spalder MEDIA GROUP

SNOWPLAZA 2026 NL

FACTSHEET · PUBLISHING

Snowplaza.nl

Winter sports & ski holidays — the Netherlands

Het grootste wintersport-platform van Nederland. Op Snowplaza vind je alles over de Alpen — skigebieden, hotels, pistekaarten, prijzen en accommodatie. De voorbereiding van je wintervakantie begint hier.

OUR VISITORS

- Inspiration
- Orientation
- Comparison
- Booking
- Reviews

KEY FIGURES

3.100.000

users per year

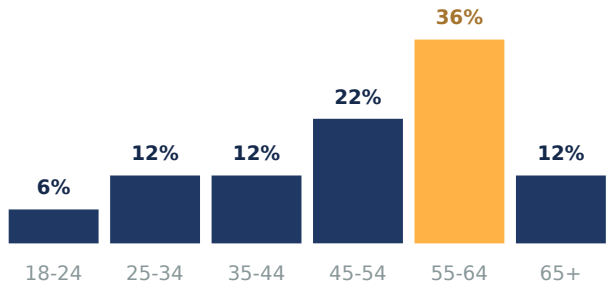
3,6
Pages / user

71%
Mobile users

GENDER

49% Men **51%** Women

AUDIENCE



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

Facebook
68.000 followers

Instagram
20.200 followers

E-mail
55.000 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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