spalder MEDIA GROUP

SNOWPLAZA 2026 BE

FACTSHEET · PUBLISHING

Snowplaza.be

Wintersport & ski vakanties — België

Snowplaza.be is het wintersport-platform voor de Belgische skiër en snowboarder. Compleet overzicht van skigebieden, hotels en accommodatie in heel Europa.

OUR VISITORS

- Inspiratie
- Oriëntatie
- Vergelijking
- Boeking
- Reviews

KEY FIGURES

1.050.000

users per year

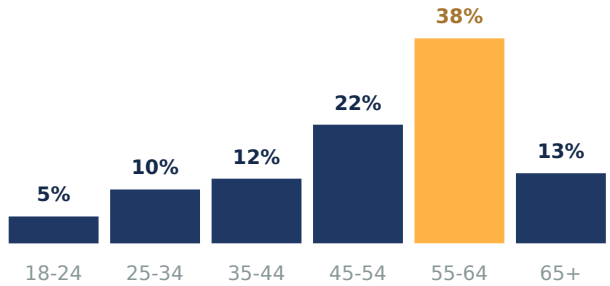
3,3
Pages / user

55%
Mobile users

GENDER

46% Men **54%** Women

AUDIENCE



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

Facebook
—

Instagram
—

E-mail
16.000 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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