spalder MEDIA GROUP

SNOWPLAZA 2026

FR

FACTSHEET · PUBLISHING

Snowplaza.fr

Sports d'hiver & vacances au ski — France

Snowplaza.fr est la plateforme française des sports d'hiver. Toutes les informations sur les stations de ski, hôtels, cartes des pistes et tarifs dans les Alpes.

OUR VISITORS

- Inspiration
- Orientation
- Comparaison
- Réservation
- Avis

KEY FIGURES

1.400.000

users per year

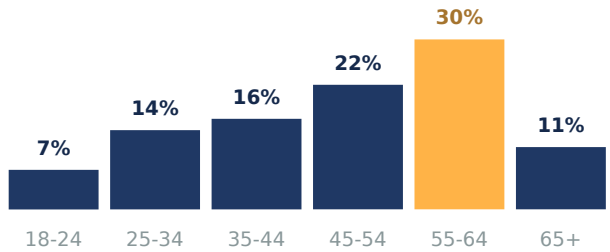
3,2
Pages / user

69%
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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