spalder MEDIA GROUP

SNOWPLAZA 2026 DE

FACTSHEET · PUBLISHING

Snowplaza.de

Wintersport & Skiurlaub — Deutschland

Snowplaza.de is hét Duitse wintersport-platform. Skifahrer und Snowboarder finden hier alles über Skigebiete, Hotels, Pistenpläne und Preise in den gesamten Alpen.

OUR VISITORS

- Inspiration
- Orientierung
- Vergleich
- Buchung
- Bewertung

KEY FIGURES

3.050.000

users per year

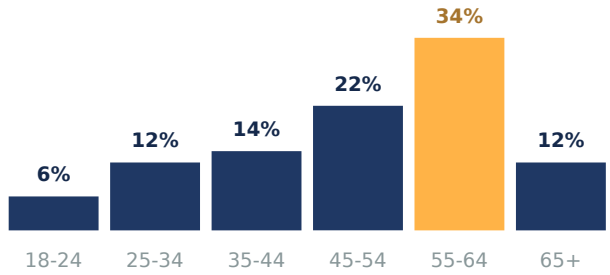
3,2
Pages / user

69%
Mobile users

GENDER

51% Men **49%** Women

AUDIENCE



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

Facebook
70.000 followers

Instagram
15.300 followers

E-mail
65.000 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

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