

W I V A

MEDIA KIT 2026

MONACO



THE LIFESTYLE, TRAVEL, AND CULTURE MAGAZINE FROM MUNICH FOR BAVARIA AND THE WORLD

Since 2006, **VIVA MONACO** has celebrated the art of living well. Rooted in Bavarian culture yet internationally minded, the magazine stands for refined lifestyle, curated travel, cultural insight, and elevated indulgence.

Published both in print and digital formats, **VIVA MONACO** delivers compelling interviews, premium brand features, immersive culinary stories, and inspiring travel narratives.

As a supplement to **WELT AM SONNTAG** (Bavaria edition), one of Germany's most influential weekend newspapers, **VIVA MONACO** offers advertisers a uniquely credible and high-quality media environment.

VIVA MONACO is more than a magazine — it is a cross-media brand, including newsletter, social channels, and digital edition.





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TARGET AUDIENCE

The **VIVA MONACO** readership:

- **Age:** 30 – 59
- **Income:** € 4,041 (average monthly)
- **Profile:** Educated, affluent, culturally sophisticated, and quality-driven.

Our readers are based in Bavaria but internationally oriented. They value design, travel, gastronomy, sustainable lifestyle, and curated insider recommendations. They are discerning consumers with strong purchasing power.



PRINT REACH

Circulation:

30,000* Print

13,000 E-Paper

Reach:

143,000** Readers

Distribution overview:

- **WELT AM SONNTAG** Bavaria
- Additional distribution via selected luxury venues in the Munich (gastronomy, medical practices, fitness studios, beauty salons)
- Postal distribution to opinion leaders in politics, business, and society
- Companies
- Direct sales via www.vivamonaco.de

Additional reach through the activation of the digital flipbook version, as a teaser on www.vivamonaco.de, and via social media promotion.

*of which 23,000 via WELT AM SONNTAG Bavaria, IVW III/2025, remainder via other Sharepoints, see distribution above

** of which 100,000 via WELT AM SONNTAG Bavaria, IVW III/2025

DIGITAL REACH

Website:

11,000 users

86,000 page views

Newsletter:

12,500+ subscribers

Social Media:

6,200+ followers (FB and IG combined)

We offer:

- Direct access to a highly targeted, affluent audience.
- Sophisticated content in a high-quality lifestyle environment.
- Sustainable increase of your Brand Awareness and long-term brand positioning within a luxury editorial environment.





VIVA MONACO

EDITORIAL SECTIONS

VIVA MONACO is one of the most widely read magazines about Munich and Bavaria. These sections are at the heart of our online and print publications:

Wellbeing & Beauty

Modern self-care, medical wellness, and emerging beauty trends — curated with a holistic perspective.

Fashion & Jewelry

An elegant balance of international design and Bavarian heritage, including contemporary interpretations of traditional Tracht.

Travel

From the Isar River to global destinations: we present exceptional places that inspire, slow down, and elevate perspective — from alpine hideaways to luxury cruises and boutique city hotels.

Culture

Exhibitions, theatre, festivals, and cultural highlights in Bavaria and beyond.

Business

Portraits of entrepreneurs, visionaries, and decision-makers shaping the future.

Zeitgeist

Insight into emerging trends and cultural developments — analytical, forward-thinking, and relevant.

Culinary

From fine dining and fusion cuisine to contemporary fast food, we explore the full spectrum of gastronomy. We collaborate with artisan producers, test exceptional recipes, and spotlight innovative concepts driven by passionate chefs.

Mobility

Modern mobility in all its forms — from automotive to sustainable transport solutions.

Living

Individual living spaces, design inspiration, and behind-the-scenes insights into premium craftsmanship.



ABOUT WELT AM SONNTAG:



WELT AM SONNTAG is one of Germany's most influential weekend newspapers, known for high-quality journalism, in-depth reporting, and strong investigative coverage.

As a supplement within the Bavaria edition, **VIVA MONACO** benefits from:

- A discerning and affluent readership
- High attention span during weekend reading
- Strong credibility and trusted media environment
- Direct access to Bavaria's luxury and premium consumer market.

WELCOME TO THE JUNGLE

1. Hochglanzpolierter Vase aus Porzellan, 199 Euro.

2. Schalen Stuhl, 499 Euro.

3. Kissen in Form eines Schmetterlings, 199 Euro.

4. Kissen in Form eines Schmetterlings, 199 Euro.

PRODUKT GEDRUCKT VON ELLE

ELLE DECOR
MIT 100% HANDELTÜCHEN
GEFÄHRT, VERKLEB, DRUCK
SCHNITT



This image is a collage of several fashion magazine pages. The central page is a 'BRANDS TO WATCH' feature, which includes a section on 'FEINSTE KORBBAUEREI' (Fine Basket Weaving) with a photo of a woman in a red dress and a high-heeled shoe, and a section on 'AM FOLK-ROCK 2011' featuring a couple in winter clothing. To the right, another page shows a yellow and black puffer jacket and a close-up of a watch. The top right corner shows a dark, abstract image, and the bottom right corner shows a person's face. The pages are layered and slightly tilted, creating a dynamic visual effect.

Good Vibes

1. **RED SNEAKER**

2. **PERFUME**

3. **SILVER WATCH**

4. **PURPLE SHIRT**

5. **SHORTS**

1. **RED TOTE BAG**

2. **SILVER WATCH**

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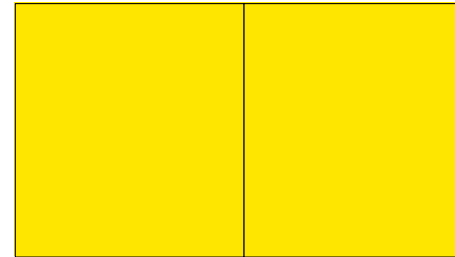
98. **SHIRT**

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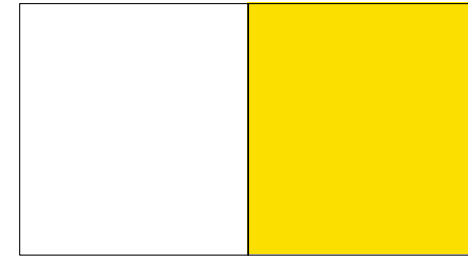
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AD RATES PRINT



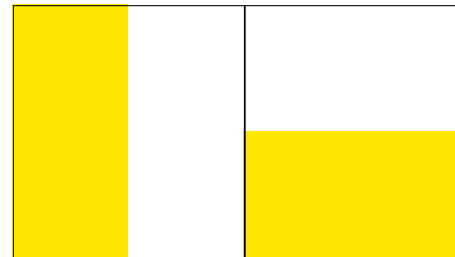
2/1 (Double Page)

Price: € 11,440 net
Format: 420 x 297 mm



1/1 (Full Page)

Price: € 5,720 net
Format: 210 x 297 mm



Inside Front/Back Cover (U2/U3)

Price: € 7,150 net
Format: 210 x 297 mm

Back Cover (U4)

Price: € 7,436 net
Format: 210 x 297 mm

1/2 (Half Page)

Price: € 2,906 net
Format: 105 x 297 mm
210 x 148 mm



1/3 (Third Page)

Price: € 1,988 net
Format: 70 x 297 mm
210 x 99 mm

Publication dates 2026

Summer issue:

Publication: July 4, 2026

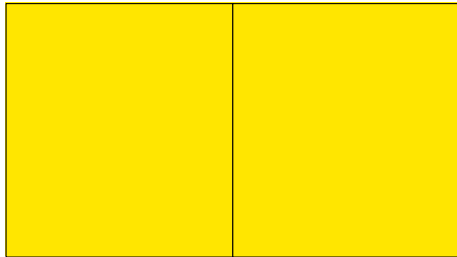
Ad deadline: June 10, 2026

Winter issue:

Publication: December 6, 2026

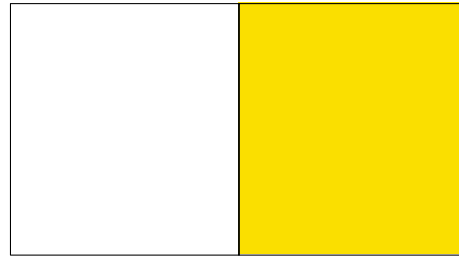
Ad deadline: November 6, 2026

ADVERTORIALS & NEWS RATES PRINT



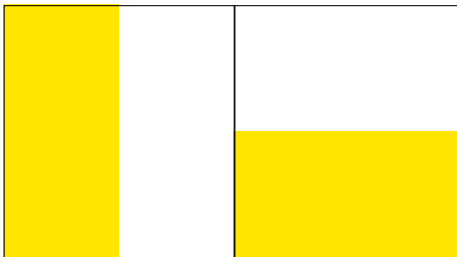
2/1 (Double Page)

Price: € 12,400 net
Format: 420 x 297 mm



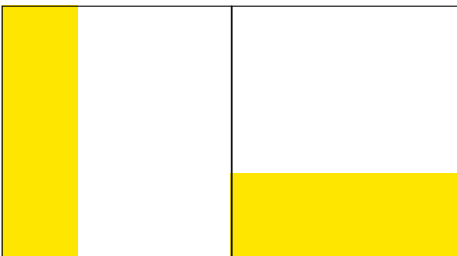
1/1 (Full Page)

Price: € 6,350 net
Format: 210 x 297 mm



1/2 (Half Page)

Price: € 3,250 net
Format: 105 x 297 mm
210 x 148 mm



1/3 (Third Page)

Price: € 2,300 net
Format: 70 x 297 mm
210 x 99 mm



Product placement on one of the news pages: € 1,190 net

AD RATES ONLINE

Social Media Post / from € 250 net

- Published on Facebook and Instagram
- Reels and Stories bookable as add-ons

Online Advertorial / from € 1,490 net

- Placement within editorial environment
- SEO-optimized
- Duration: 1 year

Topic Specials / from € 7,490 net

- Multi-article thematic focus (e.g. travel destination, regional feature, seasonal trend)
- Includes social media and newsletter promotion
- Combinable with print placement

Further services such as banners, newsletter integration, homepage teasers, competitions, and tailored packages available upon request. All rates are subject to standard agency commission.



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