



THE SNOWREPUBLIC STATISTICS

VISITORS PROFILE

OUR READERS ARE FAMILIES, COUPLES, FRIENDS AND SINGLES WHO LOVE TO GO OUTSIDE AND ENJOY BEING ACTIVE TOGETHER OR ALONE

- ACTIVE TRAVELERS WITH A PASSION FOR NATURE AND SUSTAINABILITY
- ALL READERS FROM THE NETHERLANDS AND BELGIUM
- 49% IS FEMALE
- AVERAGE AGE IS 40

300,000 PAGEVIEWS | 150,000 VISITORS PER MONTH

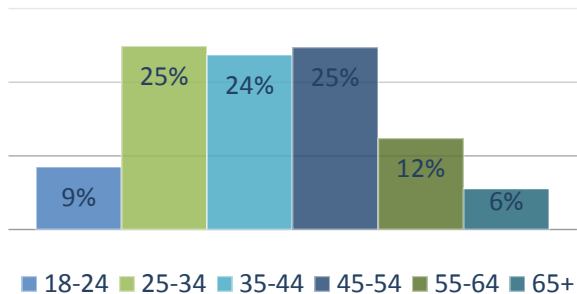
AVERAGE READING TIME PER ARTICLE 2:36

40,000 FOLLOWERS ON SOCIAL MEDIA SNOWREPUBLIC
100,000 FOLLOWERS INCLUDING MOUNTAINREPORTERS AND ALPENWEERMAN

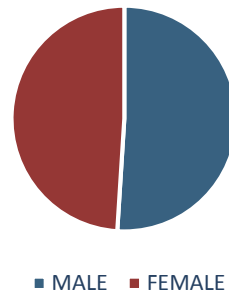
200,000 – 400,000 MONTHLY REACH ON PINTEREST

13,000 NEWSLETTER SUBSCRIPTIONS

AVERAGE AGE IS 40



49% OF VISITORS IS FEMALE



PRESS TRIPS

TO PROMOTE **YOUR DESTINATION**

OUR TEAM OF WRITERS AND PHOTOGRAPHERS ARE READY TO VISIT DESTINATIONS ALL OVER THE WORLD.

IN THE TRAVEL REPORTS WE WILL ALWAYS WRITE ABOUT SPECIFIC THEMES LIKE WINTER SPORTS, NATURE, WILDLIFE, EVENTS & SUSTAINABLE TRAVEL.

WE CAN GIVE A SPECIFIC FOCUS ON ACCOMMODATIONS, RESTAURANTS, EVENTS AND TRANSPORTATION.

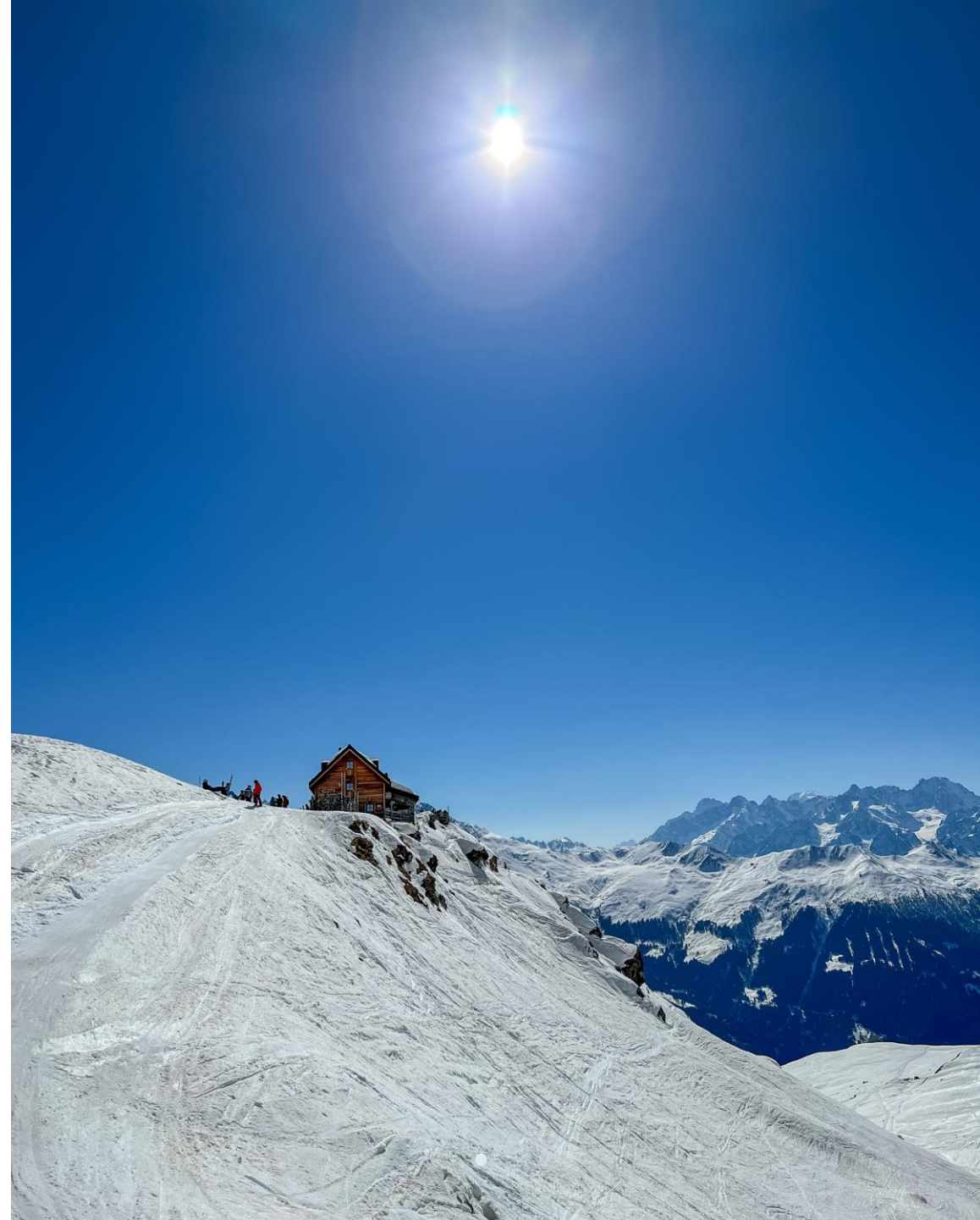
ALL REPORTS WILL BE PUBLISHED AT SNOWREPUBLIC.NL AND SHARED ON ALL CONNECTED SOCIAL MEDIA, TO MAX 100,000 FOLLOWERS.

BEFORE, DURING AND AFTER THE TRIP WE WRITE ABOUT THE DESTINATION AND SHARE OUR EXPERIENCES WITH OUR READERS AND FOLLOWERS.

DURING THE TRIP WE DO LIVE BLOGGING AT SOCIAL MEDIA WITH PHOTOS AND STORIES

DESTINATIONS WE VISITED FOR OUR ONLINE TRAVEL MEDIA

NORWAY, FINLAND, PERU, ICELAND, DENMARK, NAMIBIA, TANZANIA, SOUTH AFRICA, PERU, TURKEY, SPAIN, AUSTRIA, SLOVENIA, BELGIUM, LUXEMBURG, THE NETHERLANDS, GERMANY, SWITZERLAND, SWEDEN, POLAND, CZECH REPUBLIC, ITALY, LATVIA, GREECE, AZORES, FAROE ISLANDS, CROATIA, ENGLAND, DENMARK, IRELAND, FRANCE, PORTUGAL AND MONTENEGRO





ADVERTISING WITH SNOWREPUBLIC

WE HAVE A **CLEAR FOCUS** ON YOUR TARGET GROUP

- DEDICATED **WINTERSPORTS WEBSITE** WITH 100.000 – 150.000 VISITORS PM
- STRONG PRESENCE AT **SOCIAL MEDIA**.
 - ALL ARTICLES SHARED WITH 100,000 FOLLOWERS ON SOCIAL MEDIA
- FULL FOCUS ON **SKIING AND SNOWBOARDING**
- **CLEAR TARGET GROUP** OF ACTIVE WOMEN AND MEN
- WITH AN AVERAGE AGE OF 40
- ALL READERS FROM THE NETHERLANDS AND BELGIUM
- ALL READERS LOVE **OUTDOORS AND NATURE**

- WE ARE STRONG IN **STORY TELLING**
- **PROFESSIONAL TEAM** OF WRITERS AND PHOTOGRAPHERS
- WE HAVE A FULL FOCUS ON **BRANDING**
- STRONG POSITION IN **GOOGLE AND SOCIAL MEDIA**

- COMBINATION OF ADVERTISING AND **PRESS TRIP**
- COMBINATION OF ADVERTISING AND **PRODUCT REVIEW**
- COMBINATION OF ADVERTISING AND **RAFFLE**

WE CAN OFFER YOU A MIXED CAMPAIGN WITH OUR OTHER TRAVEL MAGAZINES (MOUNTAINREPORTERS AND ALPENWEERMAN) TO CREATE AN EVEN BIGGER REACH

ADVERTISING RATES SNOWREPUBLIC
WINTER 2023-2024

SPONSORED ARTICLES

▪ SPONSORED ARTICLE (12 MONTHS ONLINE)	€ 450
▪ SPONSORED ARTICLE (24 MONTHS ONLINE)	€ 650
▪ SPONSORED ARTICLE (UNLIMITED ONLINE)	€ 850

SOCIAL MEDIA

▪ SPONSORED POST ON FACEBOOK	€ 150
▪ SPONSORED POST ON INSTAGRAM	€ 150
▪ STORY AT INSTAGRAM	€ 250
▪ SPONSORED POST ON PINTEREST	€ 150
▪ SPONSORED POST ON TWITTER	€ 150

NEWSLETTER

▪ 1 NEWS ITEM IN NEWSLETTER	€ 300
▪ 1 DEDICATED NEWSLETTER	€ 600

BANNERS

▪ BIG BANNER, FIXED AT START PAGE	€ 500 PER MONTH
▪ WIDE BANNER, FIXED ABOVE ALL ARTICLES	€ 950 PER MONTH
▪ WIDE BANNER, FIXED BELOW ALL ARTICLES	€ 850 PER MONTH

YOUR OWN PAGE ON SNOWREPUBLIC (6 MONTHS)	€ 2000
--	--------



ADVERTISING PACKAGES

WINTER 2023 - 2024

	<u>STARTER</u> PARTNERSHIP	<u>GREEN</u> PARTNERSHIP	<u>SILVER</u> PARTNERSHIP	<u>GOLD</u> PARTNERSHIP	<u>ALL YEAR (*)</u> PARTNERSHIP	<u>BANNERS</u>
# SPONSORED ARTICLES	1	4	6	9	12	-
# POSTS ON SOCIAL MEDIA	4	8	15	28	40	-
BANNER AT HOMEPAGE (IN MONTHS)	1	2	3	6	12	6
BANNER ABOVE ARTICLES (IN MONTHS)	-	-	-	-	1	1
BANNER BELOW ARTICLES (IN MONTHS)	-	-	-	1	1	1
DEDICATED NEWSLETTERS	-	1	1	2	3	-
NEWSLETTER ITEMS	1	-	-	4	6	-
YOUR PAGE ON OUR DOMAIN (6 MONTHS)	-	-	-	-	YES	-
ADVERTISING PERIOD (IN MONTHS)	1	2	3	6	12	6
BUNDLE DISCOUNT	20%	25%	30%	45%	50%	20%
BUNDLE PRICE	€ 1480	€ 3450	€ 4935	€ 7975	€ 12400	€ 3840

(*) ARTICLES AND BANNERS CAN BE PUBLISHED IN THE MIX ON SNOWREPUBLIC OR MOUNTAINREPORTERS



CONTACT DETAILS

REISSCHRIJVERS MEDIA
EDWIN HAGENOUW

UTRECHTSEWEG 41
6866CJ HEELSUM
THE NETHERLANDS

EDWIN@REISSCHRIJVERS.NL
+316 2244 0323

P U B L I S H E R O F
I N S P I R I N G
N A T U R E T R A V E L
M A G A Z I N E S

