VIVA MONACO

MEDIA KIT 2027



WELT AM SONNTAG BAYERN

VIVA Monaco *in Numbers*

A premium environment for brands that want to achieve more.
VIVA Monaco is published as a premium supplement to WELT AM SONNTAG Bavaria – and is also sold at newsstands, railway stations and airports.



30,000
Print run
(of which 25,000 via WELT AM SONNTAG Bavaria)*

8,200
E-paper
(digital edition)

150,000
Readership
(print + e-paper)

11,000
Website users
(86,000 page views)

13,000+
Newsletter subscribers

6,888+
Followers
(FB and IG combined)

OUR TOPICS

Fashion · Beauty · Design · Travel · Food & Drink · Art & Culture · Business · Wellbeing

Premium. Inspiring. Relevant.

* Source: publisher's data. Print run 30,000: 25,000 WELT AM SONNTAG Bavaria, 2,500 newsstand, 2,500 sharepoints, direct mail & online sales.

Our Readers

WELT AM SONNTAG BAYERN

KNOWLEDGEABLE | AFFLUENT | COSMOPOLITAN

30–59 years

young, active, in the prime of life

67% men, 33% women*

Ø €4,639*

Net household income · 34% with €6,000 or more

Munich & Bavaria

at home here, travelling the world

affluent, quality-conscious, culturally engaged, keen travellers

Distribution

WELT AM SONNTAG Bavaria + newsstands (cities, railway stations, airports) + premium sharepoints (hotels, coworking spaces, studios) + direct mail to opinion leaders + online sales

People who enjoy exceptional products, places, travel, fine food and a stylish life.



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

Editorial Calendar 2027

ISSUE PREVIEW 2027 | DATES AND KEY TOPICS

ISSUE	PUBLICATION DATE	AD DEADLINE	KEY TOPICS
Summer issue	4 July 2027	15 June 2027	Oktoberfest special · Stays with a view · Beauty trends · Luxury watches · Real estate & high-end living · Food & drink stories · Golf
Winter issue	5 December 2027	15 November 2027	Cruise special · Gift guide · Health resorts · Car news 2028 · Skiing · Alpine hideaways

Secure your space in the right editorial environment – well before the ad deadline.



Advertising Rates 2027

PRINT | ADVERTORIALS | DIGITAL

PRINT

	Print ad net price	Print advertorial net price
1/1 page	€5,892	€6,541
1/2 page	€2,993	€3,348
1/3 page	€2,048	€2,369
2/1 double page	€11,783	€12,772
Inside covers (U2 / U3)	€7,365	-
Back cover (U4)	€7,659	-
Product placement on news page	€1,226	-

All prices in euros net, plus statutory VAT. Print specifications on page 8

CONTENT & DIGITAL

Online advertorial — from €1,299

Editorial article on vivamonaco.de, written by our editorial team, 1 round of revisions, online for 12 months

Social Media — from €199

Per post or story on Instagram and Facebook

Newsletter — from €399

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

Giveaway — from €249

On Instagram and Facebook with post and story

SPECIAL TERMS

Discounts

20% frequency discount for 2 insertions (summer and winter issue)

Early booking

10% when booking at least 12 weeks before the ad deadline

Agency commission

15% agency commission – all prices are commissionable

Packages Instead of Single Prices

PRINT | ADVERTORIAL | NEWSLETTER | SOCIAL MEDIA

Starter

The successful start

PRINT
1/3 page ad

ADVERTORIAL
Online advertorial

NEWSLETTER
–

SOCIAL MEDIA
1 x story slide

Single prices €3,546
You save €696 (20%)

€2,850 net

MOST POPULAR

Premium

Best impact at the best price

PRINT
1/1 page ad

ADVERTORIAL
Online advertorial

NEWSLETTER
Newsletter placement

SOCIAL MEDIA
2 x story slides

Single prices €7,988
You save €2,698 (34%)

€5,290 net

Exclusive

The grand entrance

PRINT
2/1 double-page ad + product placement on news pages

ADVERTORIAL
Online advertorial

NEWSLETTER
Newsletter placement

SOCIAL MEDIA
2 x story slides & 1 x post

Single prices €15,304
You save €6,314 (41%)

€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).

Contact & Booking

WE MAKE YOUR BRAND VISIBLE



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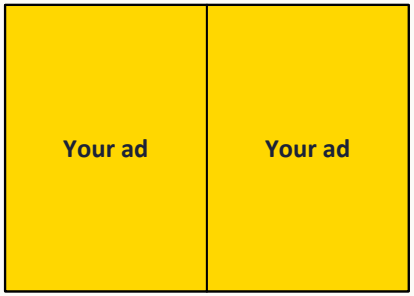
We look forward to hearing from you!

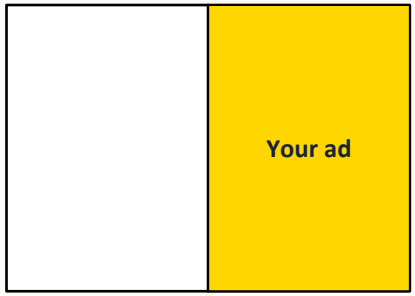


Technical Specifications for Ads and Advertorials

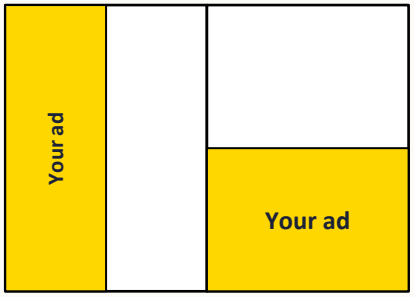
= ad area



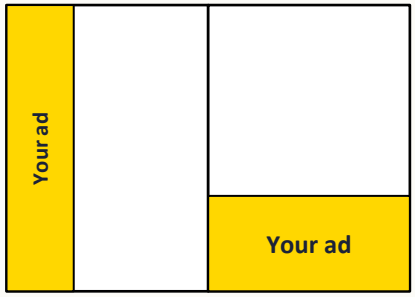
2/1 (double page)
Format: 420 x 297 mm



1/1 (single page)
Format: 210 x 297 mm



1/2 (half page)
Format: 105 x 297 mm / 210 x 148 mm



1/3 (third page)
Format: 70 x 297 mm / 210 x 99 mm

Inside cover U2/U3
Format: 210 x 297 mm

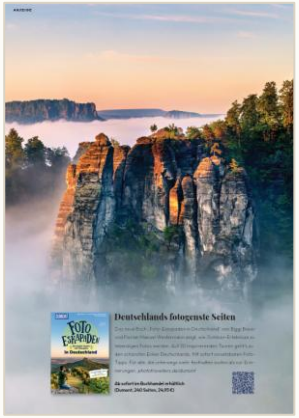
Back cover U4
Format: 210 x 297 mm

Print requirements:
Resolution: 300 dpi,
Colour profile: ISO Coated v2 (ECI),
Bleed: 3 mm

References

THE WORLD OF VIVA MONACO AT A GLANCE

EXAMPLES



Ad



Advertorial





Inside the magazine



Newsletter



Social media post

MINI CASE STUDY



BRAND

Hotel Oberraindlhof, Schnals Valley

CAMPAIGN

Social media giveaway, 2 nights

RESULT

740 likes, 773 comments, 1,867 interactions

What Our Partners Say

WHAT OUR CLIENTS SAY ABOUT WORKING WITH US

“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