

EKATERINA MUCHA

SOCIAL MEDIA

IG: muchaekaterina
FB: ekaterina.mucha



Ø1.600

Average
story views

Ø38.000

Impressions
per Reel

3%

Engagement

52.300

Instagram
Followers

Ø640.000

Monthly
impressions

PRICES

Facebook posting	€ 500,-
Instagram story	€ 300,-
Instagram posting	€ 500,-
Instagram post&reel	€ 800,-

SPECIAL OFFER € 1.500,-

1x Facebook posting
1x Instagram posting
1x Blog posting
1x Blog banner for 30 days

Attendance (events, press trips) on request.
Content creation / Image rights on request.

EKATERINA MUCHA

ELITE BLOG

www.eliteblog.at



Ø10.730

Unique user per month

Ø410.000

Hits per month

PRICES

Weekly newsletter	€ 500,-
Posting/Advertorial	€ 300,-
Banner 30 days	€ 500,-
Banner full year	€ 3.000,-

SPECIAL OFFER € 1.500,-

1x Facebook posting
1x Instagram posting
1x Blog posting
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ABOUT ME

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Elsewhere, self-proclaimed experts report about luxury watches, designer items, couture, brands or hi-tech. However, it is difficult for them to hide that most of what they report is beyond their economic reach. But how should someone report on the beautiful, elegant and noble things that life has to offer, if they only know about it from hearsay, from brochures or from press releases.

ELITE is different: The publishers Ekaterina and Christian Mucha, who have been producing and distributing this magazine for a decade, are part of the jet set and are among the best-known society figures in Austria. As publishers of the largest travel magazine and a gastronomy magazine, the Muchas have circled the globe far more

than a dozen times on their countless trips, flights and cruises.

Ekaterina Mucha, academic aesthete and critical source of information, now gives insights into your research with the ELITE blog. It opens a door into her world of enjoyment and gives insights into her favorites in terms of high-class. The ELITE editor-in-chief, born in St. Petersburg, lived and studied for 6 years in Italy and speaks 5 foreign languages. She was invited to Austria as a manager in 2006 after completing her law studies. Since then, she has held management and controlling functions at „Mucha-Verlag“, later the „MG MedienGruppe“. For several years she has also been editor-in-chief of ELITE.

BRANDS

Armani, Alexander McQueen, Bally, Bell&Ross, Bottega Veneta, Boucheron, Breitling, Burberry, Burlington, Bvlgari, Cartier, Cavalli, Chanel, Chopard, Christian Dior, De Grisogono, Dolce & Gabbana, Jaeger-LeCoultre, Ermenegildo Zegna, Estée Lauder, Etro, Escada, Gucci, HENKEL, IWC, Lancôme, Louis Vuitton, L’Oreal, Max Mara, Miu Miu, Moët Hennessy, Panerai, Piaget, Prada, Roberto Cavalli, Ralph Lauren, Roger Dubuis, Salvatore Ferragamo, Shiseido, Swarovski, Tiffany, Tom Ford, Tommy Hilfiger, Valentino, Versace, Yves Saint Laurent

SERVICES OFFERED

- Social media features
- Brand ambassadorships
- Product placements
- Product reviews
- Events & travel
- Giveaways
- Sponsored posts

IMPACTS



MY AUDIENCE

65% female

72% ages 25–54

TOP COUNTRIES

68% Austria

11% Germany

2% Swiss

 **muchaekaterina** (since May 2018)

 **eliteblog.com** (since February 2018)

 **ekaterina.mucha** (since January 2013)

TOP CITIES

Vienna–Salzburg

Munich

Zurich