



MEDIAKIT

2022



missMEDIA

SOCIAL MEDIA / WEB

f 742 M
IMPRESSIONS

8 M
COMMENTS / REACTIONS /
LIKES / SHARES



95.2 K
FOLLOWER

42.6 M
REACTIONS / LIKES

 **22.9** **M**
VISITS

APP / VIDEO

miss
150 K
APP **DOWNLOADS**

38 K
MYmiss EINLÖSUNGEN

6:48 Min
Ø USETIME / VISIT

150 K
REACH

30 K
VIEWS



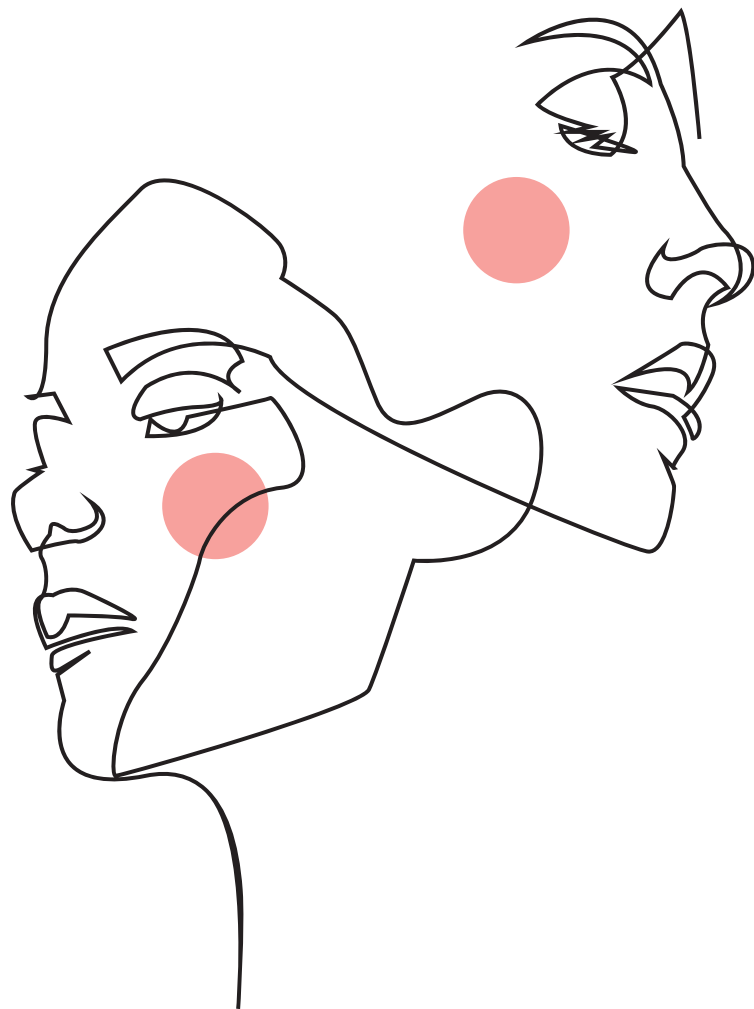
4x / Year
PUBLICATION

85 K
Ø CIRCULATION

116 K
READERS

AUDIENCE PROFILE

miss



TARGET GROUP

- 16 - 35 years old
- Female
- Millennials & Gen Z
- Trend-orientiert
- Social media affine
- Grew up with digital devices

CONSUMER BEHAVIOR

- 90.8% I like to use discount vouchers or special offers
- 89.8% I'm faithful when I'm satisfied with a brand and their products
- 72.7% I prefer austrian brands

ONLINE

- Avg. 26 years old
- Female (95% of the clicks are from female users)

TOP 10 topic interests:

- Love, sexuality & dating
- Stars & lifestyle
- Health
- Horoscope/Zodiac signs
- Beauty & wellness
- Sustainability
- Media & entertainment
- Food, dining/cooking
- Fashion & shopping
- Consumer electronic

MAGAZINE

- Avg. 29 years old
- Female
- Decision-maker

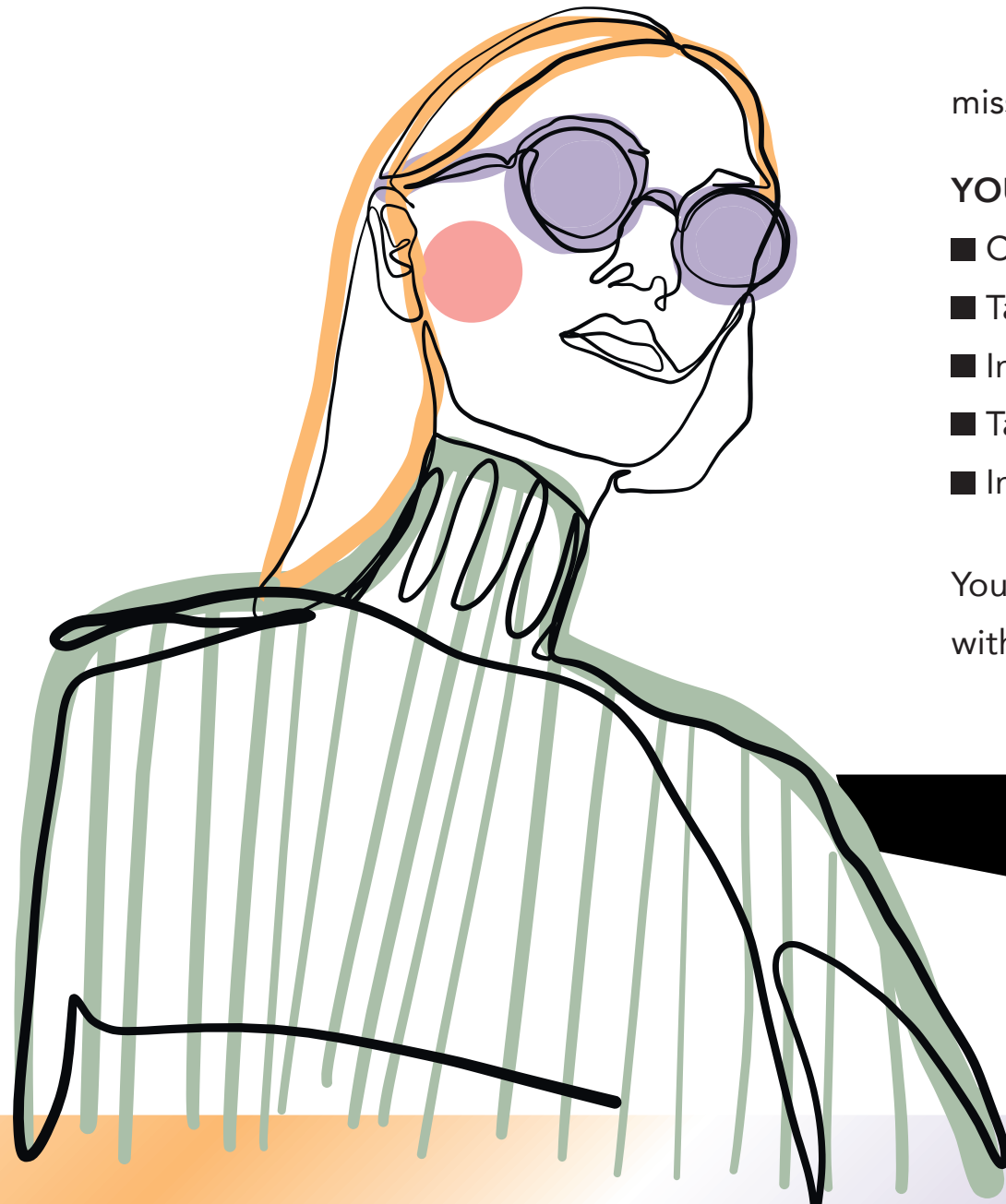
TOP 10 Themeninteressen:

- | | |
|-------|-----------------------------------|
| 91.3% | Healthy Eating |
| 90.0% | Health & medicine |
| 85.7% | Regionality of products |
| 85.6% | Cooking, baking & recipes |
| 82.4% | Beauty & wellness |
| 80.7% | Trips & travelling |
| 78.9% | Social media |
| 77.6% | Furnishing & decorating |
| 76.2% | Nature & environmental protection |
| 75.8% | Sustainability |



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

A native ad is an editorially designed article with identification. We take up appealing topics in an informative and entertaining way and package the customer product with valuable tips in native ads.



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 PAGEVIEWS incl. missAPP

SUPER NATIVE AD

A super native ad is an exclusive extension of the native ad, because it is also displayed via Facebook Messenger, as well as post teasers and story teasers on Instagram. We thus guarantee a very high range across several channels:



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

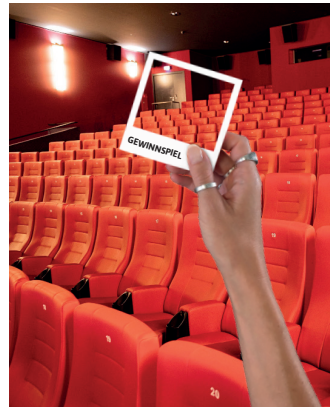
REACH

9,500

TOTAL PAGEVIEWS incl. missAPP

DIGITAL

SOCIAL MEDIA ADVERTISING



INSTAGRAM POST/ RAFFLE-POST

An Instagram post is an editorially designed post with a label. Your brand / product is presented in a charming way and tailored to the target group.

GUARANTEED PERFORMANCE

30,000
REACH

35,000
IMPRESSIONS

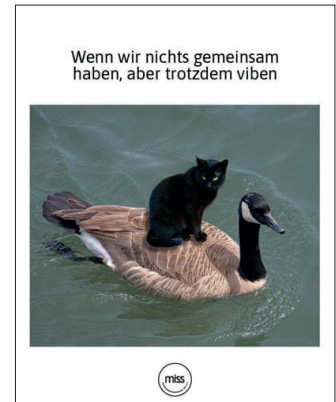
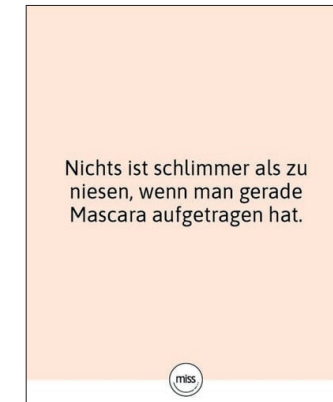


INSTAGRAM STORY AD

An Instagram story ad is played out to our TARGET GROUP and interested users with the look and feel of the miss. An integrated swipe-up link leads directly to a landing page.

GUARANTEED PERFORMANCE

200,000
REACH



SUPER ENGAGEMENT PUSH @ INSTAGRAM/FACEBOOK

The Social Engagement Push package consists of a series of three slogan posts with logo integration, which are shared on missINSTAGRAM and missFACEBOOK. Using entertaining slogans in the look & feel of miss, we ensure reach and interaction in the TARGET GROUP.

GUARANTEED PERFORMANCE

1,000,000
IMPRESSIONS

DIGITAL

SOCIAL MEDIA ADVERTISING



BASIC INSTAGRAM STORY

- Storyboard & production missMIND
- max. 5 Slides à 15 sec
- Location @ missHEADQUARTER
- 3 correction loops
- Possible features: Integration of landing page, hashtags, profile marking, stickers (surveys, etc.)

€ 1,030.-



BACKSTAGE INSTAGRAM STORY

- BASIC +**
- Behind the scenes, for example, of a printing series production
 - Location Vienna
 - 2 missMIND hours

€ 1,310.-



UNPACKING INSTAGRAM STORY

- BASIC +**
- Reveal product (novelties)
 - Present the benefits and application of the product in detail
 - 8 slides including an opener slide in the look and feel of miss

€ 1,490.-



EVENT INSTAGRAM STORY

- BASIC +**
- Atmospheric impressions on site
 - Location Vienna
 - 2 missMIND hours

€ 1,310.-



TREND TALK INSTAGRAM STORY

- BASIC +**
- Interview with experts from your company
 - 5 questions & 5 answers
 - 11 slides incl. Opener slide in the look and feel of miss
 - Instagram video extension

€ 2,550.-

INDIVIDUAL ADD ON COSTS (ACCORDING TO THE ARRANGEMENT):

- missMIND hourly rate: EUR 140.- / hour when production outside of regular working hours Mo - Fr 09:00 - 17:00
- Expenses and travel expenses outside of Vienna
- every further correction loop: EUR 140.-

CONTENT VIDEO

The missMIND team will work with you to develop the concept for the content video and take over the video production. The video is played on Facebook and in the feed area of the app, so we use our social media power!

BASIC
CONTENT VIDEO

- Project planning & management missMIND
- 1/2 day of production in Vienna (max. 4 hours)
- 1 video producer
- Max. 10 text inserts*
- 1 Song (Licinse)
- 2 cutting days
- 3 correction loops
- max. 90 Sec total length

€ 4,670.-

BEAUTY CONTENT VIDEO

- BASIC +**
- Additional equipment (Light; Effect- & Camgear)
 - Model**
-
- € 4,960.-**

FOODIE CONTENT VIDEO

- BASIC +**
- Additional equipment (Light; Effect- & Camgear)
 - Groceries & Props
-
- € 4,970.-**

REAL TALK CONTENT VIDEO

- BASIC +**
- 2nd video producer
 - 1 Sound engineer
-
- € 5.030,-**

SUPER ACTION CONTENT VIDEO

- BASIC +**
- 3 production days
 - Location outside of Vienna (excl. expenses)
 - Additional equipment (Light; Effect- & Camgear)
 - drone recordings
 - 2nd Content video (max. 90 Sec total length)
 - 2 additional cutting days
-
- € 11,180.-**

INDIVIDUAL ADD ON COSTS

(ACCORDING TO THE
ARRANGEMENT):

- 1 additional sound engineer: EUR 280.- (max. 4h)
- 1 additional video producer: EUR 450.- (max 8h)
- Additional equipment (Actioncam, Slider, Stabilzier,...)
- every further correction loop: EUR 280.-
- Shooting/Production day longer than 4 hours or outside of Vienna: on request
- Video rights & buyouts: on request

* inserts = slides with more information regarding the video

**is provided by miss

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.

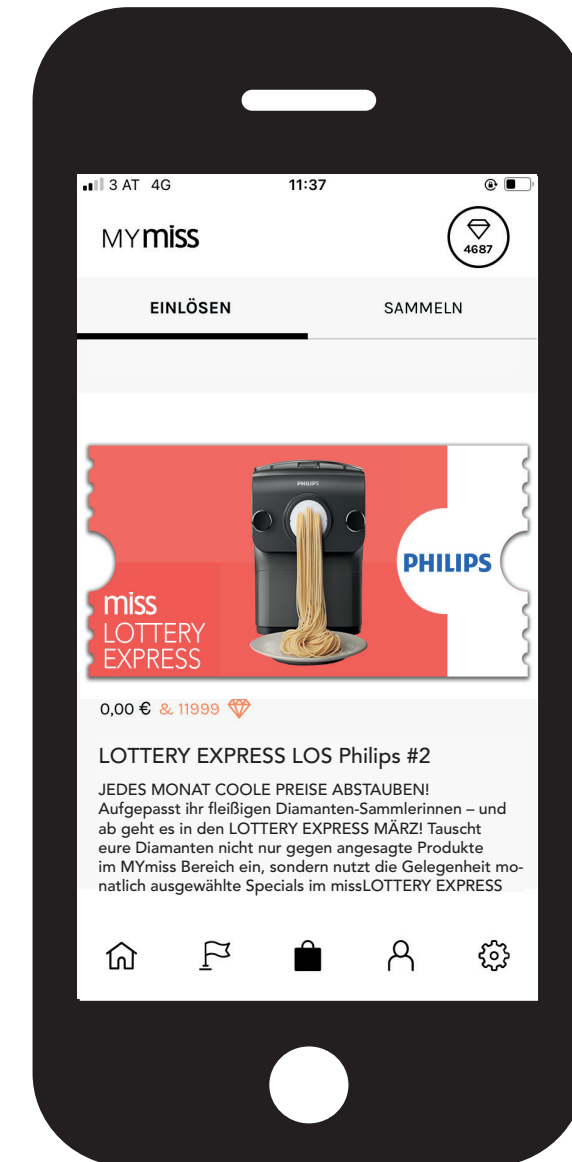
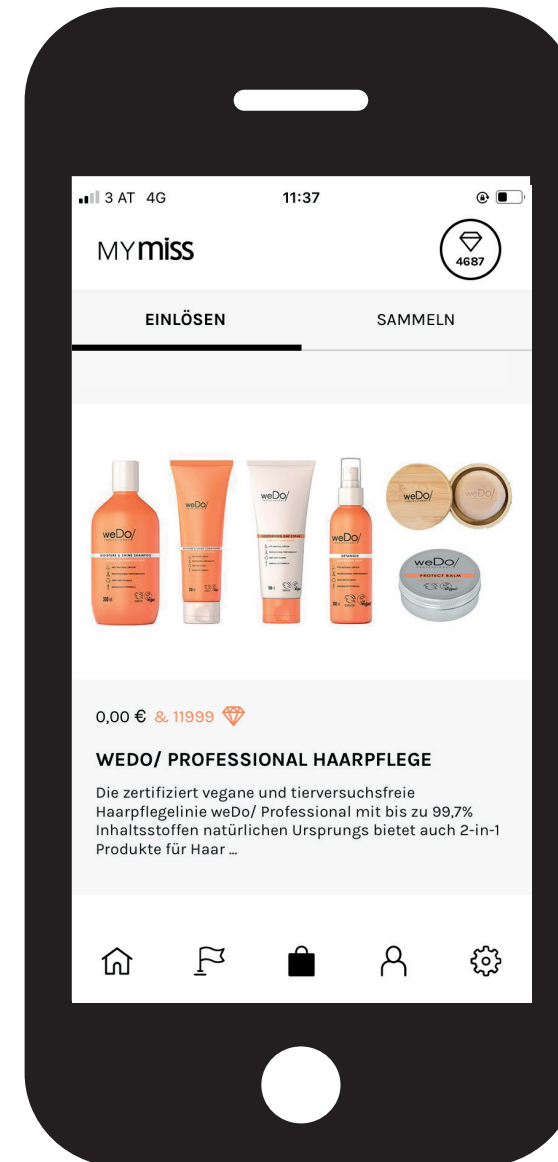
MYmiss variants:

■ **MYmiss Einlösen:** Redeem the collected diamonds for rewards, discount vouchers or vouchers

■ **MYmiss Sammeln:** Earn diamonds when purchasing a product

■ MYmiss LOTTERY EXPRESS:

A raffle with exclusive prizes. The users redeem their diamonds for raffle tickets and automatically take part in the raffle.



WEB

 www.miss.at



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

■ With the channels STARS, STYLE, BEAUTY, LIEBE, LEBEN, STAR SIGN, VIRAL, REZEPTE, we meet the interests of the community and offer target group-specific content that is gladly read.

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

■ Advertising formats:

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

Medium Ad (Medium Rectangle, 300 x 250 px) ,

Sitebranding

inRead Video Ads bis 25 Sek.

DIGITAL ADVERTISING

PRICE LIST & PACKAGES

Format	Price	Guaranteed performance & Infos
ACTIVITY	€ 2,700.-	
ACTIVITY LOOKBOOK	€ 3,400.-	
CONTENT Video	up to € 4,670.-	Ø 150,000 Reach Ø 30,000 Views
INSTAGRAM Post / Raffle-Post	€ 1,260.-	Ø 30,000 Reach Ø 35,000 Impressions
INSTAGRAM Story	up to € 1,030.-	
INSTAGRAM Story Ad	€ 7,890.-	Ø 200,000 Reach
MYmiss	€ 600.-	
MYmiss Lottery Express	€ 990.-	
NATIVE Ad	€ 4,790.-	Ø 90,000 Reach Ø 6,500 Page views
SUPER NATIVE Ad	€ 6,590.-	Ø 130,000 Reach Ø 9,500 Page views
SUPER ENGAGEMENT PUSH	€ 6,990.-	Ø 1,000,000 Impressions
InRead Video miss.at (TKP)	ab € 56.-	
Large Ad miss.at (TKP)	€ 40.-	Understitial/Parallax 300x600px, mobil, ROS
Medium Ad miss.at (TKP)	€ 30.-	Medium Rectangle 300x250px, mobil, ROS
Sitebranding (TKP)	€ 120.-	

Packages*

missTEST & TELL product test

- 1 x NATIVE Ad (Call): € 4,790.-
- 1 x ACTIVITY: € 2,700.-
- 1 x missMIND Stunden / evaluation: € 560.-
- 1 x missNATIVE Ad (follow-up-report): € 4,790.-

Listenpreis: € 12,840.-

PACKAGE PRICE: € 9,830.-*

23%
RABATT

missPRODUKTLAUNCH

- 1 x NATIVE Ad: € 4.790.-
- 1 x ACTIVITY: € 2,700.-
- 1 x INSTAGRAM Post: € 1,260.-
- 1 x MYmiss: € 600.-

Listenpreis: € 9,350.-

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

MAGAZIN



PUBLICATION

4 x each year

PLACE OF PUBLICATION

Austria

CIRCULATION

Ø 85.000 qty. including
Ø 11,000 qty subscriptions

COPYPREIS

€ 3,00.-

WARUM 4 AUSGABEN?

- one issue per season
- dynamic editorial workflow

	MARCH	JUNE	SEPTEMBER	NOVEMBER
ISSUE_Nr.	01/22_218	02/22_219	03/22_220	04/22_221
CALENDAR WEEK	12	23	39	47
PUBLICATION DATE*	24.03.2022	09.06.2022	29.09.2022	24.11.2022
ADVERTISEMENT CLOSING AND CANCELLATION DATE* for standard placements	01.03.2022	17.05.2022	06.09.2022	30.10.2022
ADVERTISEMENT CLOSING AND CANCELLATION DATE* for ad/format specials, special and fixed placements	25.01.2022	12.04.2022	02.08.2022	27.09.2022
COPY DATE*	08.03.2022	24.05.2022	13.09.2022	08.11.2022

*Subject to changes

MAGAZINE

PRICE LIST

TECHNICAL SPECIFICATIONS

Format



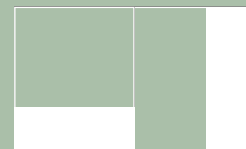
2/1 Seite



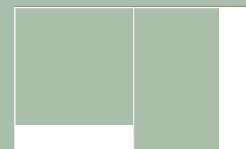
1/1 Seite



1/2 Seite



1/3 Seite



1/4 Seite

STANDARD PLACEMENTS

	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 PLACEMENTS

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 upright (1st third of the issue)	€ 4,070,-	101 mm x 275 mm
1/2 Page across (1st third of the issue)	€ 4,070,-	202 mm x 137,5 mm

Special format

Sponsored Editorial DELIVERED

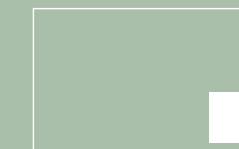
(bookable from 3 1/1 pages)

The sponsored editorial is created with delivered Sujets of the customer.

up to € 2,588.-
List price / Page



Sticker:
up to € 2,770.-
List price



Product placement
SMALL 6x8,5 cm
List price: € 1.500,-

Sponsored Editorial ARRANGED

bookable from 3 1/1 pages

The sponsored editorial is designed and created with the delivered Material (images and Text material) of the customer.

up to € 3,235.-
List price / Page



Sticker individual cut:
up to € 3,250.-
List price



Product placement
MEDIUM 8x10 cm
List price: € 1.880,-

Sponsored Editorial SHOOTING

(bookable from 4 1/1 pages)

The sponsored editorial line is designed together with the customer and the missMIND team takes the production management.

up to € 3,882.-
List price / Page



Product placement
LARGE 10x12 cm
List price: € 2.260,-

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	auf Anfrage	on request	on request	on request
70 g	auf Anfrage	on request	on request	on request
80 g	auf Anfrage	on request	on request	on request

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

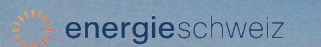
GLUED INSERTS*	Total Circulation	Part circulation: Surcharge of 10%	1st glued insert: Surcharge of 15% Partial circulation not possible	2nd glued insert: Surcharge of 10% Partial circulation not possible
Only together with a 1/1 page				
Automated processing. Manual processing on request.	€ 62,- / Tsd	€ 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.			
bis 20g	€ 44,- / Tsd			
bis 30g	€ 55,- / Tsd			
bis 40g	€ 61,- / Tsd			
bis 50g	€ 76,- / Tsd			
ab 51 g	on request			

FURTHER **missAD-** & **DRUCKSPECIALS** UPON REQUEST!



DIGITAL AGENCY

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