spalder MEDIA GROUP

TRAVELVALLEY 2026

NL

FACTSHEET · PUBLISHING

Travelvalley.nl

Reis-inspiratie in de breedste zin van het woord

Travelvalley.nl is het reisplatform voor de geïnspireerde vakantieganger — van Australië tot citytrip. Mooie bestemmingen vastgelegd in beeld, woord en verhaal.

OUR VISITORS

- **Inspiration**
- **Orientation**
- **Compare**
- **Booking**
- **Trips**

KEY FIGURES

4.000.000

users per year

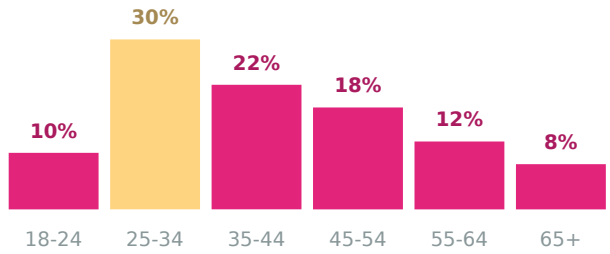
4,9
Pages / user

71%
Mobile users

GENDER

42% Men **58%** Women

AUDIENCE



- High educated
- Couples · families with kids · active 45+
- High income audience

Facebook
37.000 followers

Instagram
10.000 followers

E-mail
1.500 followers

CORE PRODUCTS

Native ads
Generate requests and bookings
€ 1,95 CPC

Outstream video
100% visibility guarantee
€ 25 CPM

Special pages
Custom 'special' pages
€ 1,25 CPR

Weblog promotion
Featured slot
€ 1.125 / blog

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