spalder
MEDIA GROUP

DISCIPLINE 02 / 03

PUBLISHING

MEDIA KIT

Reaching travellers across every season, in five countries

● 2026









WEBSITES · MAGAZINES · SOCIAL · CONTENT



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+	5	15
Campaigns delivered	Countries covered	Own travel websites



SPALDER PUBLISHING

Reaching travellers, season after season.

Spalder Media Group's publishing division operates in five different countries, focusing on tourism across all seasons — summer, winter, autumn and spring. Our websites attract millions of visitors annually, each seeking holiday destinations and activities, from adventurous mountain sports to relaxing nature experiences.

Whether you want to reach the winter sports enthusiast, the mountain lover or the all-round vacationer, we create extensive campaigns tailored to you — combining branding and performance. With detailed insight into our visitors' interests, we help you reach the ideal audience for your brand, company or region.

You may know our flagship websites Snowplaza, In de(n) Bergen, Skiinformatie and Het is Vakantie — but there is more.

OUR REACH

An audience that spans five countries

Our travel platforms put your brand in front of millions of holidaymakers every year — through web, newsletters and social media.

5
COUNTRIES

15
TRAVEL WEBSITES

500K+
SOCIAL MEDIA FOLLOWERS

15 Mio+
UNIQUE USERS PER YEAR

210K+
NEWSLETTER E-MAIL ADDRESSES

50 Mio+
PAGE VIEWS PER YEAR

OUR WEBSITES

A network built around travel

We have long been a leader in snow sports and the mountains in summer — and we also focus on the all-year-round vacationer. These are our platforms:

FLAGSHIP PLATFORMS

Snowplaza

Winter sports & ski holidays

Skiinformatie · Skinachrichten

Ski news for NL & DE

In de(n) Bergen

Summer in the mountains

Het is Vakantie

All-round holiday inspiration

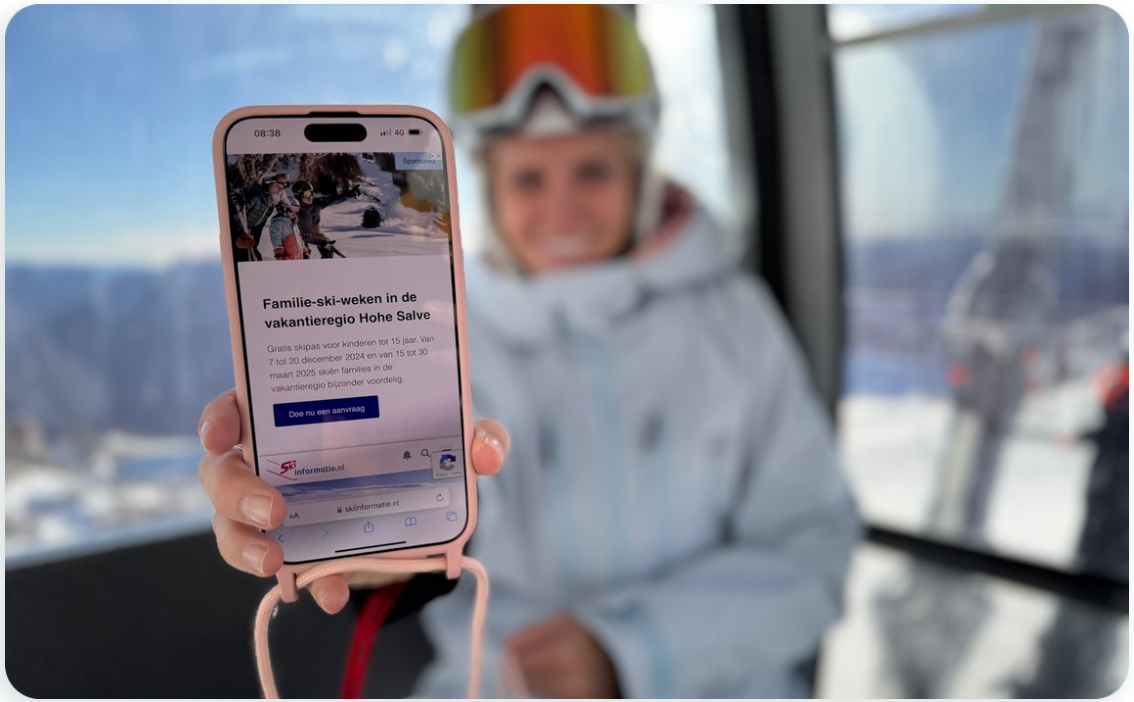
ALSO PART OF OUR NETWORK

- Spalder Media Channel
- Sneeuwhoogten · Schneeradar
- Berghotels
- Hobb
- Travelvalley

PUBLISHING PRODUCT

Native ads

Generate requests and bookings from your target group, with guaranteed clicks from holidaymakers. Your holiday offers are presented as dynamic native ads that blend naturally into our editorial environment. We also offer programmatic advertising to extend reach within your desired target group.



WHAT NATIVE ADS DELIVER

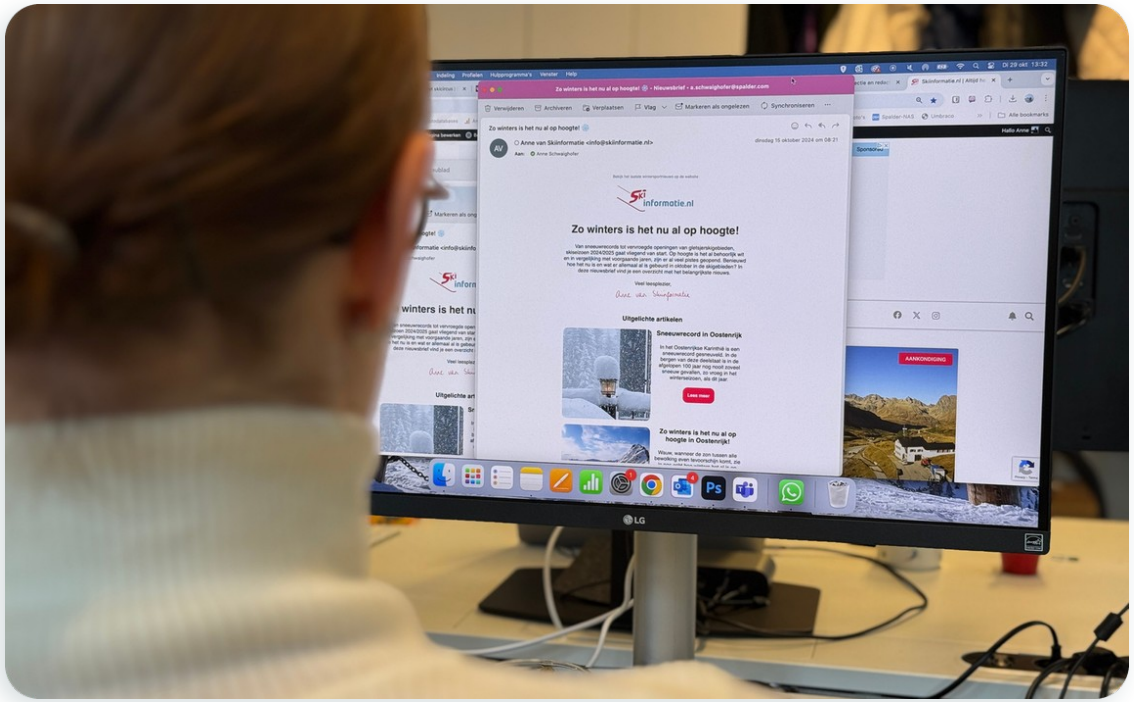
- Guaranteed clicks from real holidaymakers
- Geo and content targeting to the right audience
- Dynamic native ads that blend into editorial content
- Branding and performance combined in one format
- Consistently high click-through rates

€1,85 CPC

PUBLISHING PRODUCT

Newsletter promotion

Generate inquiries and bookings from your target audience with guaranteed clicks from holidaymakers, using our powerful newsletter. Content can include special offers or inspiring information about your destination or holiday region. Newsletters reach up to 120,000 subscribers.



WHAT NEWSLETTER PROMOTION DELIVERS

- Guaranteed clicks and special-offer placement
- High open rate from a qualitative e-mail database
- No production costs for newsletter creation
- You choose your own mailing date
- Reach up to 120,000 engaged subscribers

€1,85 CPC

PUBLISHING PRODUCT

Outstream video

Outstream video adverts are integrated directly into our websites. The video starts as soon as it becomes visible to the viewer, achieving a 100% viewability rate. This format is well received by visitors and perceived as less intrusive than typical adverts — and it matches the interests of your target group.



Wintersprookje Gstaad

Vakantieregio Gstaad: eersteklas skiplezier tot 3000 meter hoogte, een sprookjesachtig

WHAT OUTSTREAM VIDEO DELIVERS

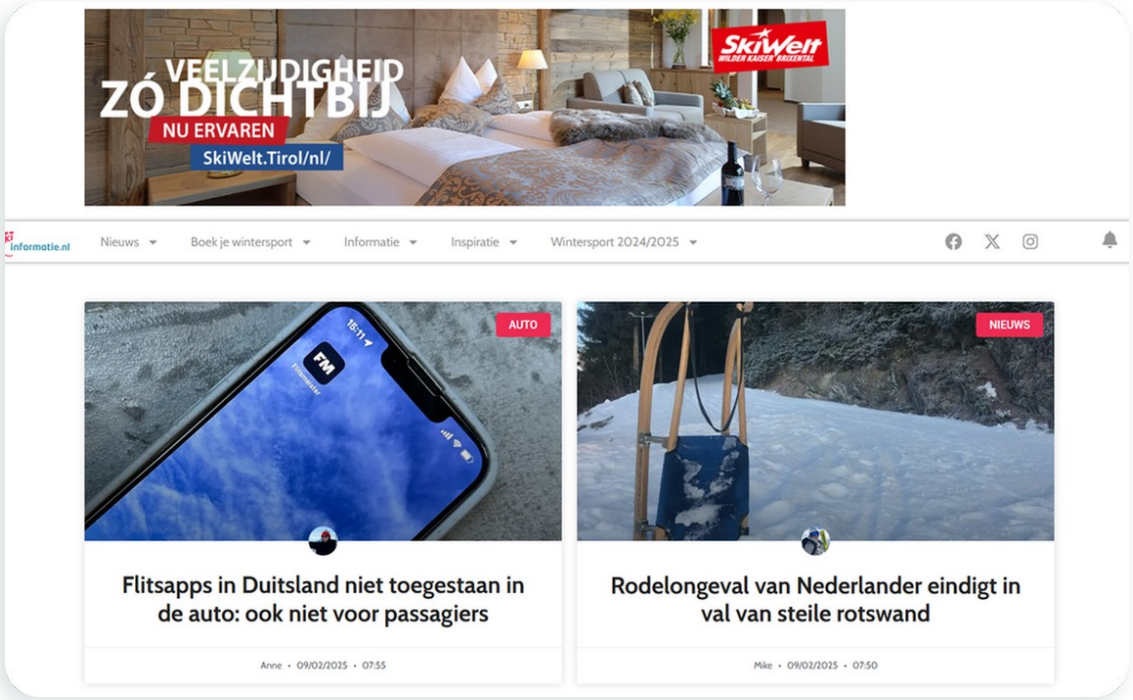
- 100% viewability — the video plays when seen
- High-quality 10-second video format
- A strong branding product with good click-through
- Landing page with your offers, right in the audience

€25 CPM

PUBLISHING PRODUCT

IAB Bannering

Looking to make a powerful impression on your target audience across our online platforms? IAB banner advertising offers a highly effective and standardised way to showcase your brand, drive awareness and capture attention — in all major desktop and mobile formats.



AVAILABLE IAB FORMATS

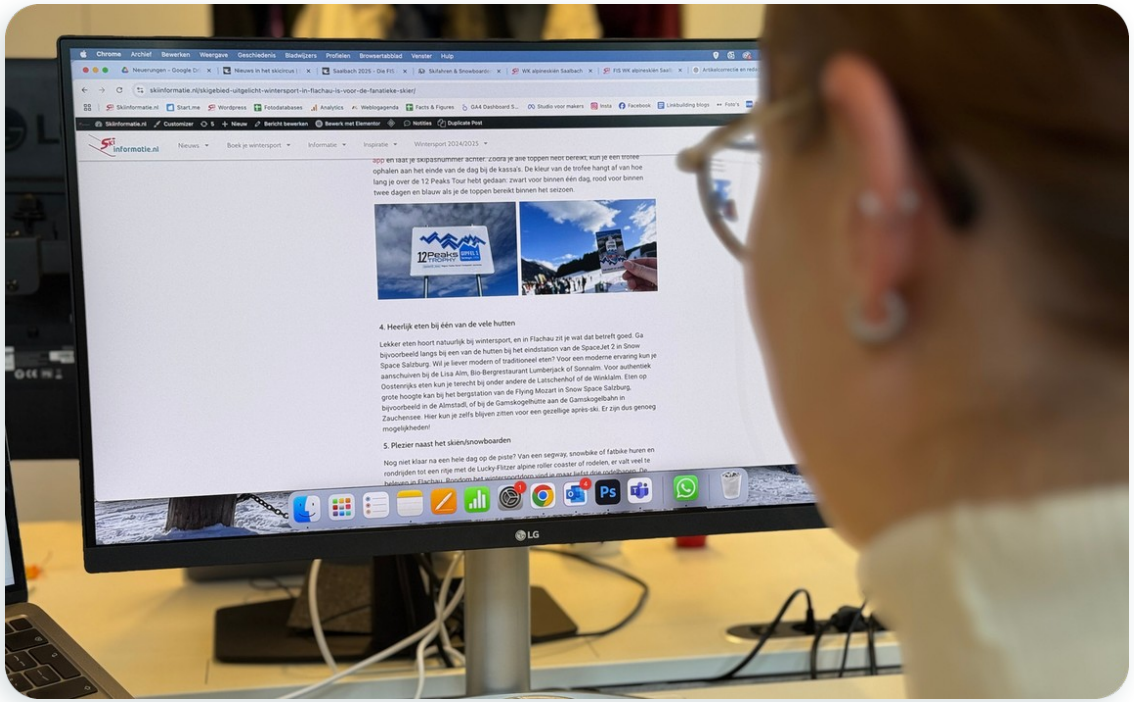
- Standardised, proven IAB ad formats
- Desktop: 300×250, 300×600, 728×90, 970×250
- Mobile: 320×50 and 320×100 double banner
- Strong reach and brand awareness across platforms

€25 CPM

PUBLISHING PRODUCT

Sponsored article

Present your destination through a sponsored article on our website. Articles can include text, photos and embedded videos. Sponsored content is produced by our editorial team in collaboration with the client and shared across our social media channels.



WHAT A SPONSORED ARTICLE DELIVERS

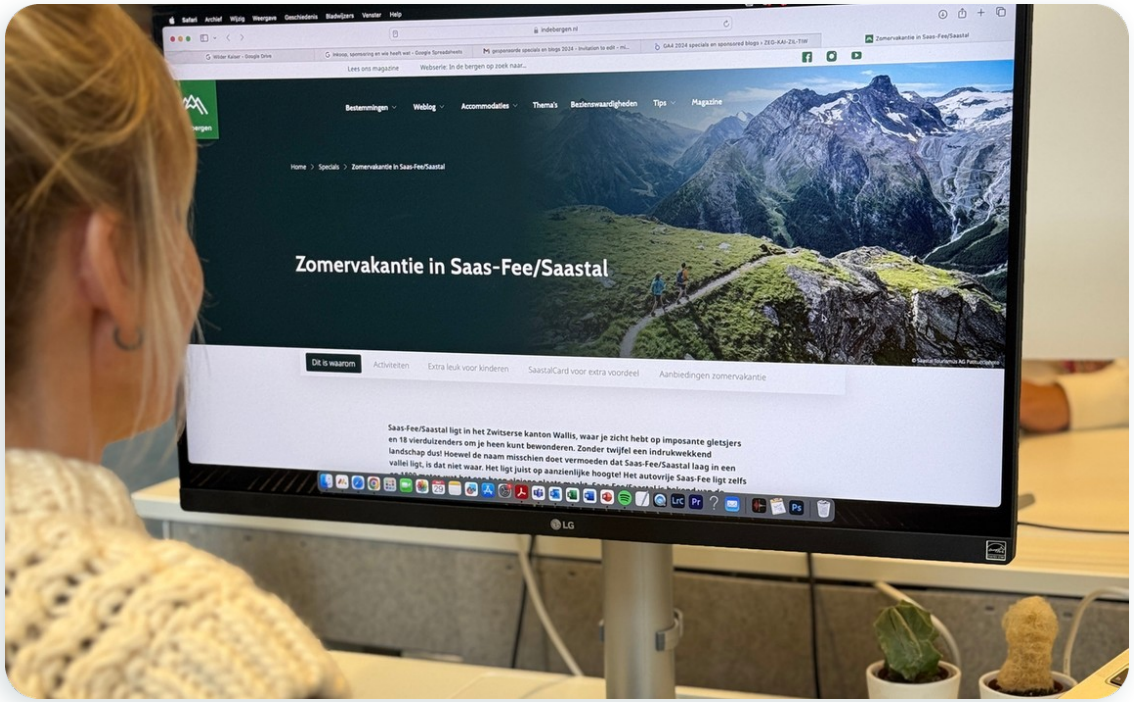
- Authentic, editorial-quality content
- High ranking on Google and a link to your page
- Pushed across our social media channels
- Permanently online — €1,25 per qualitative reader

€1.125 per article

PUBLISHING PRODUCT

Special page

Our editorial team creates a dedicated 'special' page on our website according to your wishes. The page is produced fully in line with our layout and tone of voice, so readers experience it as genuine content rather than advertising. We actively promote the special page across our channels.



WHAT A SPECIAL PAGE DELIVERS

- A unique content product, fully on your terms
- Homepage placement and a guaranteed number of visitors
- €1,25 per qualitative reader
- Newsletter push, Facebook push and remarketing
- Push deals and offers across our network

STARTING FROM

€5.950

PUBLISHING PRODUCT

Live Facebook photo album

Visitors are always interested in the latest content from tourist destinations. Provide us with unique, real-time images and we post them directly to our Facebook channel. Your destination is mentioned and gains a lot of attention. Prefer us to shoot on location? That is possible too — ask your account manager.



WHAT A LIVE PHOTO ALBUM DELIVERS

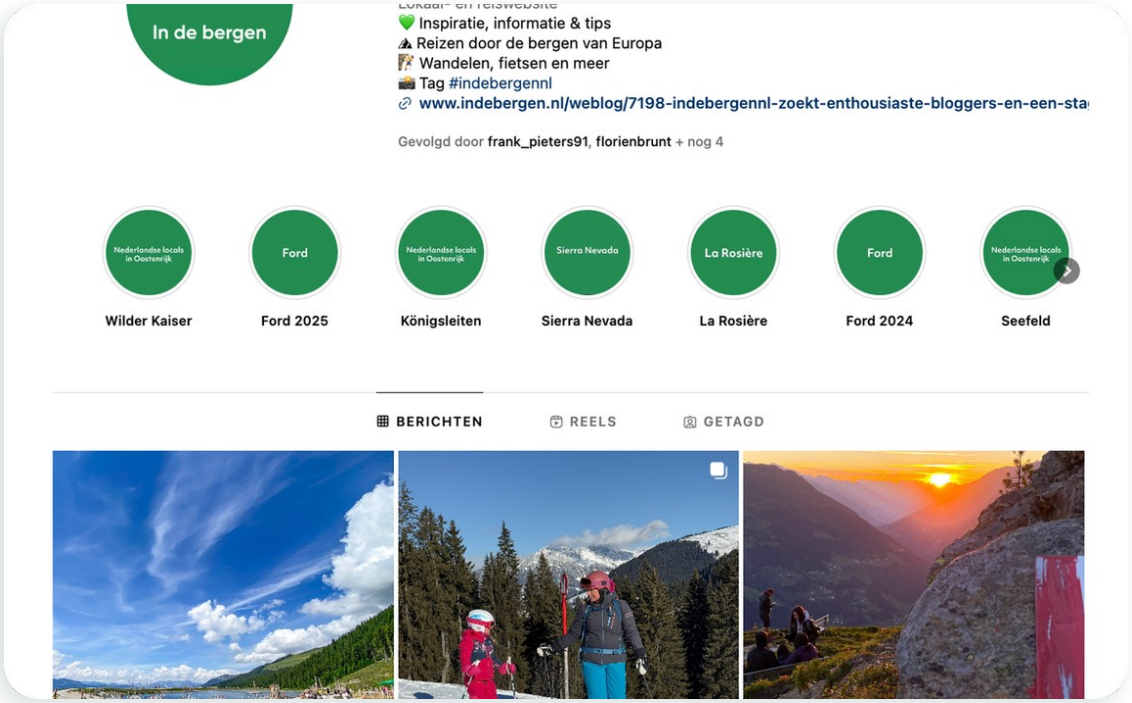
- A photo album on our Facebook channel
- Up to 15 authentic, non-commercial photos
- Photos provided by the customer
- Your destination clearly mentioned
- Optional on-location photography by our team

€1.500 per album

PUBLISHING PRODUCT

Instagram

Instagram is a frequently used platform when travellers search for their next holiday destination. We inspire our followers with beautiful photos and videos of tourist destinations. Provide us with unique, real-time content and we post it on one of our Instagram channels — with location, hashtags and your account tagged.



WHAT AN INSTAGRAM POST DELIVERS

- Story and/or feed photo placement
- Authentic, non-commercial content
- Location, hashtags and account tags added
- Content provided by the customer
- Optional live Instagram story on location

€1.500 per post

PUBLISHING PRODUCT

Video production

If a picture is worth a thousand words, a video tells an entire story. Whether you want to promote your destination or present your product, we create high-quality, informative video content — from social media productions filmed on iPhone to full productions with a cameraman and producer.



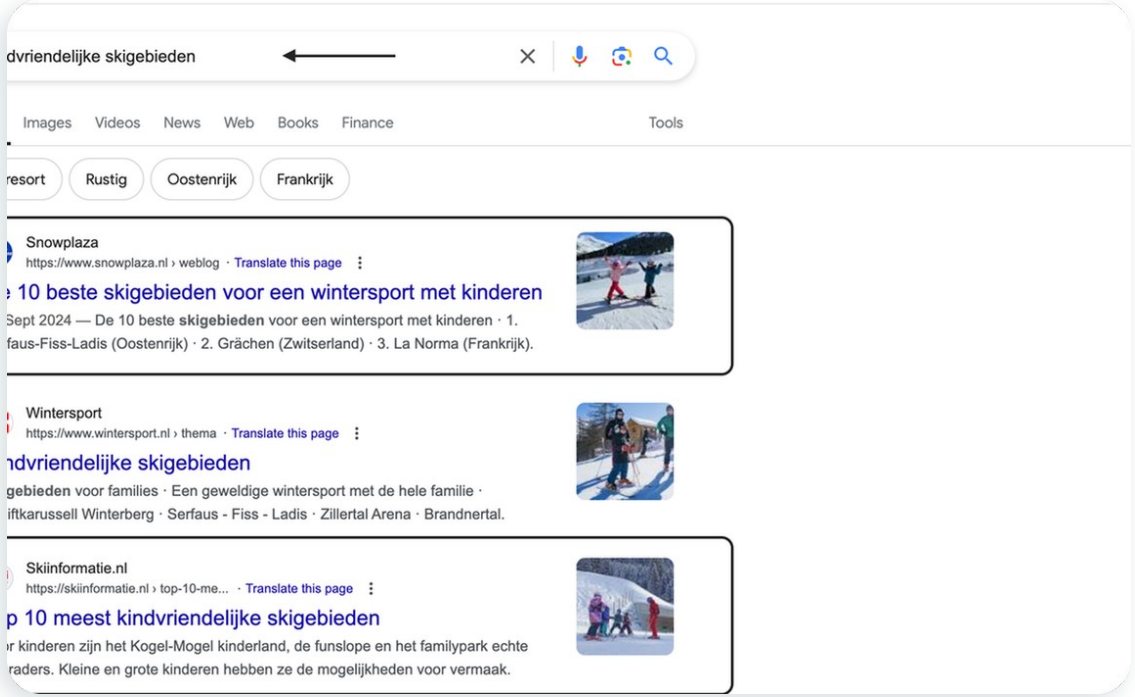
WHAT A VIDEO PRODUCTION DELIVERS

- Drone shots included
- Presenter and cameraman optional
- Integration on your destination page
- Uploaded on YouTube
- Destinations, ski areas, trails, restaurants and more

FROM
€5,950

PUBLISHING PRODUCT

SEO placement



Our platforms are organically highly indexed in Google. The SEO pages are easy to find when winter sports enthusiasts orientate themselves under the most important keywords. A prominent placement includes a short text, a link to your website and a picture or video.

WHAT AN SEO PLACEMENT DELIVERS

- Objective information for visitors
- Inclusion in the category on Skiinformatie.nl and Snowplaza.nl
- Many organic visitors via Google
- Bookable on the Dutch market

€1.125 per placement

PUBLISHING PRODUCT

Magazine Promotion

Your destination is presented in a particularly attractive way in our free magazines. Topics are created by our editorial team according to your wishes, and you can place large advertisements to draw readers' attention. Two magazines are published per year.

- Snowplaza Winter Magazine — 50,000 copies (reach ±120,000)
- Indebergen Summer Magazine — 40,000 copies (reach ±90,000)
- Distribution: DAKA Sportshops, SnowWorld, Leesmap & online
- Also available digitally · Format A4 (210 × 297 mm)



Snowplaza Winter · Indebergen Summer

ADVERTISING RATES

€2,500	**€5,000**	**€7,500**	**€10,000**
1/1 advertisement	1/1 + 1 page editorial	1/1 + 2 pages editorial	1/1 + 3 pages editorial

PRODUCT OVERVIEW

Products per platform

PLATFORM	Native Ads	Outstream	Weblogs	Specials	SEO Place	Newsletter	Live Album	Video Prod.
Snowplaza.nl	✓	✓	✓	✓	✓	✓	✓	✓
Snowplaza.de	✓	✓	✓	✓		✓	✓	✓
Snowplaza.be	✓	✓	✓	✓		✓		
Snowplaza.fr	✓	✓	✓	✓				
Snowplaza.co.uk	✓	✓		✓				
Skiinformatie.nl	✓	✓	✓		✓	✓	✓	✓
Skinachrichten.de	✓	✓						
Indebergen.nl	✓	✓	✓	✓	✓	✓	✓	✓
Indenbergen.de	✓	✓	✓	✓		✓	✓	✓
Indebergen.be	✓	✓	✓	✓		✓		
Hetisvakantie.nl	✓	✓	✓	✓			✓	✓
Spalder Media Channel	✓	✓						
PRICING	**€1,95** CPC	**€25,-** CPM	**€1.125** fixed	**€5.950** from	**€1.125** fixed	**€1,85** CPC	**€1.500** fixed	**€5.950** from

All products are bookable per platform — combine titles and formats to build the campaign that fits your destination and season.

LET'S WORK TOGETHER

Get in touch

Let's put your destination in front of millions of travellers — across our websites, magazines and social channels.

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