spalder MEDIA GROUP

IN DE BERGEN 2026

BE

FACTSHEET · PUBLISHING

Indebergen.be

Bergvakanties voor de Belgische vakantieganger

Indebergen.be is de Belgische versie van In de Bergen. Alles over bergvakanties in heel Europa — 400+ bestemmingen, accommodatie, weer en handige tips.

OUR VISITORS

- Inspiratie
- Oriëntatie
- Vergelijking
- Boeking
- Reviews

KEY FIGURES

650.000
users per year

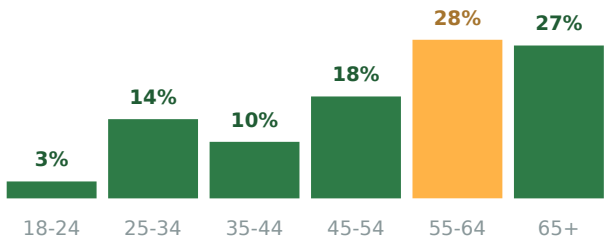
3,1
Pages / user

55%
Mobile users

GENDER

44% Men **56%** Women

AUDIENCE



- Medium & higher educated
- Families with kids · sporty 35+ · couples · seniors
- Upper middle to high income

Facebook
47.500 followers

Instagram
13.800 followers

E-mail
4.500 followers

CORE PRODUCTS

Native ads
Generate requests and bookings
€ 1,95 CPC

Newsletter
Reach engaged subscribers
On req. Native

Outstream video
100% visibility guarantee
€ 25 CPM

Weblog promotion
Pushed on social + featured
€ 1.125 / blog

info@spalder.com · +31 6 51 67 69 48 · www.spalder.com