO & video production

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Technology

The technical foundation behind measurable, modern marketing.

KEY SERVICES

- Pixel & conversion tracking
- Server-side tracking
- Tag & data layer management
- Consent management (GDPR)
- GA4 & reporting dashboards
- First-party data & feeds

Travel specialists

One market — deeply understood.

Owned-media advantage

Direct line to engaged audiences.

Measurable by design

Pixel-to-dashboard, end-to-end.

OUR REACH

3,000+

Campaigns

5

Countries

15

Travel sites

15M+

Unique users / yr

500K+

Social followers

50M+

Page views / yr