spalder MEDIA GROUP

SKIINFORMATIE 2026

DE

FACTSHEET · PUBLISHING

Skinachrichten.de

Die führende Wintersport-Nachrichten-Plattform Deutschlands

Skinachrichten.de bringt deutschen Wintersport-Fans die neuesten Nachrichten, Updates aus den Skigebieten, Schneeberichte und Hintergrund-Artikel.

OUR VISITORS

- **Inspiration**
- **Orientierung**
- **Nachrichten**
- **Entertainment**
- **Fun facts**

KEY FIGURES

550.000

users per year

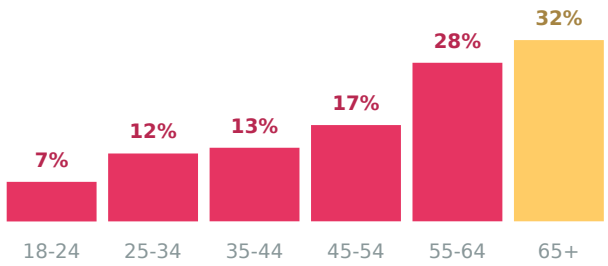
3,6
Pages / user

82%
Mobile users

GENDER

56% Men **44%** Women

AUDIENCE



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

Facebook
32.000 followers

Instagram
—

E-mail
2.500 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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