



## VISITORS' PROFILE

### OUR TARGET GROEP + ACTUAL READERS AND FOLLOWERS HAVE A CLEAR PROFILE

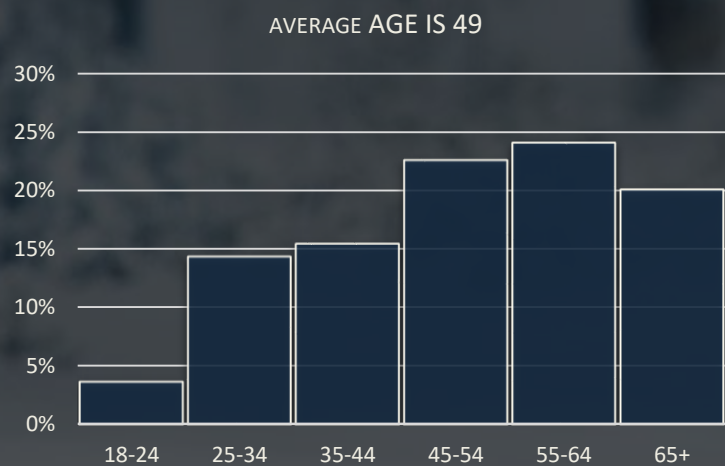
ACTIVE WOMEN AND MEN (50/50) WITH A PASSION FOR ACTIVE TRAVEL, WEATHER AND NATURE

MAINSTREAM TRAVELERS | COUPLES, FAMILIES AND FRIENDS

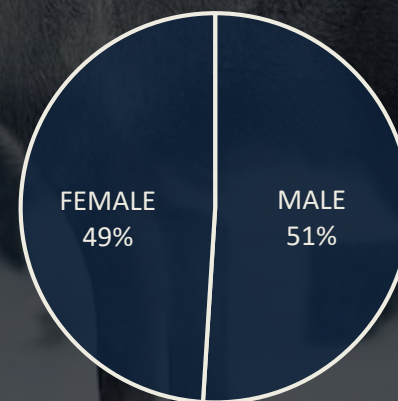
AGE BETWEEN 25 – 65 YEARS. AVERAGE AGE IS 49

INCOME, EDUCATION AND SOCIAL STATUS ABOVE AVERAGE

ALL VISITORS ARE FROM THE NETHERLANDS AND BELGIUM



49% OF VISITORS IS FEMALE



## STATISTICS & ANALYTICS

ALPENWEERMAN IS AN ONLINE PLATFORM FOR ACTIVE TRAVELERS AND WEATHER ENTHOUSIASTS

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

- 1,500,000 PAGEVIEWS DURING THE WINTER SEASON (SEPTEMBER – APRIL)
- 150,000 UNIQUE VISITORS PER MONTH IN WINTER
- AVERAGE READING TIME PER ARTICLE 2:20 MINUTES
- SOCIAL MEDIA | 30,000 FOLLOWERS
- SOCIAL MEDIA OF ALPENWEERMAN, MOUNTAINREPORTERS, SNOWREPUBLIC AND OUTDOORDICHTBIJ : 120,000 FOLLOWERS
- PINTEREST | 200,000 – 400,000 MONTHLY REACH
- NEWSLETTER | 15,000 SUBSCRIPTIONS
  
- ALL READERS ARE FROM THE NETHERLANDS + BELGIUM
- FEMALE / MALE | 49 / 51
- AVERAGE AGE IS 49



## ADVERTISING & PARTNERSHIPS

- DEDICATED WEATHER AND TRAVEL PLATFORM WITH 150.000 UNIQUE VISITORS PM
- STRONG PRESENCE AT SOCIAL MEDIA: 25,000 FOLLOWERS (110,000 WITH CONNECTED PLATFORMS)
- NEWSLETTER WITH CLEAR TARGET GROUP: 15,000 SUBSCRIPTIONS
- FULL FOCUS ON TRAVEL, NATURE AND WEATHER
- CLEAR TARGET GROUP OF ACTIVE WOMEN AND MEN
- WITH AN AVERAGE AGE OF 49
- ALL READERS FROM THE NETHERLANDS AND BELGIUM
- ALL READERS LOVE WEATHER, NATURE AND OUTDOORS
  
- WE ARE STRONG IN STORY TELLING
- PROFESSIONAL TEAM OF WEATHER EXPERTS
- WE HAVE A FULL FOCUS ON BRANDING
- STRONG POSITION IN GOOGLE AND SOCIAL MEDIA
  
- COMBINATION OF ADVERTISING AND PRESS TRIPS
- COMBINATION OF ADVERTISING AND PRODUCT REVIEWS
- COMBINATION OF ADVERTISING AND RAFFLES



ADVERTISING RATES ALPENWEERMAN  
ALL SEASONS

SPONSORED ARTICLES

- SPONSORED ARTICLE (12 MONTHS ONLINE) € 500
- SPONSORED ARTICLE (24 MONTHS ONLINE) € 750
- SPONSORED ARTICLE (UNLIMITED ONLINE) € 900

SOCIAL MEDIA

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

NEWSLETTER

- 1 NEWS ITEM IN NEWSLETTER € 300
- 1 DEDICATED NEWSLETTER € 700

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 € 950 PER MONTH

YOUR OWN PAGE ON ALPENWEERMAN (6 MONTHS) € 1500



## CAMPAIGN PACKAGES

ALL SEASONS 2024

	<b>STARTER</b> PARTNERSHIP	<b>SILVER</b> PARTNERSHIP	<b>GOLD</b> PARTNERSHIP	<b>PLATINUM</b> PARTNERSHIP	<b>ALL SEASONS</b> PARTNERSHIP
# SPONSORED ARTICLES (*)	1	3	6	8	10
# POSTS ON SOCIAL MEDIA	4	9	18	24	30
BANNER AT HOMEPAGE (IN MONTHS)	1	2	3	4	12
BANNER ABOVE ARTICLES (IN MONTHS)	-	-	-	-	1
BANNER BELOW ARTICLES (IN MONTHS)	-	-	-	1	1
DEDICATED NEWSLETTERS	-	1	1	2	3
NEWSLETTER ITEMS	1	-	-	-	-
YOUR PAGE ON OUR DOMAIN (4 MONTHS)	-	-	-	-	YES
ADVERTISING PERIOD (IN MONTHS)	1	3	4	9	12
<b>BUNDLE PRICE</b>	<b>€ 1850</b>	<b>€ 4300</b>	<b>€ 6750</b>	<b>€ 9975</b>	<b>€ 13750</b>
<b>INCLUDED BUNDLE DISCOUNT</b>	<b>14%</b>	<b>20%</b>	<b>24%</b>	<b>30%</b>	<b>45%</b>

(\*) ARTICLES WILL STAY ONLINE 24 MONTHS

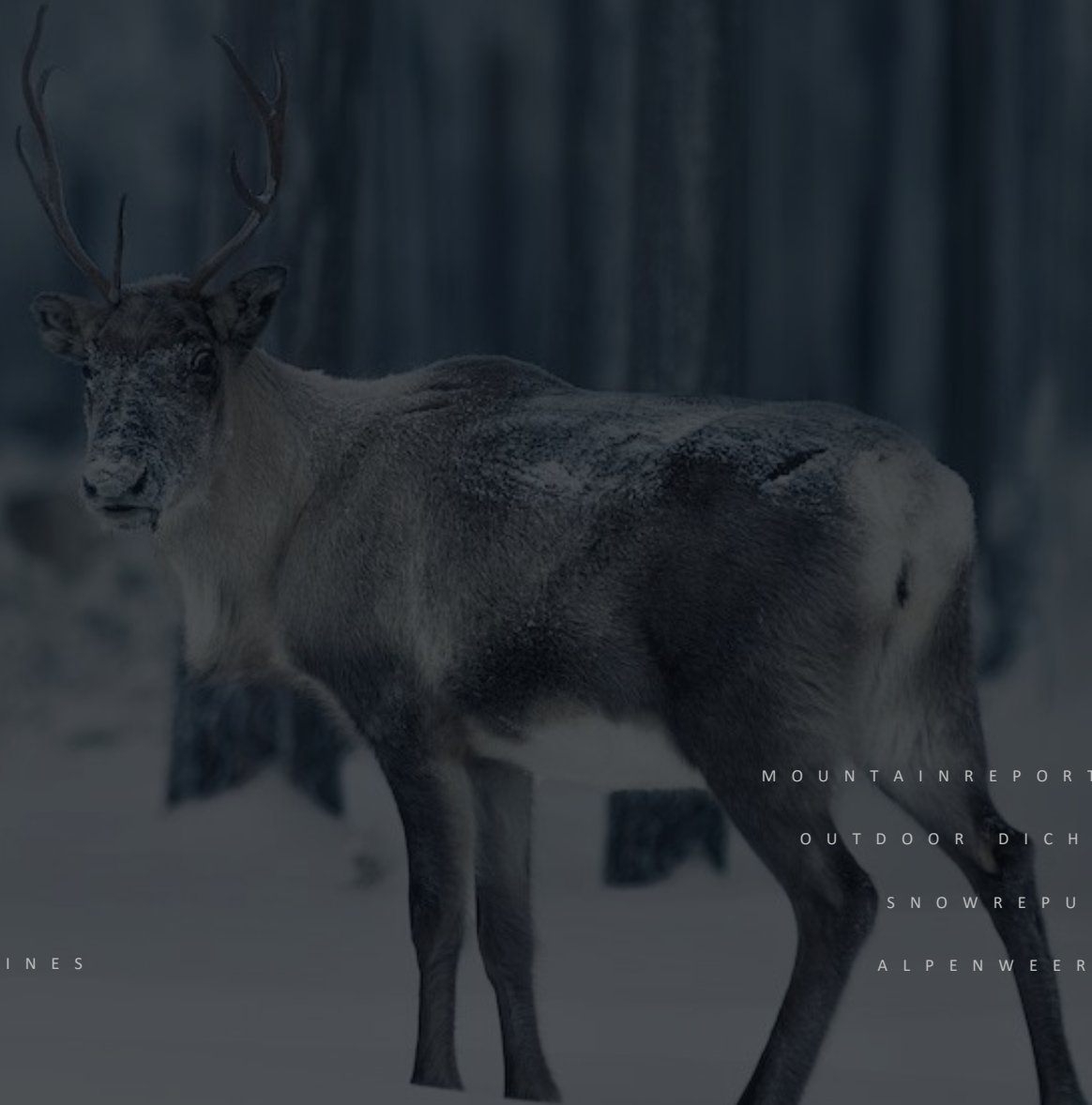
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ONLINE PUBLISHER OF NATURE TRAVEL MAGAZINES

MOUNTAINREPORTERS 

OUTDOOR DICHTBIJ 

SNOWREPUBLIC 

ALPENWEERMAN 