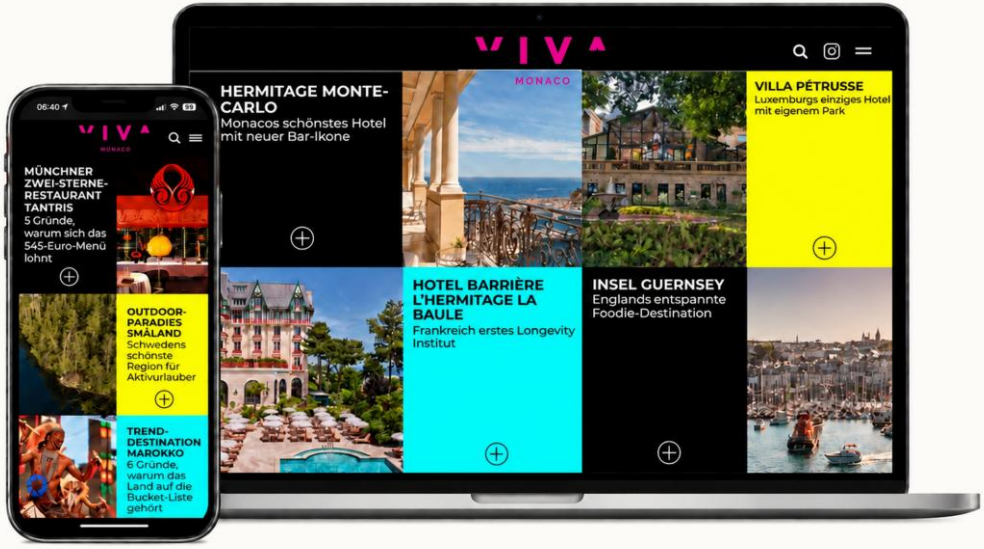
VIVA
MONACO

MUNICH · Q4 2026

Brand Presentation

The lifestyle & travel magazine from Munich



PREMIUM SUPPLEMENT TO WELT AM SONNTAG



VIVA Monaco is a product of
Media Group Badstübner Zeller Reimann GbR

On the future of Munich luxury

*"**VIVA Monaco** is a magazine that showcases and celebrates the beautiful things in life, aimed at a discerning audience with an upscale lifestyle in the premium & luxury segment.*

*We focus on aesthetic imagery, curated content and high-quality service journalism. **VIVA Monaco** is meant to be like a personal Instagram feed on paper: informative and inspiring, but with that certain something, depth and style.*

*We want to touch and delight the readers of **VIVA Monaco** and present them with the most beautiful facets of life – atmospheric, emotional and substantial."*



Mike Badstübner

EDITOR-IN-CHIEF & PUBLISHER, VIVA MONACO



Nina Zeller

EDITOR-IN-CHIEF & PUBLISHER, VIVA MONACO

SIX GOOD REASONS FOR YOUR BRAND

Why VIVA Monaco?

6

VIVA MONACO

01
Affluent target group

Ø €4,639 net household income, 34% with €6,000 or more, core target group aged 30–59.

02
Curated environment

Food, travel and culture – deliberately free of politics. Your brand in a context of quality.

03
Targeted distribution

Premium supplement to WELT AM SONNTAG throughout Bavaria – also sold at newsstands in larger cities, railway stations and airports, and via premium sharepoints, direct mail and online sales.

04
Print and digital

Magazine, e-paper, website (11,000 users), newsletter (13,000+) and social media (6,800+ followers).

05
One-stop editorial team

Copy, images and design by our editorial team: advertorials in the look and feel of the magazine, including one free round of revisions.

06
Flexible packages, fair terms

Cross-media packages from €2,850 net, up to 30% off with frequency and early-booking discounts – all prices commissionable.

Source: VIVA Monaco reader survey, Q4 2026, n = 209.



PREMIUM SUPPLEMENT TO

WELT AM SONNTAG

THE BRAND

This is VIVA Monaco

VIVA MONACO

A lifestyle and magazine portrait of Munich and the world

The premium lifestyle magazine from Munich – in print, as an e-paper and online, with its own brand and a strong carrier medium.

Targeted distribution in Bavaria

As a premium supplement to WELT AM SONNTAG Bavaria, with a focus on Munich, Upper Bavaria and the region's luxury hotspots. Also sold at newsstands in larger cities, railway stations and airports.

Affluent. Discerning. With an eye for aesthetics.

Urban high achievers and connoisseurs who appreciate the Munich way of life and seek inspiration from around the world.

Quiet Luxury

Instead of loud status symbols: mindful indulgence, longevity, beauty, craftsmanship and fashion with substance.

Munich meets the world

Munich savoir-vivre on the Isar and the world's most beautiful destinations – selected with a sure sense of style and close to the zeitgeist.

QUIET LUXURY · DISCERNING · SAVOIR-VIVRE

Four sections, twelve topic worlds



Style & Wellbeing

Where personality meets well-being: your brand among fashion, jewellery, beauty, fitness and medical wellness – with readers who invest in style and health and are looking for guidance.

TOPIC WORLDS

Fashion & Jewellery
Wellbeing & Beauty
Health & Fitness



Money & Mindset

Career meets work-life balance: portraits of doers, visionaries and entrepreneurs plus zeitgeist topics that matter – the ideal environment for banks, real estate and business brands.

TOPIC WORLDS

Business
Zeitgeist
Economy & Finance



Spaces & Journeys

Places that inspire: luxury hotels, destinations, cruises, furniture makers and mobility – the right section for the hospitality and automotive industries as well as design and living.

TOPIC WORLDS

Travel
Living
Mobility



Art of Taste

Indulgence with standards: we cover food, wines and spirits as well as culture and art news – the right section for restaurateurs, delicatessen brands, cultural institutions and event organisers.

TOPIC WORLDS

Food & Drink
(Table) culture
Art

VIVA Monaco is one of the most widely read magazines from, in and about Munich.

WHO DO WE REACH?

Target group

Urban high achievers (aged 30–59)

Connoisseurs with an eye for aesthetics

Cosmopolitan individualists who love to travel

Opinion leaders in Munich & Bavaria

VIVA Monaco reaches affluent, discerning women and men with a sense of style and savoir-vivre – connoisseurs and individualists for whom luxury is an expression of personality, health and well-being. Core target group: aged 30–59.

67%
MEN

33%
WOMEN

According to the 2026 reader survey – a strong environment for watches, automotive, finance, real estate and travel.

Source: VIVA Monaco reader survey, Q4 2026, n = 209.



Targeted, successful placement

VIVA MONACO

Targeted distribution instead of wastage.

VIVA Monaco is enclosed as a premium supplement in WELT AM SONNTAG Bavaria and also reaches selected touchpoints.

PREMIUM SUPPLEMENT TO

WELT AM SONNTAG

PRINT RUN

30,000 *copies*

TOTAL CIRCULATION

38,200

30,000 print
+ 8,200 e-paper

WELT AM SONNTAG Bavaria Premium supplement with 25,000 copies	25,000
Newsstand 2,500 copies in single-copy sales – sold at newsstands in larger cities, railway stations and airports	2,500
Sharepoints, direct mail & online sales 2,500 copies: hotels, medical practices, coworking spaces and studios, mailings to opinion leaders and sales via Amazon	2,500

DIGITAL · SHOWN SEPARATELY

E-paper (separate) 8,200 copies, also on Readly from December 2026. The e-paper editions are not part of the print run.	8,200

Source: publisher's data. Print run 30,000 copies: 25,000 WELT AM SONNTAG Bavaria + 2,500 newsstand + 2,500 sharepoints, direct mail & online sales. Plus 8,200 e-paper editions – total circulation 38,200 copies.

Our distribution area



Distributed in the most important cities throughout Bavaria – with a focus on the most affluent regions in and around Munich, Upper Bavaria and selected luxury hotspots.

Munich & Upper Bavaria
Focus region with the highest purchasing power

Luxury hotspots
Tegernsee, Lake Starnberg

Metropolitan regions
Nuremberg, Augsburg, Regensburg, Würzburg and other cities throughout Bavaria

WELT AM SONNTAG BAYERN

Inside the magazin

AN EXCLUSIVE LOOK OVER OUR SHOULDER

Favourite pieces, local colour and way of life – selected with a connoisseur's eye. The news pages from the magazine show how brands come to life in the editorial environment of VIVA Monaco.

Curated · Exclusive · Discerning



VIVA NOW

dolce & vita

Aktuelle Lieblinge

Rollende Leinwand

Eine besonders mitreißende Künstler-Kooperation hält der Münchner Automobilhersteller **BMW** seit über 50 Jahren am Laufen: die „BMW Art Cars". Den Anfang machte 1975 der US-Bildhauer Alexander Calder (Foto links). Es folgten Ikonen wie Andy Warhol, Jeff Koons, Roy Lichtenstein und zuletzt die Malerin Julie Mehretu. Alle 20 bislang entstandenen Design-Karosserien gibt's nun erstmals unter einem Dach zu bestaunen vom 29. Juli bis 31. August 2026 in der Münchner **BMW WELT** – abgefahren! *bmw-welt.com*

West End Story

Ihnen fallen bei München nur Schwabing und der Englische Garten ein? Dann wird's Zeit für einen Ausflug ins Westend. Das ehemalige Arbeiterviertel steht dem ähnlich klingenden Musical in Sachen Storytelling nämlich in nichts nach. Welche spannenden Insights das genau sind, erfährt man ab Juli beim „Viertelliebe-Sommerspecial" von **MÜNCHEN TOURISMUS.** Auf der zweistündigen Führung besucht man u. a. die Ruhmeshalle und erhält exklusive Einblicke in den diesjährigen Oktoberfest-Aufbau auf der Theresienwiese. Keine Tickets mehr verfügbar? Kein Problem! Ab 2027 wird die Westend-Tour fester Part im regulären Turnus der „Viertelliebe"-Führungen. *einfach-muenchen.de/fuehrung-viertel*

Termine: 10. + 24. Juli, 7. + 21. August, 4. + 11. + 18. September (jeweils 16 Uhr)

VIVA NOW

Handverlesen

Von Italien ist allgemein bekannt, dass die nördlichste Stadt München heißt – VIVA Monaco di Baviera! Aber wussten Sie, dass es dort auch Capsule Collections für Olivenöle gibt? *Tales* heißt die neue Linie aus dem Hause **OLIO GUGLIELMI** in Apulien. Vier Designer-Flaschen, vier „Extra Vergine"-Pressungen – von rassig bis rund. Da greifen wir gerne zu! *olioguglielmi.it*

Bitte anschnallen

Genießen Sie gedanklich einen Roadtrip entlang der schönsten Alpenpässe und Küstenstraßen dieser Welt. Möglich macht's der Münchner Autor und Porsche-Spezialist Derk Hoberg. Er lotst Sie in seinem **TENEUES**-Bildband vom Großglockner über den Nürburgring bis hin zu Kaliforniens spektakulären Coastal Roads. Fotogene (PS-)Stärke auf 256 Seiten. Um 50 €, *gestalten.com*

Auf die Bohne, fertig, los!

Hobby-Baristas lieben ihren morgendlichen Schluck Kaffee fast genauso sehr wie das Ritual, ihn zuzubereiten. Der Highend-Dreiklang für einen genussvollen Start in den Tag:

Kaffeebohnen „Panama Geisha" von **DINZLER**, 250 g um 26 €, *dinzler.de*

Kaffeemühle „Ode Brew Grinder Gen 2" von **FELLOW**, um 300 €, *fellowproducts.com*

Filter-Kaffeemaschine „Coffee Maker" von **AARKE**, um 350 €, *aarke.com*

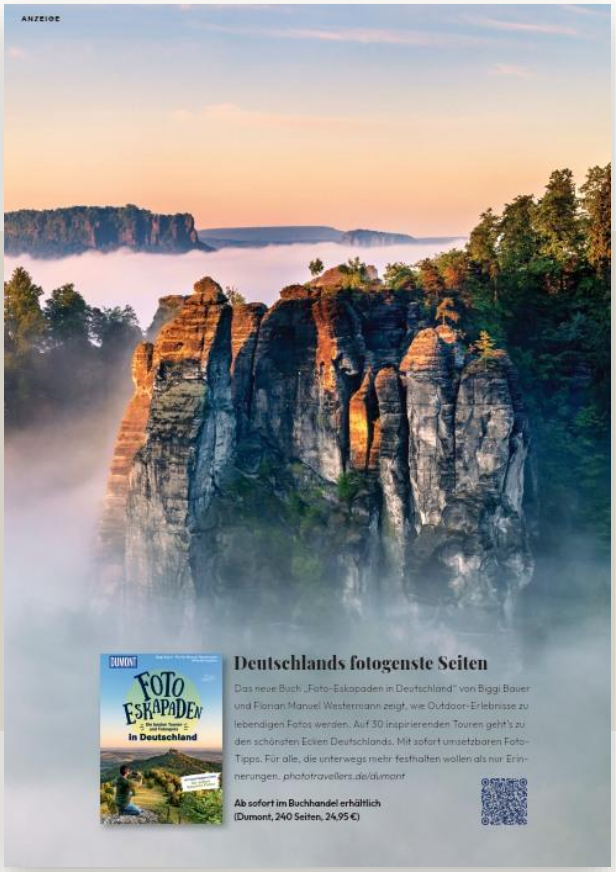
ADVERTORIAL

Genuss-Grandezza

Im Münchner Traditions-Restaurant **BRENNER GRILL** verschmelzen historische Architektur und modernes Lebensgefühl zu einem einzigartigen Genuss-Erlebnis. In der denkmalgeschützten Säulenhalle an der Maximilianstraße treffen offene Feuerstelle, hausgemachte Pasta und eine stilvolle Bar aufeinander. Hochwertige Zutaten, mediterrane Einflüsse und urbanes Flair schaffen den perfekten Rahmen für besondere Momente. *brennergrill.de*

"Current favourites" – pages from VIVA Monaco

Brands in the magazine



AD



AD



ADVERTORIAL

OUR VALUES

What luxury means to us

*These values shape every issue of **VIVA Monaco**:*

Munich way of life	Cosmopolitanism
Craftsmanship & quality	Authenticity
Mindful indulgence	Sustainability
Health & longevity	Knowledge & expertise



Since 2006: one magazine, one feeling

*For 20 years, **VIVA Monaco** has been showing readers the beautiful side of life.*

The lifestyle, travel and culture magazine from Munich has become a premium format in print and online – with newsletter, social media and e-paper. In Germany, VIVA Monaco is available as a print magazine; in Austria and Switzerland as an e-paper.

AVAILABLE AS

Germany	Print magazine
Austria	E-paper
Switzerland	E-paper

VIVA MONACO – MILESTONES

2006 – Origins
Developed as the fashion trend show of Munich's Abendzeitung – a high-quality lifestyle magazine for fashion, luxury and society.

2014–2018 – Brand building
Established as an independent premium brand with Munich lifestyle and international ambitions – at the time, among others, as a supplement to the SZ and as Rush4 Magazin.

2018-2021 – Part of Münchner Merkur and tz
At the time part of the media portfolio: approx. 105,000 copies, around 320,000 readers (IVW/VA); distribution via subscription, supplement and direct distribution.

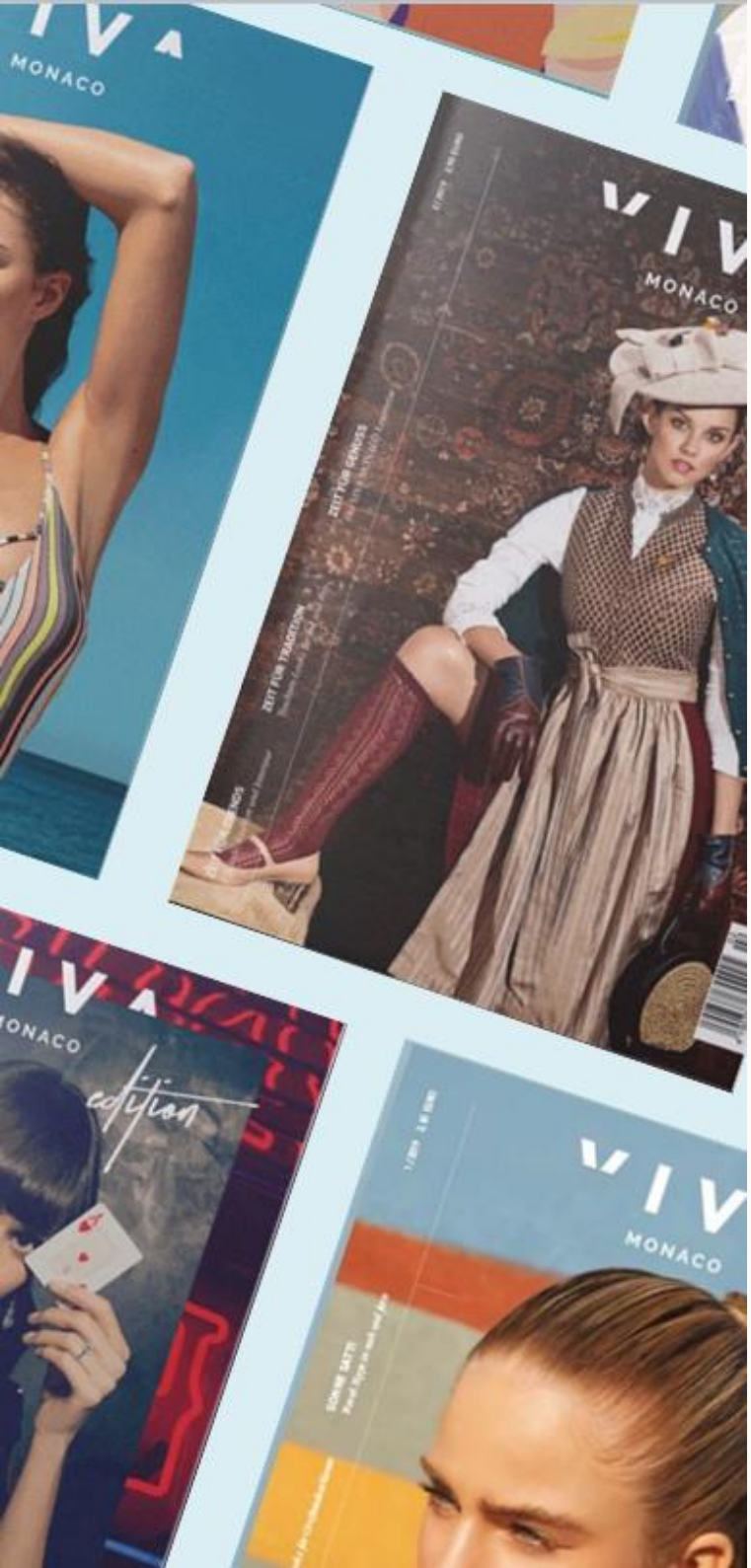
2021–2025 – Digitalisation & expansion
Positioned as a cross-media lifestyle brand with WELT AM SONNTAG: print, online and event partnerships.

Since 2026 – New editorial leadership
Nina Zeller and Mike Badstübner take over the management of **VIVA Monaco**.

December 2026 – At newsstands, on Amazon and on Readly
VIVA Monaco launches on Amazon and Readly and is sold at newsstands in major cities, railway stations and airports in Bavaria.

Sources: IVW/VA (figures from 2018); publisher's data.





News & Dates 2027

Two issues a year

Summer issue: published 4 July 2027, ad deadline 15 June 2027. Winter issue: published 5 December 2027, ad deadline 15 November 2027.

New editorial leadership

Since early 2026, Nina Zeller (Editor-in-Chief & Publisher) and Mike Badstübner (Editor-in-Chief & Publisher) have been leading **VIVA Monaco** into the future.

Topic worlds and sections

We inform and inspire readers with our four diverse sections: Style & Wellbeing, Money & Mindset, Spaces & Journeys and
Art of Taste.

Expanding the brand

The newsletter reaches more than 13,000 subscribers, and **VIVA Monaco** is now also available on Readly and Amazon. From December, distribution will also include newsstands and railway station retail.

News and giveaways: vivamonaco.de/newsletter

Print ads: formats & dates

VIVA MONACO

FORMAT	SIZE (MM)	AD	ADVERTORIAL
1/1 page	210 × 297	**€5,892**	€6,541
1/2 page	105 × 297 / 210 × 148	**€2,993**	€3,348
1/3 page	70 × 297 / 210 × 99	**€2,048**	€2,369
2/1 double page	420 × 297	**€11,783**	€12,772
Inside covers (U2 / U3)	210 × 297	**€7,365**	–
Back cover (U4)	210 × 297	**€7,659**	–
Product placement on news page	–	**€1,226**	–

TERMS

Frequency discount	20% for 2 insertions or more (within 12 months)
Early booking	10% when booking at least 12 weeks before the ad deadline
Discounts	can be combined up to a maximum total discount of 45%; agency commission 15%

SUMMER ISSUE 2027

Published: 4 July 2027

Ad deadline: 15 June 2027

WINTER ISSUE 2027

Published: 5 December 2027

Ad deadline: 15 November 2027

EXAMPLE · TWO ISSUES

1/1 page in the summer and winter issues

Two insertions earn a 20% frequency discount, booking at least 12 weeks before the ad deadline adds another 10% – a total discount of 30%.

2 × €5,892	€11,784.00
– 20% frequency discount	– €2,356.80
– 10% early booking	– €1,178.40

€8,248.80 net

You save €3,535.20 · 30%

Source: Media Kit 2027. All prices in euros net plus VAT, commissionable, valid for the 2027 issues.

Editorial Calendar 2027

VIVA MONACO

Plan your ad in the right editorial environment.

Summer issue

PUBLICATION DATE	AD DEADLINE
4 July 2027	15 June 2027

KEY TOPICS

01 Oktoberfest special
02 Stays with a view
03 Beauty trends
04 Luxury watches
05 Real estate & high-end living
06 Food & drink stories
07 Golf

Winter issue

PUBLICATION DATE	AD DEADLINE
5 December 2027	15 November 2027

KEY TOPICS

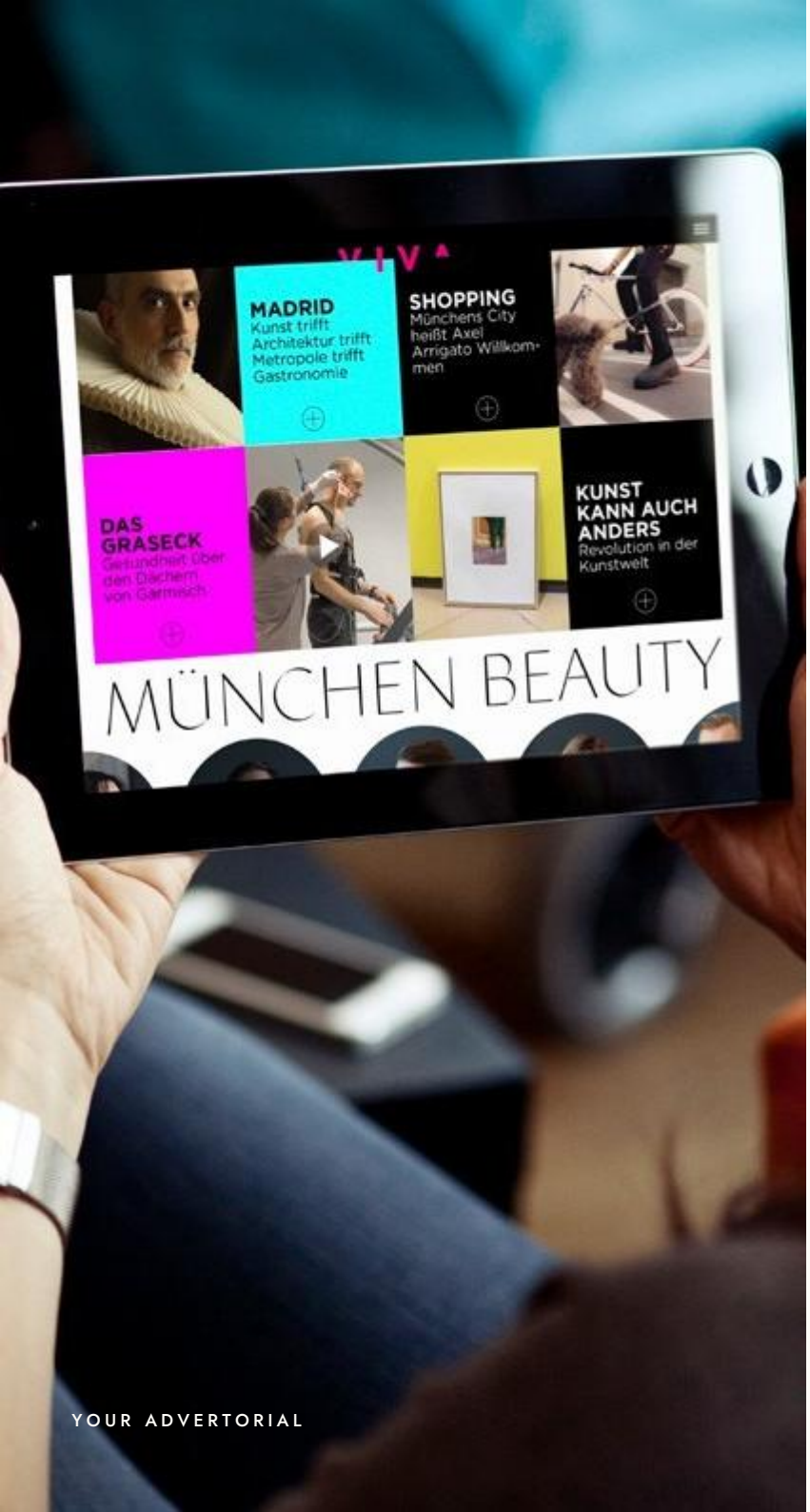
01 Cruise special
02 Gift guide
03 Health resorts
04 Car news 2028
05 Skiing
06 Alpine hideaways

Source: publisher's data. Topics and dates subject to change.

Packages Instead of Single Prices

	Starter *The successful start*	MOST POPULAR Premium *Best impact at the best price*	Exclusive *The grand entrance*
PRINT	1/3 page ad	1/1 page ad	2/1 double-page ad + product placement on news pages
ADVERTORIAL	Online advertorial	Online advertorial	Online advertorial
NEWSLETTER	–	Newsletter placement	Newsletter placement
SOCIAL MEDIA	1 × story slide	2 × story slides	2 × story slides & 1 × post
SINGLE PRICES	~~€3,546~~	~~€7,988~~	~~€15,304~~
YOU SAVE	€696 (20%)	€2,698 (34%)	€6,314 (41%)
PACKAGE PRICE	€2,850 net	€5,290 net	€8,990 net

Package prices net plus VAT, commissionable. Package prices are already discounted (up to 45%) and cannot be combined with other discounts. Single prices as per rate card (online advertorial, social media and newsletter at starting prices).



DURATION: 12 MONTHS

Online advertorial on www.vivamonaco.de

VIVA MONACO

Place your brand message on www.vivamonaco.de and present yourself to a relevant target group in a high-quality editorial environment.

Online advertorial
Editorial article on vivamonaco.de, written by our editorial team, online for 12 months. Scope tailored individually, including one free round of revisions.

Website reach
11,000 users and 86,000 page views.

Additional visibility (optional)
Can be combined with a newsletter placement (13,000+ subscribers) and social media posts (over 6,800 followers, FB and IG combined).

SERVICE	DURATION	NET PRICE
Online advertorial	12 months	from €1,299

All prices in euros net plus VAT, commissionable. Source: Media Kit 2027.

STRAIGHT TO YOUR TARGET GROUP'S INBOX

Newsletter

*Land your advertising message directly in your target group's inbox: a placement in the **VIVA Monaco** newsletter reaches more than 13,000 subscribers.*

13,000+

SUBSCRIBERS

Newsletter placement
One placement in the newsletter to 13,000+ subscribers, teaser with image and link.

Easy to combine
With an online advertorial on www.vivamonaco.de, a social media post or a giveaway.

PRODUCT	REACH	NET PRICE
Newsletter placement	13,000+ subscribers	from €399

Sign up for the newsletter now: vivamonaco.de/newsletter



All prices in euros net plus VAT, commissionable. Source: Media Kit 2027.





INSTAGRAM · FACEBOOK · OVER 6,800 FOLLOWERS

Social Media & Giveaways

Social Media

from €199

Per post or story on Instagram and Facebook.

Giveaway

from €249

On Instagram and Facebook with post and story, running for 7 to 14 days.

BEST CASE

Hotel Oberraindlhof, Schnals Valley

Social media giveaway with 2 nights' stay

740	773	1,867
LIKES	COMMENTS	INTERACTIONS

Story: visible for 24 hours. Post: permanently in the feed. All prices in euros net plus VAT, commissionable. Source: Media Kit 2027.

READERSHIP

VIVA Monaco readers are ...





ABOUT THE SURVEY

VIVA Monaco Reader Survey 2026

In the fourth quarter of 2026, we surveyed our readers via our newsletter – about their topic interests, purchase intentions, travel and consumer behaviour and how they perceive advertising in the magazine.

WHAT WE ASKED

01 Topics in the magazine

02 Purchase intentions

03 Advertising impact

04 Content formats

05 Reading behaviour

KEY FACTS

PERIOD	Q4 2026
METHOD	Online survey via the newsletter
PARTICIPANTS	209 readers
ANSWERS	Multiple answers possible where appropriate

Source: VIVA Monaco online reader survey, Q4 2026, n = 209.

… in the prime of life

Our readership is affluent and predominantly male, with a clear focus on ages 30 to 59 – a strong environment for watches, automotive, finance, real estate and travel.

GENDER



67%

MEN

33%

WOMEN

AGE

30–59

years – young, active, in the prime of life

An affluent target group in the prime of life.

REACH

150,000

readers (print + e-paper)

Source: VIVA Monaco reader survey, Q4 2026, n = 209.

… high earners

Our readers have an above-average net household income, mostly own their homes and are highly educated.

Ø €4,639

Average net household income

34%

with a net household income of €6,000 or more

62%

live in their own house or flat

89%

have a net household income above €3,000

74%

have a university entrance qualification or degree

72%

are luxury-oriented

Source: VIVA Monaco reader survey, Q4 2026, n = 209.

… keen travellers and spenders

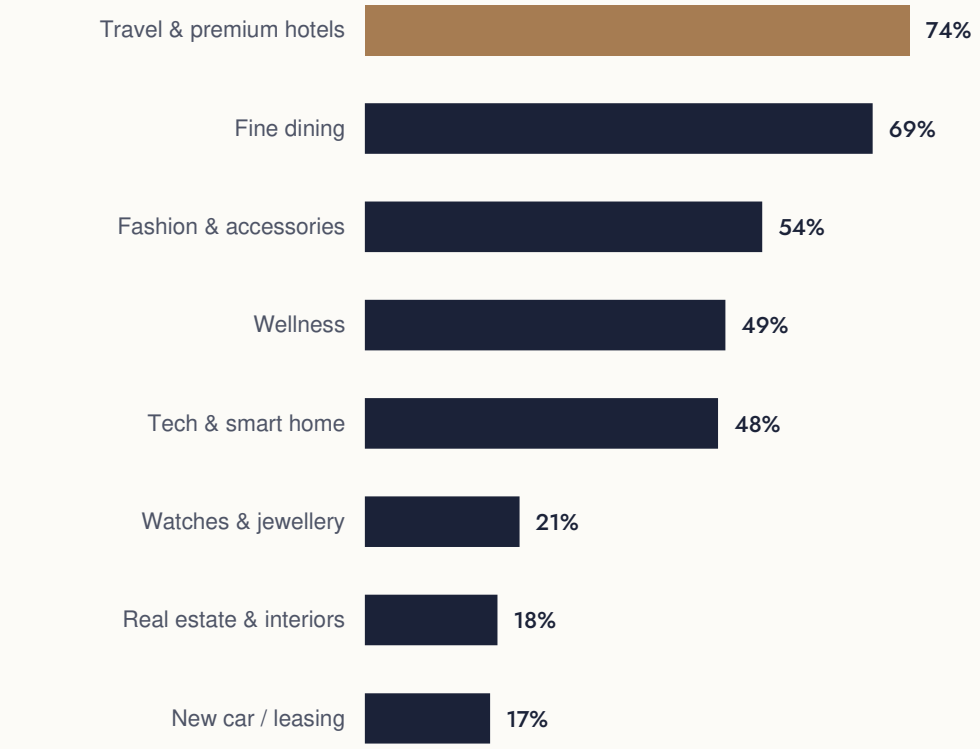
Travel, fine food and quality are an integral part of their lifestyle: the strongest consumer interest is in upscale holidays, followed by fine dining, fashion and wellness.

5.1 private trips per year on average, including short breaks and city trips

81% prefer 4- to 5-star or boutique hotels

74% plan to book 4- and 5-star hotels or luxury trips in the next 12 months

PURCHASE INTENTIONS IN THE NEXT 12 MONTHS



Source: VIVA Monaco reader survey, Q4 2026, n = 209.

… with high standards

High affinity for premium segments: quality over quantity – from travel and fine dining to fashion and mobility.

TRAVEL, HOTELS & CRUISES

84%

highly interested in travel & cruises

Our readers' top topic: 81% prefer 4- to 5-star or boutique hotels, 74% plan to book 4- and 5-star hotels or luxury trips in the next 12 months.

FINE DINING & FOOD

77%

highly interested in fine dining & food

Premium dining is part of everyday life: regular purchases of premium wines, champagne and delicacies from upscale specialist and online retailers.

HEALTH, BEAUTY & LONGEVITY

65%

highly interested in health & longevity

Premium skincare, niche fragrances and anti-ageing – open to beauty spas, longevity and aesthetic clinics.

FASHION, WATCHES & JEWELLERY

54%

plan to buy fashion & accessories

High willingness to spend on designer fashion, shoes, fine jewellery and luxury watches. 21% plan to buy watches or jewellery in the next 12 months.

AUTOMOTIVE & MOBILITY

17%

plan to buy or lease a new car

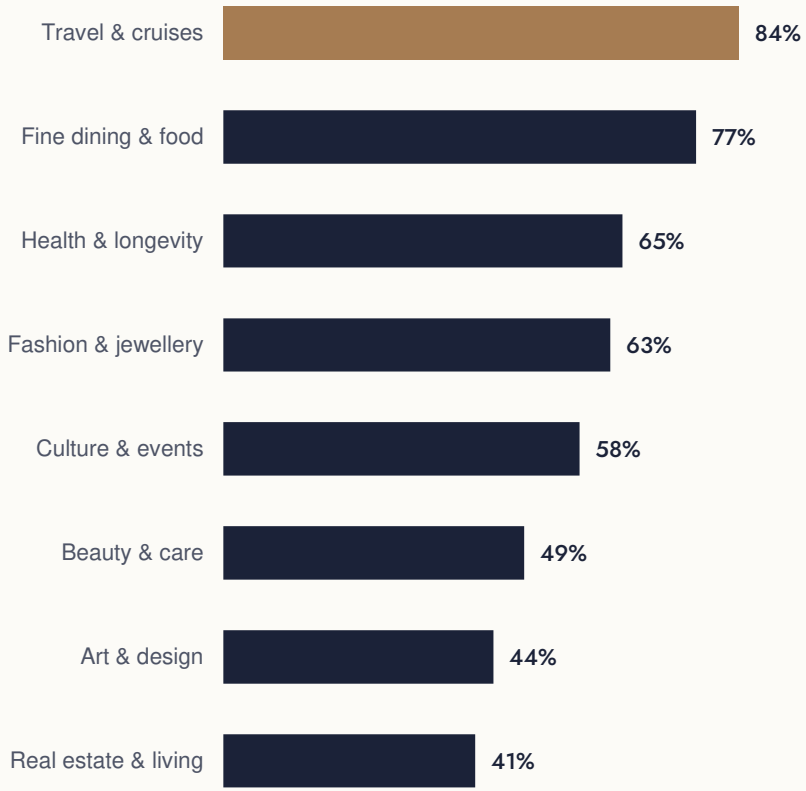
High share of premium and luxury vehicles as well as electric and hybrid models.

Source: VIVA Monaco reader survey, Q4 2026, n = 209.

… broadly interested

Travel or fine dining, fashion or health: our readers are interested in many things – in internationally renowned brands as well as Bavarian addresses.

VERY HIGH OR HIGH PERSONAL INTEREST



BRANDS FROM THE EDITORIAL ENVIRONMENT

INTERNATIONAL

Chanel
Rolex
Louis Vuitton
Hermès
Dior
Marina Rinaldi
Porsche
Bang & Olufsen
Victorinox
Bentley
Sani Resorts
Kitzbühel Tourismus
Casino Baden Baden
Waltherpark Bozen

BAVARIAN / MUNICH BRANDS

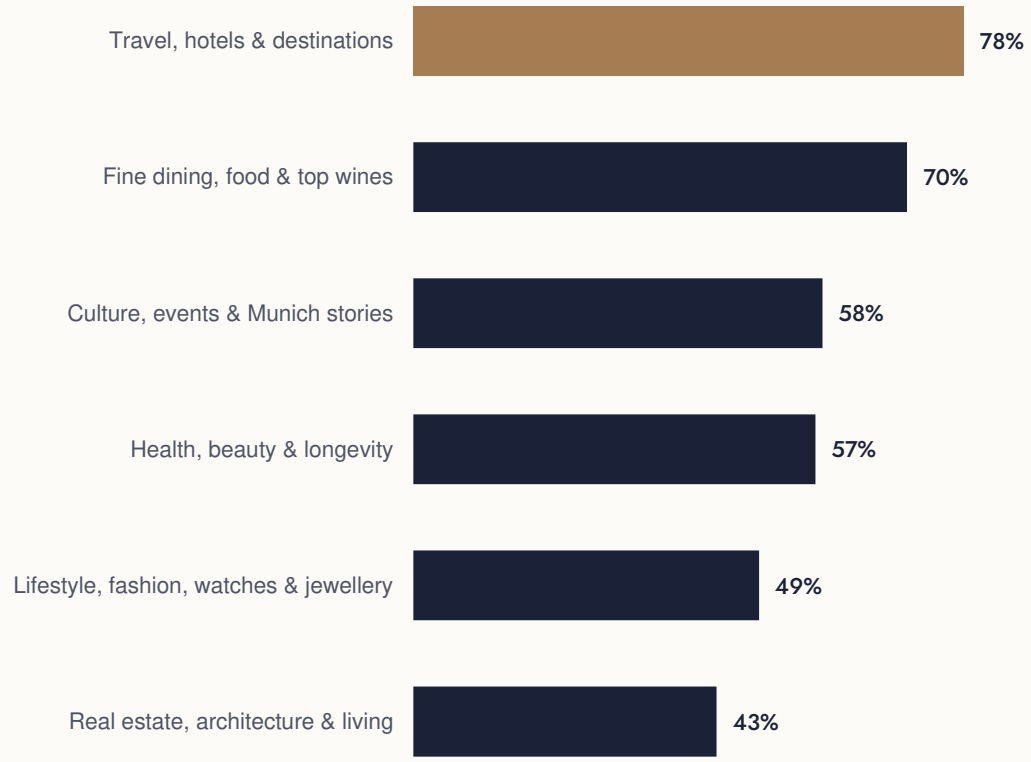
Lodenfrey
Bogner
Ludwig Beck
Käfer
Dallmayr
BMW
Hirmer
Hemmerle
Museum Brandhorst
Bauwerk Capital
Schloss Elmau
Bayerischer Hof

Interests: Source: VIVA Monaco reader survey, n = 209, Q4 2026.
Brands: Brands from the editorial environment of VIVA Monaco.

Topics in the magazine

Travel, fine dining and exclusive events are the focus of our readership.

Which topics do you read particularly closely in VIVA Monaco?



78%

Travel, hotels & destinations

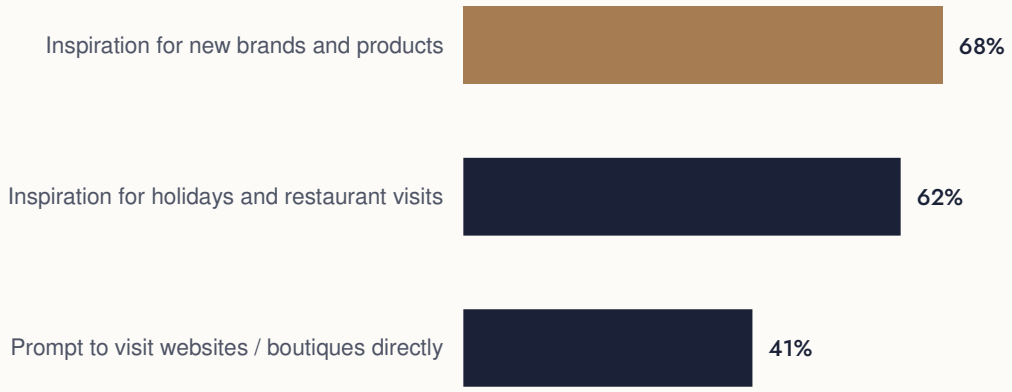
Focus on travel and indulgence.

Source: VIVA Monaco reader survey, n = 209, Q4 2026.

Advertising Impact & Ad Acceptance

*Ads in **VIVA Monaco** are used as high-quality inspiration and an impulse to buy.*

How do you perceive ads and recommendations in VIVA Monaco?



68%

Inspiration for new brands and products

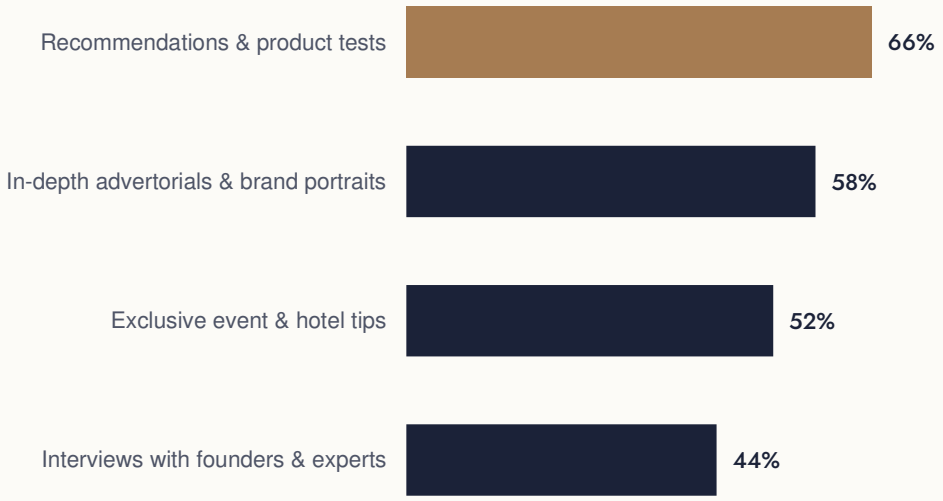
Ads as inspiration and impulse to buy.

Source: VIVA Monaco reader survey, n = 209, Q4 2026.

Preferred Content Formats

Editorial advertorials and product recommendations attract the most attention.

Which content and advertising formats appeal to you most?



66%

Recommendations & product tests

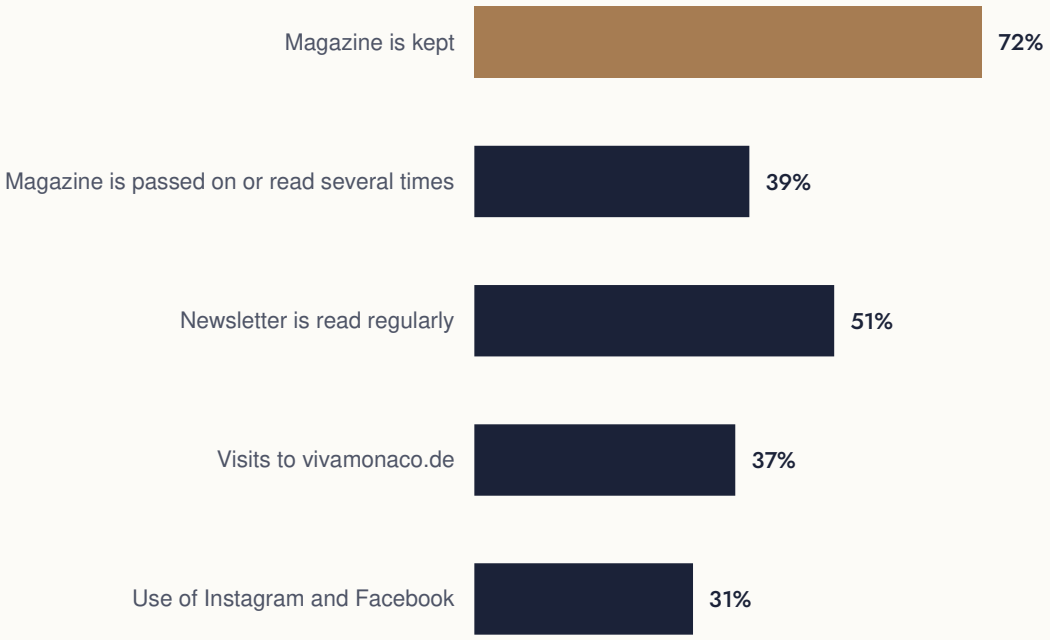
Editorial formats convince.

Source: VIVA Monaco reader survey, n = 209, Q4 2026.

Reading Behaviour & Pass-along

*A magazine that stays: **VIVA Monaco** is kept, passed on and accompanied digitally.*

How do you use VIVA Monaco?



72%

Magazine is kept

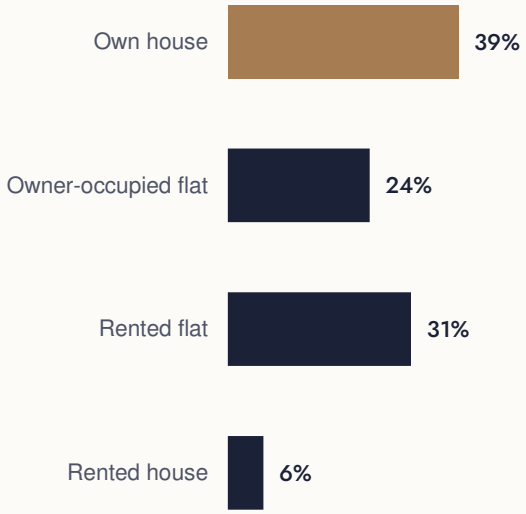
A magazine that stays.

Source: VIVA Monaco reader survey, n = 209, Q4 2026.

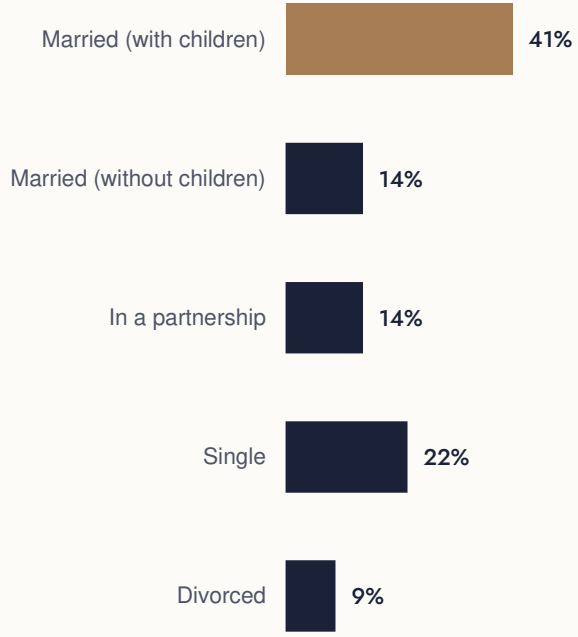
How do our readers live?

Mostly homeowners, mostly in a partnership: a readership with roots and a sense for quality.

WHAT IS YOUR LIVING SITUATION?



WHAT IS YOUR MARITAL STATUS?



Source: VIVA Monaco reader survey, n = 209, Q4 2026.

STRONG JOURNALISTIC EXPERTISE

The carrier medium: WELT AM SONNTAG

WELT AM SONNTAG is regarded as the most important weekend read for discerning readers.

Alongside investigative stories from business and politics, it regularly covers topics such as AI, new mobility and SMEs – and sets accents with finance, culture, style and travel that are a perfect match for VIVA Monaco.

VIVA Monaco is enclosed in WELT AM SONNTAG Bavaria. The newspaper is published with one edition each on Saturday and Sunday.

PRINT IS RELEVANT

77.3%

of the population in Germany are reached by newspapers every week.

In total, 52.4 million Germans read every issue of a daily or weekly title or use the newspapers' digital offerings.

PRINT IS YOUNG

62%

of 14- to 29-year-olds use print products.

Advertising in print today also reaches young readers who consciously take time for content.

PREMIUM SUPPLEMENT TO WELT AM SONNTAG



*WELT AM SONNTAG Bavaria with **VIVA Monaco** as a supplement in the premium & luxury segment*

Sources: Media Impact, b4p 2026 I, base: population aged 14+; circulation: publisher's data.

TESTIMONIALS

What Our Partners Say

MAISON VERVE
Public Relations

“

*For us, **VIVA Monaco** is a magazine that inspires with great style, personality and a special feel for exciting topics and stories. High-quality, inspiring and with a wonderful mix of Munich lifestyle and international flair.*

*But what makes working together so special for us are the people behind it: working with Nina and Mike is simply a great joy. They are not only true professionals but also warm, uncomplicated, fast and incredibly reliable. In everything they do, you can feel how much passion and heart goes into **VIVA Monaco**.*

For us, it is exactly the kind of collaboration you would wish for – professional, cooperative and always on an equal footing.”

Katharina Mair & Amelie M’Barek

MAISON VERVE PR

EATALY

“

*I have come to know **VIVA Monaco** as a high-quality medium with a clearly defined target group that is relevant to Eataly. I particularly value the professional and warm exchange as well as the passion for quality, fine food and lifestyle.”*

Livia Cuniolo

MARKETING & COMMUNICATION, EATALY MUNICH

LET'S STAY IN TOUCH

Your contacts

We look forward to hearing from you!



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