spalder MEDIA GROUP

SNOWPLAZA 2026

UK

FACTSHEET · PUBLISHING

Snowplaza.co.uk

Winter sports & ski holidays — United Kingdom

Snowplaza.co.uk is the UK destination for ski holiday planners. Detailed information on resorts, hotels, piste maps and snow conditions across the Alps.

OUR VISITORS

- Inspiration
- Orientation
- Comparison
- Booking
- Reviews

KEY FIGURES

1.700.000

users per year

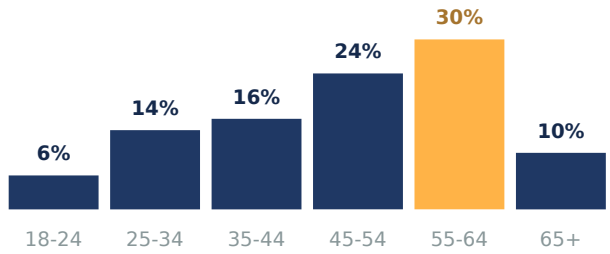
3,2
Pages / user

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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