

MijnAlbum.nl is the largest photosharing service in the Netherlands with over 1,7 million users in the Netherlands and 147 million digital pictures. MijnAlbum users are able to upload and share their photos in a digital photoalbum with family, friends and acquaintances.

Reach of the site

Unique visitors per month:	1.200.000
Users:	1.700.000
Pageviews per month:	100.000.000

User and visitor profile

The typical MijnAlbum user has great purchasing power and in the possession of a digital camera, is internet savvy and has access to broadband internet. He/she is interested in new technologies and innovative products.

Level of education:

Low:	11,5%
Medium:	47,8%
High:	40,8%

Gender:

Male 13+:	49,8%
Female 13+:	50,2%

Social class:

Class AB1:	48,1%
Class B2CD:	51,9%
Class B2B:	8,4%

Age:

13-34 years:	39,6%
35-49 years:	37,0%
50 years and older:	23,4%

source 

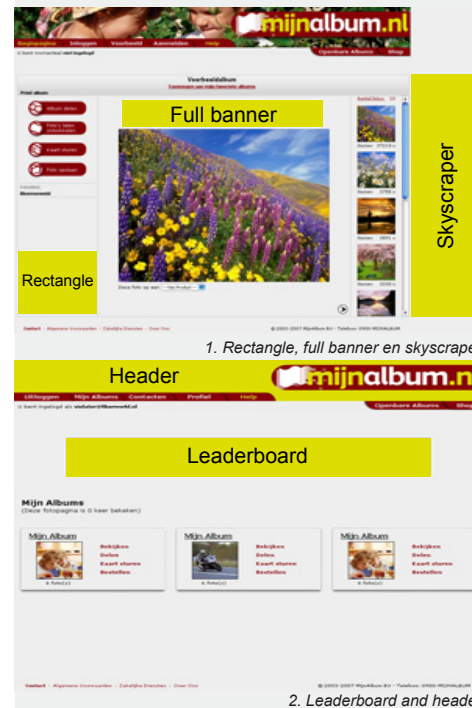
Advertisement

Banners

Make use of different banner sizes (illustration 1 and 2) on the mainsite MijnAlbum.nl as well as the personal "photo pages" (andries.zijnalbum.nl)

Text links

A very cost effective way of promoting your website. We can place your text link under or above every photo on MijnAlbum.nl.



1. Rectangle, full banner en skyscraper

2. Leaderboard and header

Creatives and rates (cpm)

Full banner	(468 x 60)	: € 1,00
Rectangle	(180 x 150)	: € 1,00
Leaderboard	(728 x 90)	: € 3,00
Skyscraper	(120 x 600)	: € 5,00
Header	(900 x 100) *	
Text link	(25 characters)	: € 1,00

(refer to illustration 1 and 2 for examples)

* Price on request

** 50% extra charge for targeting

Targeting

Channels

Promote your website in a relevant environment by using the 15 different channels and 200 categories the 3.500.000 photo albums have been tagged with.

Geographical

Promote your website targeted on country, province or city (illustration 3), of course you can also decide to combine all the possibilities above (eg. targeting on holiday albums from Spain)

Gender

Promote your website targeted on males or females.



3. Target on country, state and city

Photo contests

Photo contest

By organizing a photo contest on your website you have the perfect marketing tool for generating new leads. Contestants will upload photos and send an invitation to their family and friends to vote on that photo. MijnAlbum can provide for the development and is able to design the photo contest entirely in your own style.

Standalone mail

Reach 400.000 MijnAlbum users with a standalone mail (illustration 4). The standalone mail and its title are completely dedicated to your message. The mail is being designed in the MijnAlbum layout which is familiar to our users.



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4. Standalone mail