spalder MEDIA GROUP

IN DE BERGEN 2026

NL

FACTSHEET · PUBLISHING

Indebergen.nl

Vakanties in de bergen — het hele jaar door

Op Indebergen.nl vind je alles over bergvakanties in heel Europa. 400+ bestemmingen in de bergen, met fotomateriaal, weer-updates, accommodatie en handige tips.

OUR VISITORS

Inspiratie · **Oriëntatie** · **Vergelijking** · **Boeking** · **Reviews**

KEY FIGURES

2.100.000
users per year

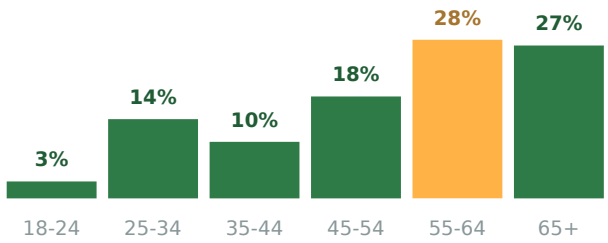
3,0
Pages / user

57%
Mobile users

GENDER

42% Men **58%** Women

AUDIENCE



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

Facebook
49.000 followers

Instagram
33.000 followers

E-mail
29.500 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

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