



## 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

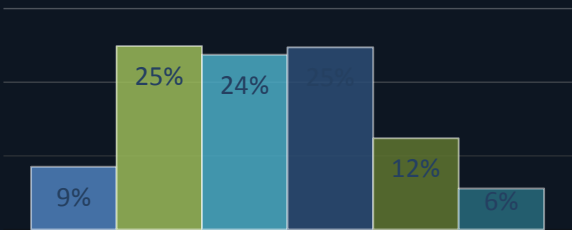
AVERAGE READING TIME PER ARTICLE 2:36

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

200,000 – 400,000 MONTHLY REACH ON PINTEREST

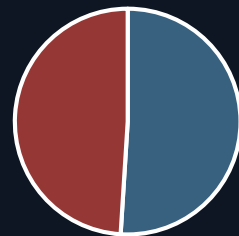
14,000 NEWSLETTER SUBSCRIPTIONS

AVERAGE AGE IS 40



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

49% OF VISITORS IS FEMALE



■ MALE ■ 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**

GREENLAND, USA, CANADA, 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, MADEIRA, FAROE ISLANDS, CROATIA, ENGLAND, DENMARK, IRELAND, FRANCE, PORTUGAL AND MONTENEGRO





ADVERTISING WITH SNOWREPUBLIC  
WE HAVE A CLEAR FOCUS ON YOUR TARGET GROUP

- DEDICATED **WINTERSPORTS SITE** WITH 100.000 – 150.000 VISITORS PM
- STRONG PRESENCE AT **SOCIAL MEDIA**. ALL ARTICLES ARE 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 2024 - 2025

### 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 X € 150
- SPONSORED POST ON INSTAGRAM € 150
- STORY AT INSTAGRAM € 250

### NEWSLETTER

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

### BANNERS (PRICES PER MONTH)

- BIG BANNER AT START PAGE € 500
- WIDE BANNER, ABOVE ARTICLES € 1250
- WIDE BANNER, BELOW ARTICLES € 1250

### YOUR OWN PAGE ON SNOWREPUBLIC

€ 2000 (4 MONTHS)



## CAMPAIGN PACKAGES

SPRING SUMMER FALL 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

PARTNERS | REISSCHRIJVERS MEDIA

CONTACT DETAILS

REISSCHRIJVERS MEDIA  
EDWIN HAGENOEW




UTRECHTSEWEG 41  
6866CJ HEELSUM  
THE NETHERLANDS


EDWIN@REISSCHRIJVERS.NL  
+316 2244 0323



ONLINE PUBLISHER OF NATURE TRAVEL MAGAZINES

MOUNTAINREPORTERS 

OUTDOOR DICHTBIJ 

SNOWREPUBLIC 

ALPENWEERMAN 