

HnL Media is an independent, innovative publishing company that enjoys creating high-quality, free magazines in the field of winter sports, cycling and travel. Our publications are inspiring, up-to-date, practical and surprising.



With a network of enthusiastic partners in Europe, a media team with decades of experience in tourism and recreation and a sophisticated distribution structure within the Netherlands, we ensure that our magazines are relevant and reach the right audience.

Advertisements & partnerships

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2491 BK Den Haag
The Netherlands
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Facts & Figures

ski-nl

fiets-nl

Circulation:

50.000

30.000

Reach:

150.000

150.000

Target group:

Winter sports families, the bon vivants, empty nesters, ski freaks and the wealthier classes

Young people, commuters and naturally, everyone who enjoys cycling

Distribution:

Over 100 Dutch ski slopes, winter sports retailers and winter sports workshops

Over 150 Dutch bicycle shops and companies in the tourism industry

Website:

www.ski-nl.nl

www.fiets-nl.nl

Planning **2022**

Edition 2022

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Publication date:

mid-October 2022

mid-April 2022

Purchase deadline:

August 7, 2022

February 18, 2022

Deadline material:

August 15, 2022

Februari 25, 2022

Advertising rates printed media

Options	
1/1 page FC advertisement	€ 2.950,00
spread fc advertisement	€ 5.500,00
1/2 page advertisement	€ 1.550,00
2 pages of branded content	€ 3.450,00

Extra	
additional charge cover 4	15%
additional charge for placement request	10%
inserts/adhesive cards, etc.	on request

Partner deal	
8 pages of branded content + 1 advertisement	€ 15.275,00
4 pages of branded content + 1 advertisement	€ 8.375,00
2 pages of branded content + 1 advertisement	€ 4.925,00

Format	
layout	210 x 297 mm (A4)
with bleed advertisement	+ 3mm bleed
1/2 page advertisement horizontal	180 x 125 mm
1/2 page advertisement vertical	90 x 277 mm

Advertising rates online

Options	Size	Term	Rates
banner website homepage	1900 x 400 px and 600 x 400 px	2 months	€ 225
banner website summary page	1900 x 400 px and 600 x 400 px	2 months	€ 175
branded content website*	according to specifications	1 year	€ 275
banner Newsletter	564 x 282 px	1 edition	€ 175

All stated prices exclude VAT

* Branded content is automatically removed from the website one year after publication and therefore disappears from the search results on the website. The mentioned rates include publication on the social media channels (Twitter, LinkedIn, Facebook, Instagram) of SKI-NL or FIETS-NL. Specifications on request.