




MEDIAKIT

2021



missMEDIAMEDIA


 SOCIAL MEDIA / WEB


 **615 M**
IMPRESSIONS
1.7 M
COMMENTS
5.2 M
REACTIONS / LIKES / SHARES

 **98.2 K**
FOLLOWER
18.7 M
REACTIONS / LIKES

 **22.9 M**
VISITS

 APP / VIDEO

 **150 K**
DOWNLOADS
13 K
MYmiss REDEMPTION
6:48 Min
Ø USETIME / VISIT

 **150 K**
REACH
30 K
VIEWS

 MAGAZINE



4x / Year
PUBLICATION

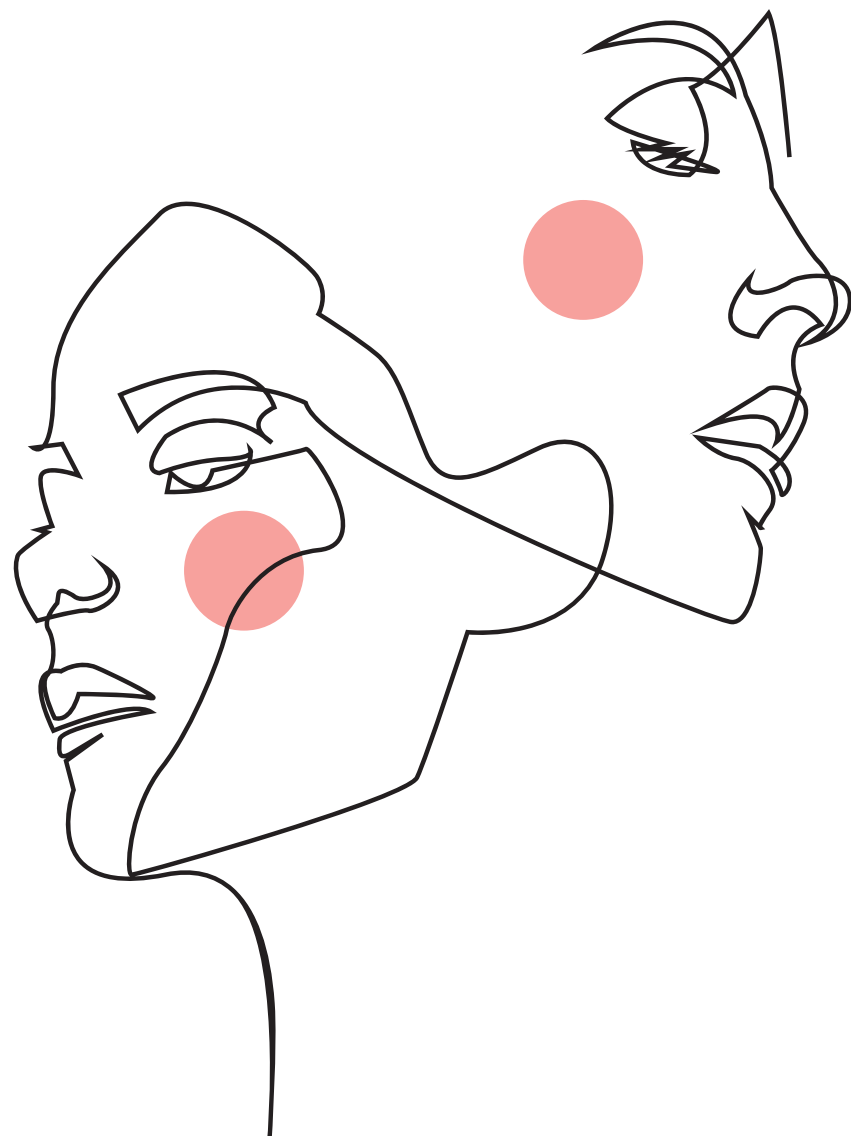
85 K
Ø CIRCULATION

151 K
READERS

1. half of the year 2020. sources: Storyclash / Fanpage karma; www.oewa.at; Cawi Print 2020

AUDIENCE PROFILE

miss



TARGET GROUP

- 16 - 35 years old
- Female
- Millennials
- Trend-oriented
- Social Media affine
- Grew up with digital devices

CONSUMER BEHAVIOR

- 88.2% discount vouchers or I like to use special offers
- 86.4% when I'm with a brand am satisfied. I remain faithful
- 80.9% I am ready for containing products to pay more

ONLINE

- avg. 26 years old
- Female (95% of the hits come from female users)

TOP 10 Themeninteressen:

- Love, sexuality & dating
- Stars & lifestyle
- Health
- Horoscope/Zodiac signs
- Beauty & Wellness
- Sustainability
- Media & Entertainment
- Food, dining & cooking
- Fashion & shopping
- Consumer electronics

MAGAZINE

- avg. 29 years old
- Female
- Class A/B

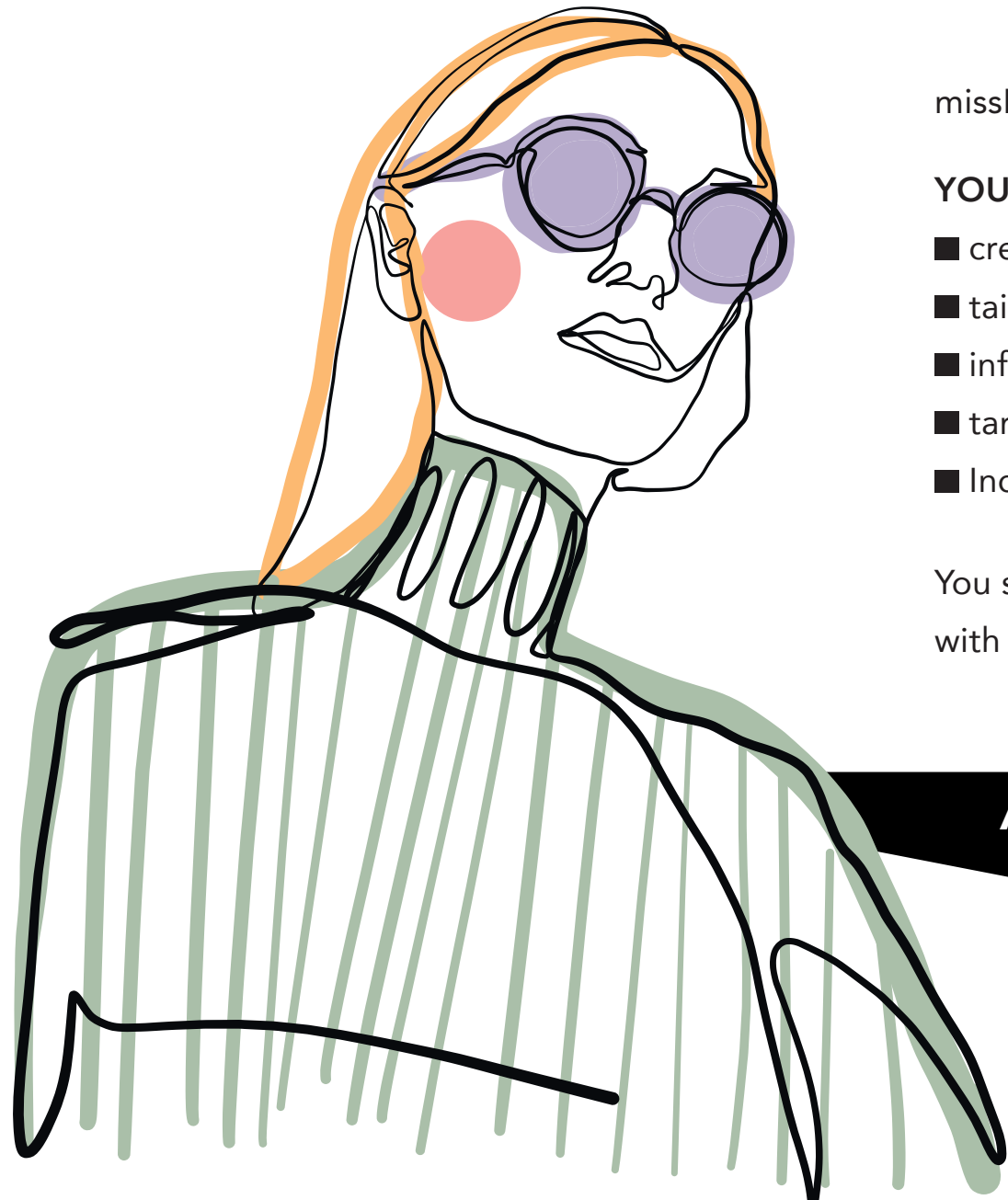
TOP 10 Themeninteressen:

- 85.9% Film & television
- 80.3% Cooking, baking & recipes
- 78.3% Beauty & wellness
- 75.4% Healthy diet
- 75.1% Trips & travel
- 75.0% Furnishing & decorating
- 74.9% Social media
- 74.3% Shopping, fashion & accessories
- 72.1% Culinary enjoyment
- 70.3% Job & career



missMIND

INHOUSE AGENCY



missMIND is an in-house agency for native advertising and social media!

YOUR PARTNER FOR

- creative collaborations
- tailor-made concepts
- informative and entertaining content
- target group-specific advertising content
- Increase in reach and fan engagement


You send a briefing and we use it to develop individual concepts with suitable advertising formats

ADVERTISING FORMATS

DIGITAL NATIVE ADVERTISING

NATIVE AD

= editorially designed article with labeling.
Your native ad will be posted on the **following platforms**:

 **Post @ Facebook**
Campaign budget also supports performance.

 **Post @ miss.at**
Just like editorial articles your native ad will be posted on miss.at.

 **Post @ missAPP**
The article will also placed in the feed area of missAPP. The users read the article in missAPP.

GUARANTEED PERFORMANCE


90,000
REACH

6,500

TOTAL PAGE VIEWS INCLUDING MISSAPP

SUPER NATIVE AD

= editorially designed article with labeling and **more reach**. Your Super Native Ad will be posted on the **following platforms**:

 **Post @ Facebook**
Campaign budget also supports performance.

 **Post @ miss.at**
Just like editorial articles your native ad will be posted on miss.at.

 **Post @ missAPP**
The article will also placed in the feed area of missAPP. The users read the article in missAPP.

 **Teaser @ Facebook Messenger**
The teaser for the native ad is also displayed to the user's in Facebook Messenger between their chats.

 **Teaser @ Instagram**
A post for Instagram is designed with the article image and the title. This is displayed in the user's Instagram feed, is clickable and leads to the native ad on miss.at.

 **Teaser @ Instagram Story**
A layout for the Instagram Stories is designed with the article image and the title. This is displayed in the user's Instagram story feed and by swipe up the story leads to the native ad on miss.at.

MORE REACH

GUARANTEED PERFORMANCE

130,000
REACH

9,500

TOTAL PAGE VIEWS INCLUDING MISSAPP

DIGITAL

SOCIAL MEDIA ADVERTISING



INSTAGRAM POST/GEWINNSPIEL-POST
= editorially designed post with labeling

GUARANTEED PERFORMANCE

30,000
REACH

35,000
IMPRESSIONS



INSTAGRAM STORY AD
= is displayed in the user's Instagram story feed. The "swipe up" function can lead users directly to a landing page

GUARANTEED PERFORMANCE

200,000
REACH



QUOTE IMAGE POST @ INSTAGRAM
= humorous quote with logo integration in the look and feel of miss

GUARANTEED PERFORMANCE

30,000
REACH

35,000
IMPRESSIONS



SPRUCHBILD POST @ FACEBOOK
= humorous quote with logo integration in the look and feel of miss

GUARANTEED PERFORMANCE

160,000
REACH

DIGITAL VIDEO ADVERTISING



THE POWER OF **missVIDEO**

The missMIND team works with you to develop the concept for the missVIDEO and also takes on the video production. The Content Video is published on Facebook and in the missAPP.

The following services are in the packages included:

- **Production management**
- **1 Video producer**
- **One day of shooting within Vienna (up to 4 hours)**
- **Up to 10 text inserts (inserts = slides with more information regarding the video)**
- **Royalty free music, 1 Song**
- **2 days to cut including 3 correction loops**
- **max. 90 seconds total length**
- **Integration in the missAPP**

The external costs and additional costs (filming permission, municipal fees, 2nd video producer, special effects etc.) will be charged separately.



GUARANTEED PERFORMANCE

150,000

REACH

30,000

VIEWS



DIGITAL

APP ADVERTISING / ACTIVITY



missAPP has the tailor-made solution for your customer needs!

The missAPP is based on the interactive user behavior of the target group and transfers the Social Network fan base into a mobile platform with extremely high interaction rates which is adjusted to the target group's needs!

With an activity, your brand is anchored in the mindset of female millennials, in which I playfully deal with the advertising content.



PHOTO VOTING

Product images from the client are displayed for voting.



PHOTO UPLOAD

Images uploaded by users are displayed for voting.



PHOTO STATEMENT

The users can upload a combination of picture and text statement on a given subject / product. The community then votes for their favourite statement.



TEXT STATEMENT

The users can upload a text statement on a given subject / product. The community then votes for their favourite statement.



QUIZ

miss asks about 4 to 8 questions about the product / brand. It's a multiple choice quiz.



POLL

miss creates a question with eight multiple choice answers max., which refer to the brand / product.



PERSONALITY TEST

miss asks questions about a specific topic and depending on the answers given will be one humorous result displayed in combination with your brand / product.



LOOKBOOK

(Product-) photos of the customer as a digital catalog with up to 20 slides & max. 4 plus signs (= 80 products). Direct linking to an online shop, landing page or MYmiss possible.

DIGITAL APP ADVERTISING / MYmiss



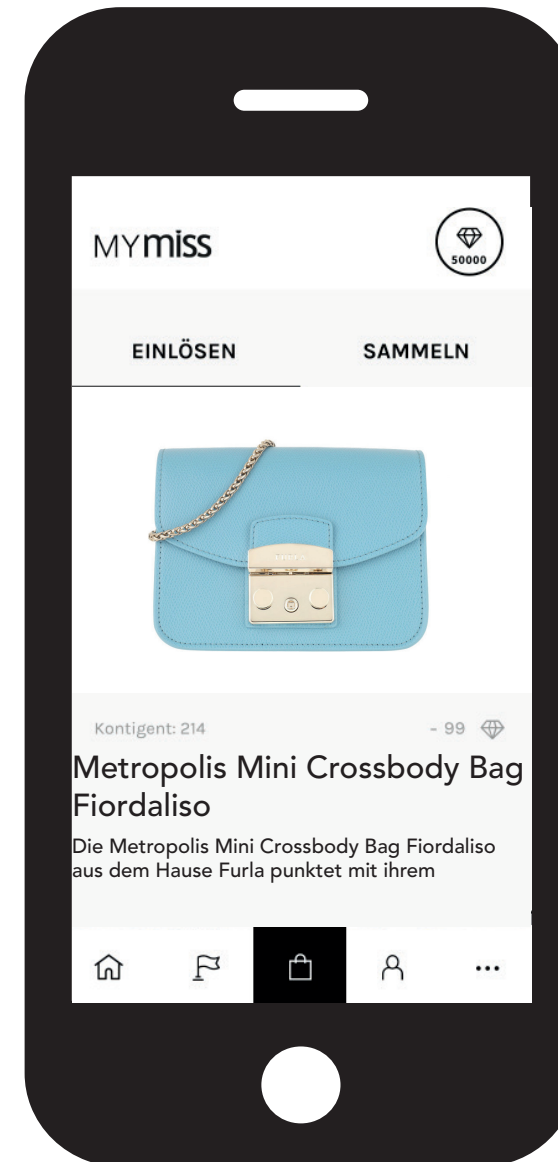
MYmiss is an attractive reward system in missAPP with new e-commerce features!

Every activity in missAPP (reading articles, solving quizzes, uploading photos, ...) is rewarded with points (diamonds).

These collected diamonds can be exchanged for products/ discounts / vouchers directly in the MYmiss Einlösen app area.

Further e-commerce features:

- Customers can purchase their products through MYmiss = new sales channel
- Redeem a discount with collected diamonds and buy the product cheaper
- MYmiss Sammeln: Diamonds when buying one Product received



WEB

www.miss.at



miss.at has been Austria's largest women's portal since October 2014

■ With the Channels **STARS, STYLE, LOVE, LIFE, ZODIAC, VIRAL** and **RECIPES** we meet exactly the interests of missUSER and offer target group-specific content that is gladly read

■ The **MAMI** channel is the new missMUM environment for (expectant) mothers in our missCOMMUNITY! This is exactly where we provide you with editorial topics and humorous content about pregnancy, childbirth and parenting.

■ Advertising formats:

Large Ad (Understitial/Parallax. 300 x 600px)

Medium Ad (Medium Rectangle. 300 x 250 px)

Site branding

■ **GOOD NEWS:** tennisnet.com has been part of the missMEDIA network since 2021

DIGITAL ADVERTISING

PRICE LIST & PACKAGES

Format	Preis	Guaranteed performance
SUPER NATIVE Ad	€ 6,590.-	Ø 130,000 reach Ø 9,500 page views
NATIVE Ad	€ 4,790.-	Ø 90,000 reach Ø 6,500 page views
FACEBOOK quote image	€ 5,580.-	Ø 160,000 reach
ACTIVITY	€ 2,700.-	
LOOKBOOK	€ 3,400.-	
LOOKBOOK 1 Slide	€ 1,940.-	
INSTAGRAM Post	€ 1,260.-	Ø 30,000 reach Ø 35,000 impressions
INSTAGRAM Story	€ 1,030.-	
INSTAGRAM Story Ad	€ 7,890.-	Ø 30,000 reach Ø 35,000 impressions
INSTAGRAM contest	€ 1,260.-	Ø 30,000 reach Ø 35,000 impressions
INSTAGRAM quote image	€ 3,690.-	Ø 30,000 reach Ø 35,000 impressions
CONTENT video	€ 4,990.-	Ø 150,000 reach Ø 30,000 views
FOODIE video	€ 4,790.-	Ø 150,000 reach Ø 30,000 views
SOCIALCLIP	€ 4,070.-	Ø 150,000 reach Ø 30,000 views
MYmiss	€ 600.-	
Large Ad miss.at & tennisnet.com (TKP) (=Understital/Parallax 300x600px, mobil, ROS)	€ 40.-	
Medium Ad miss.at & tennisnet.com (TKP) (=Medium Rectangle 300x250px, mobil, ROS)	€ 30.-	
Site branding & tennisnet.com (TKP)	€ 120.-	

Packages*

missTEST & TELL (product test)

- 1 x NATIVE Ad (Call): € 4,890.-
- 1 x ACTIVITY: € 2,700.-
- 1 x missMIND evaluation: € 560.-
- 1 x NATIVE Ad (follow-up-report): € 4,890.-

List price: € 13,040.-

PACKAGE PRICE: € 9,830.-

23%
RABATT

missPRODUCT LAUNCH

- 1 x NATIVE Ad: € 4,790.-
- 1 x ACTIVITY: € 2,700.-
- 1 x INSTAGRAM Post: € 1,260.-

List price: € 8,750.-

PACKAGE PRICE: € 6,900.-

17.40%
RABATT

*The discount applies to the advertising value (The production costs and campaign budgets are not discountable), 15% agency commission is already deducted from the advertising value, +20% VAT

MAGAZINE



PUBLICATION 4 x each year

PLACE OF PUBLICATION Austria

CIRCULATION Ø 85,000 qty. incl.

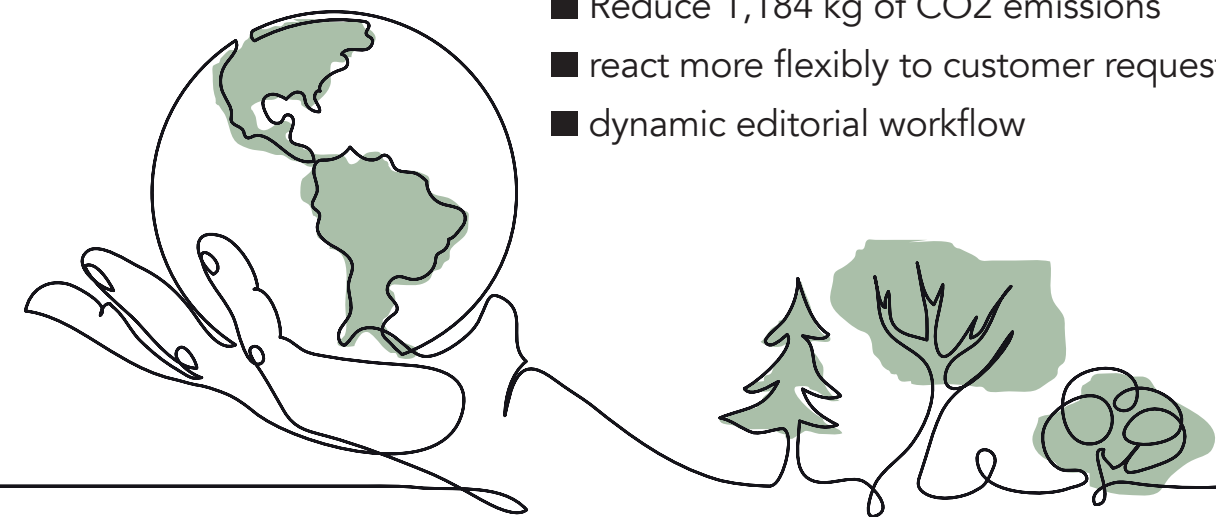
Ø 11,000 yty. subscriptions

COPYPRICE € 3.00

WHY 4 MAGAZINE ISSUES?

- Setting an example for the environment
- Save 53 tons of paper
- Reduce 1,184 kg of CO2 emissions
- react more flexibly to customer requests
- dynamic editorial workflow

	MARCH	JUNE	OCTOBER	NOVEMBER
ISSUE_Nr.	01/21_214	02/21_215	03/21_216	04/21_217
KW	12	23	40	48
PUBLICATION DATE	25.03.2021	10.06.2021	07.10.2021	02.12.021
ADVERTISEMENT CLOSING AND CANCELLATION DATE for standard placements	02.03.2021	18.05.2021	14.09.2021	09.11.2021
ADVERTISEMENT CLOSING AND CANCELLATION DATE for ad/format specials, special and fixed placements	28.01.2021	15.04.2021	10.08.2021	05.10.2021
COPY DATE	09.03.2021	25.05.2021	21.09.2021	16.11.2021

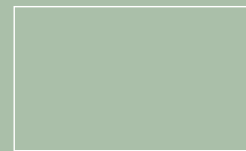


MAGAZINE

PRICE LIST

TECHNICAL SPECIFICATIONS

Format



2/1 Page



1/1 Page



1/2 Page



1/3 Page



1/4 Page

STANDARD PLACEMENT

	List price	Dimension
2/1 Page	€ 12,340.-	404 mm x 275 mm
1/1 Page	€ 6,500.-	202 mm x 275 mm
1/2 Page upright	€ 3,885.-	101 mm x 275 mm
1/2 Page across	€ 3,885.-	202 mm x 137,5 mm
1/3 Page upright	€ 2,940.-	67,3 mm x 275 mm
1/3 Page across	€ 2,940.-	202 mm x 91,7 mm
1/4 Page upright	€ 2,260.-	50,5 mm x 275 mm
1/4 Page across	€ 2,260.-	202 mm x 68,8 mm
1/4 Page DIN	€ 2,260.-	50,5 mm x 137.5 mm

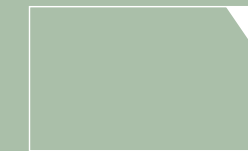
PREMIUM PLACEMENT

Opening Spread (2nd cover page/page 3)	€ 15,450.-	404 mm x 275 mm
Page 4 / 5	€ 14,800.-	404 mm x 275 mm
2nd cover page	€ 8,000.-	202 mm x 275 mm
3rd back cover	€ 7,480.-	202 mm x 275 mm
4th back cover	€ 8,350.-	202 mm x 275 mm
1/1 Page facing editor's letter	€ 7,820.-	202 mm x 275 mm
1/1 Page facing table of content	€ 7,480.-	202 mm x 275 mm
1/1 Page facing opener (left page)	€ 6,800.-	202 mm x 275 mm
1/1 1, Page of the branch	€ 7,480.-	202 mm x 275 mm
2/1 Page (1st third of the issue)	€ 13,560.-	404 mm x 275 mm
1/1 Page (1st third of the issue)	€ 6,800.-	202 mm x 275 mm
1/2 Page hoch (1st third of the issue)	€ 4,070.-	101 mm x 275 mm
1/2 Page quer (1st third of the issue)	€ 4,070.-	202 mm x 137.5 mm

Sonderwerbformen



Ad corner classic:
List price: € 3,250.-



Ad corner @ Opener:
List price: € 4,760.-



Product placement
SMALL 6x8.5 cm
Listenpreis: € 1.500.-



Product placement
MEDIUM 8x10 cm
Listenpreis: € 1.880.-



Product placement
LARGE 10x12 cm
Listenpreis: € 2.260.-



Sponsored Editorial 1
List price / page:
€ 2,588.-



Sponsored Editorial 2
List price / page:
€ 3,235.-



Sponsored Editorial 3
List price / page:
€ 3,882.-

**MORE
INFO**

MAGAZINE INSERTS & CO

INSERTS*	Total circulation	Part circulation: Surcharge of 10%		
max. 20g	€ 85.- / Tsd	€ 93.50 / Tsd		
max. 30g	€ 98.- / Tsd	€ 107.80 / Tsd		
max. 40g	€ 110.- / Tsd	€ 121.- / Tsd		
max. 50g	€ 120.- / Tsd	€ 132.- / Tsd		
ab 50g	auf Anfrage	auf Anfrage		

BOUND INSERTS*	Total circulation	Part circulation: Surcharge of 10%	1st curvet: Surcharge of 15% Partial circulation not possible	2nd curvet: Surcharge of 10%
max. 20g	€ 112.- / Tsd	€ 123.30 / Tsd	€ 128.80 / Tsd	€ 123.20 / Tsd
max. 30g	€ 125.- / Tsd	€ 137.50 / Tsd	€ 143.75.- / Tsd	€ 137.50 / Tsd
max. 40g	€ 139.- / Tsd	€ 152.90 / Tsd	€ 159.85 / Tsd	€ 152.90 / Tsd
max. 50g	€ 149.- / Tsd	€ 163.90 / Tsd	€ 171.35 / Tsd	€ 163.90 / Tsd
60 g	on request	on request	on request	on request
70 g	on request	on request	on request	on request
80 g	on request	on request	on request	on request

*Circulation Ad Specials (Inserts, Glued Inserts, Bound Inserts, Banderole): max. 50,000 qty.

GLUED INSERTS* Only together with a 1/1 page	Total circulation	Part circulation: Surcharge of 10%	1st curvet: Surcharge of 15% Partial circulation not possible	2nd curvet: Surcharge of 10%
Automated processing. Manual processing on request.	€ 62.- / Tsd	€ 68.20 / Tsd	€ 71.30 / Tsd	€ 68.20 / Tsd

DELIVERY COSTS	Postage costs for inserts , bound inserts and glued inserts (sachets): Postage costs as per table if standard weight of 10g per sachet is exceeded.			
up to 20g	€ 44.- / Tsd			
up to 30g	€ 55.- / Tsd			
up to 40g	€ 61.- / Tsd			
up to 50g	€ 76.- / Tsd			
up 51 g	on request			

FURTHER **missAD-** & **PRINT SPECIALS** UPON REQUEST!



ALWAYS MORE
SATISFIED CUSTOMERS
RELY ON MISSMIND:



WEIN
& CO

falstaff
LIVING

falstaff
GENIESSEN WEIN ESSEN REISEN

falstaff
TRAVEL



RAIFFEISEN
casa

Bindella
la vita è bella



ichkoche.at
aus liebe zum kochen



missmind
DIGITAL AGENCY

KLEINE
ZEITUNG



energieschweiz
Unser Engagement: unsere Zukunft.

WIENER
STÄDTISCHE
VIENNA INSURANCE GROUP

femibion

RAIFFEISEN

HALLMANN
SEHEN · HÖREN · LEBEN

mieterunter

EXPERTS

CONDITIONS



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