

Advertise to your target group with MyZoover.nl



The time of bluntly placing advertisements and simply pressing the send button is gone. Advertising directly to selected target groups has become standard.

In cooperation with MyZoover we can now provide you with direct access to your target group!

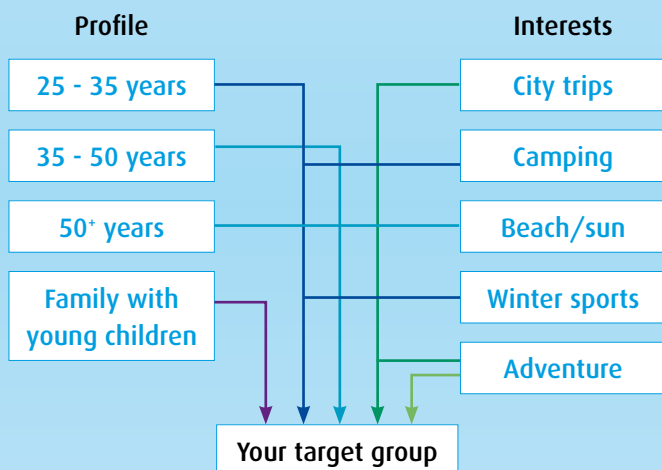
How does it work?

MyZoover is a social network that focuses on travelling. Travellers keep each other informed of travel preferences and experiences throughout the year. **Because the travellers create specific profiles, you can target your messages exactly to them.**



Examples of target group selections

All combinations are possible



What target group packages do we offer?

Three packages that put you in touch with your target group:

Package A MyZoover branding package (cost per mille)

Package B MyZoover click package (cost per click)

Package C MyZoover single-client profile mailing

For a more detailed description please turn over

15% discount*

Special offer

* Vakantiebeurs exhibitors receive a 15% discount on all advertising rates

MyZoover

MyZoover

MyZoover is the latest addition to the website www.zoover.nl, with 1.4 million page views the largest independent travel website and community in the Netherlands and Belgium. MyZoover allows users to manage and share the trips that they have made, are

planning or wish to make with friends and family. Advertising on MyZoover ensures you the maximum exposure that the market position of MyZoover offers you.

VAKANTIEBEURS
the world at your feet

365 days Vakantiebeurs

We are actively mobilising the Vakantiebeurs database (appr. 200.000 addresses) to actively participate in MyZoover. This will allow you to reach your target group 365 days a year.

Target group packages

Package A

MyZoover branding package
(cost per mille)

- Leaderboard banner
(€ 20,00 per 1.000 views)
Minimum purchase of 100.000 views, or a multiple thereof
- Choose your target group
 - Determine the number of views
 - Determine the desired period



Package B

MyZoover click package
(cost per click)

- Link + text line
(CPC rate of € 0,70)
Minimum purchase of 1.000 clicks, or a multiple thereof
- Choose your target group
 - Determine the number of clicks
 - Determine the desired period



Package C

MyZoover single-client profile mailing

- Direct email to your target group
(€ 1,00 per profile)
Minimum purchase of 500 profiles
- Determine your target group
 - Determine the number profiles
 - Determine the desired period



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Package A

Leaderboard will be shown in your selected profiles

Package B

Here your link will appear in the profiles you have selected

Activate your own database for the social network

Like to upgrade and market your own database? Please contact us to discuss the possibilities.



Contact

Interested in an attractive discount to reach your target groups? Please contact Tim van Vlierden:

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