spalder MEDIA GROUP

SKIINFORMATIE 2026

NL

FACTSHEET · PUBLISHING

Skiinformatie.nl

The leading wintersport news platform of the Netherlands

Het toonaangevende nieuws- en informatieplatform voor wintersport in Nederland. Dagelijkse updates met laatste skinews, openingsdata, sneeuwval en achtergrondartikelen.

OUR VISITORS

- **Inspiration**
- **Orientation**
- **News**
- **Entertainment**
- **Fun facts**

KEY FIGURES

8.250.000

users per year

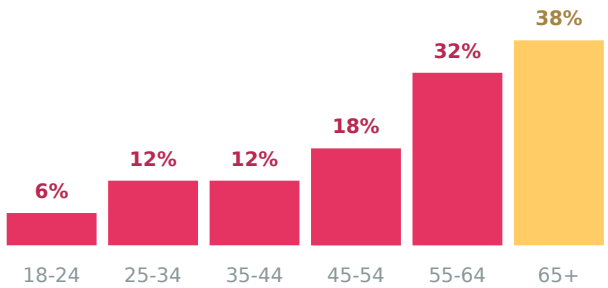
2,1
Pages / user

85%
Mobile users

GENDER

55% Men **45%** Women

AUDIENCE



- Medium & higher educated
- Families with kids · sporty 30+ · couples · students · seniors
- Middle & upper-middle to high income

Facebook
73.000 followers

Instagram
21.200 followers

E-mail
20.000 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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