

VALEUR

INTENSIVE AUTHENTIC EMOTIONAL
MEDIA DATA 2021

WWW.VALEURMAGAZINE.COM

A PART OF VALEUR MEDIA NETWORKS

VALEUR /vɑˈløːʁ/ . {FRENCH FOR VALUE} THE IMPORTANCE OR WORTH OF SOMETHING FOR SOMEONE. HOW USEFUL OR IMPORTANT SOMETHING IS.* FURTHERMORE, IT MAY BE DESCRIBED AS TREATING ACTIONS THEMSELVES AS ABSTRACT OBJECTS, PUTTING VALUE TO THEM (THEM).

1. VALUES CAN BE DEFINED AS BROAD PREFERENCES CONCERNING APPROPRIATE COURSES OF ACTIONS OR OUTCOMES. AS SUCH, VALUES REFLECT A PERSON'S SENSE OF RIGHT AND WRONG OR WHAT 'OUGHT' TO BE. VALUES TEND TO INFLUENCE ATTITUDES AND BEHAVIOR AND THESE TYPES INCLUDE ETHICAL AND MORAL VALUES, DOCTRINAL AND IDEOLOGICAL VALUES AS WELL AS SOCIAL, ECONOMICAL, ECOLOGICAL AND AESTHETIC VALUES.

2. THE IMAGINARY (OR SOCIAL IMAGINARY) IS THE SET OF VALUES, INSTITUTIONS, LAWS, AND SYMBOLS COMMON TO A PARTICULAR SOCIAL GROUP AND THE CORRESPONDING SOCIETY THROUGH WHICH PEOPLE IMAGINE THEIR SOCIAL WHOLE. THE CONCEPT OF THE IMAGINARY HAS ATTRACTED ATTENTION IN SOCIOLOGY, PHILOSOPHY, AND MEDIA STUDIES.

*CAMBRIDGE DICTIONARY

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USE THE LINKS TO GO TO THE PAGES

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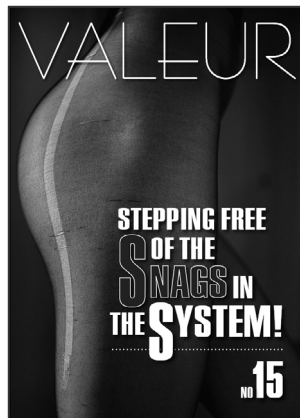
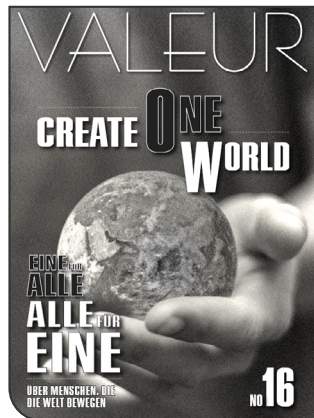
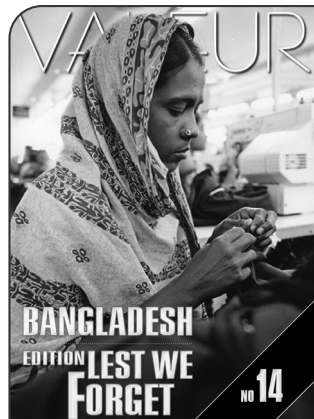
THE PREVIOUS TITLES

UP TO NOW



THE MOST SUCCESSFUL ISSUES

OF THE MAGAZINE UP-TO-DATE



- VALEUR SPECIAL INDIA (2010)** (450K)
- LEST WE FORGET (2014)** (1.4 M)
- STEPPING FREE OF THE SNAGS IN THE SYSTEM (2015)** (1.6M)
- CREATE ONE WORLD (2015)** (1.2M)
- FASHION WEEK SPECIAL (2016)** (580.000)
- STAR WARS SPECIAL 2 (2017)** (850.000)
- THE 89TH OSCAR SPECIAL EDITION (2017)** (1.2M)
- FROM HOLY WATERS TO THE BLUE SEA (2017)** (825K)
- A BRIEF HISTORY OF LINGERIE (2018)** (780K)

VALEUR'S MAIN THEMES

INCLUDED IN THE SOPHISTICATED VALEUR STORIES



DOCU & TRAVEL

WORLD'S CULTURE, ART, LIFESTYLE,
BELIEF, STYLE...



URBAN CHIC

DENIM, URBAN STREET WEAR,
COOL ACCESSORIES



ELEGANCE

HIGH FASHION, INT. FASHION WEEKS
LUXURY ACCESSORIES...



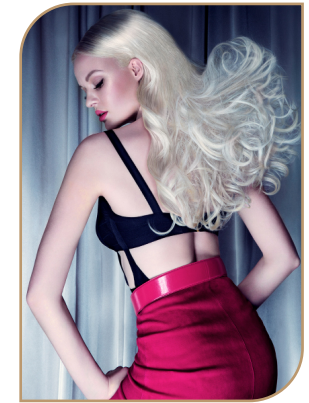
SECOND SKIN

LINGERIE-, BEACH- &
SHAPEWEAR



MOVE & ACTIVE

LOUNGE- & SPORTSWEAR,
LEISURE ACTIVITIES



BEAUTY & WELLNESS

THE WAYS TO LOOK, FEEL & BE
PRETTY & HEALTHY



FILM & MUSIC

FILM, TV & ALBUM RELEASES INCL. ARTISTS INTERVIEWS
AND LOOKS BEHIND THE SCENES



TECHNOLOGY, E-MOTION & INTERIOR

(SMART) HOME-ENTERTAINMENT, MUSIC, E-MOBILITY,
CREATIVE EQUIPMENT, STYLISH INTERIOR ETC.



PHOTOGRAPHY & VIDEO

PROFESSIONAL & LIFESTYLE EQUIPMENT, FROM PREPA-
RING TO EDITING (CREATIVE TUTORIALS)



ARTIST PORTRAITS

UNIQUE REPORTS ABOUT CELEBRITIES, UNIQUE
AND INSPIRING PERSONALITIES ETC.

VALEUR'S VALUES

AN FIRST OVERVIEW WHAT VALEUR STANDS FOR

FOR 10 YEARS, VALEUR LOOKS BEHIND THE HORIZON.

THEREBY, VALEUR IS FOCUSED ON MODERN IN-DEPTH CONTENT AND COMMITTED TO CONVEY SUSTAINABLY IMPORTANT VALUES OF OUR EVERYDAY LIFE. THEREFORE, VALEUR IS A TRUE SOCIAL MEDIA.

VALEUR STANDS FOR

INNOVATIVE AND INFORMATIVE REPORTS WHICH PROVIDE A
PROFOUND INSIGHT INTO COMPLEX SUBJECTS. FURTHERMORE, **IN-DEPTH** INQUIRIES, THEY OFFER A GLIMPSE BEHIND THE SCENES. DUE TO **VALEUR** ONLY PRESENTS **POSITIVE** MESSAGES WHILE SHOWING SOLUTIONS INSTEAD OF ISSUES WITH 'PROBLEMS'. THESE MESSAGES ARE PRESENTED IN AN **ENTERTAINING AND EMOTIONAL** WAY, **SOPHISTICATED BUT EASY TO UNDERSTAND** FOR EVERYBODY, FROM THE VERY YOUNG TO **AMBITIOUS** AND - MOST THE VERY OLD. THUS, VALEUR STANDS FOR AN **AUTHENTIC STORYTELLING.**

"IT'S NOT A FASHION MAGAZINE, IT IS THE NATIONAL GEOGRAPHIC OF THE FASHION SCENE"

HANS-JÖRG VEHWALD

EDITOR IN CHIEF (A.D.) / AXEL SPRINGER

FOUNDER MARCO KOKKOT
WITH KATY PERRY



"VALEUR IS MORE THAN A MODERN ONLINE MEDIUM. IT UNITES THE MOST IMPORTANT LIFESTYLE ELEMENTS TO ONE: TECHNOLOGY, FASHION & LIFESTYLE AND ENTERTAINMENT. WITH ITS AUTHENTIC STORYTELLING, VALEUR BRINGS BRANDS AND COSTUMERS MUCH LOSER TOGETHER."

MARCO KOKKOT

EDITOR IN CHIEF / VALEUR MEDIA

THE NEW DOCUMENTARY

AND THE FUTURE COVERAGE & FREQUENCY FACTS AT A GLANCE
(EACH IMAGE LINKS TO THE FILM OR MAGAZINE)



ONE WORLD DISCOVERY RELEASE FACTS

RUNNING TIME: EPISODES
FORTNIGHTLY* 45 - 90 MIN.

RUNNING TIME: DIARY
DAILY 3 - 10 MIN.

RUNNING TIME: B-ROLL
WEEKLY 5 - 20 MIN.

RUNNING TIME: LIVE
IRREGULARLY 10-120 MIN.

PUBLICATION: MAGAZINE
FORTNIGHTLY* 200 PAGES

MONTHLY INTERVAL

1. & 3. WEEK: DOCUMENTARY
2. & 4. WEEK: MAGAZINE

SOCIAL MEDIA

DAILY POSTS ON DIFFERENT
PLATFORMS, INCL. ALTERNATIVE
STREAMING CHANNELS

THE PILOT: '7 DAYS BERLIN' ALREADY GIVES A HINT OF THE IDEA OF THE ONE WORLD DISCOVERY. THE 1ST EPISODE INTRODUCES BERLIN'S FACETS, FOLLOWED BY THE 2ND THAT DEALS WITH INNOVATIONS AND INVENTIONS MADE IN BERLIN. THE THIRD PART CELEBRATES THE ANNIVERSARY OF THE BERLIN AIR-LIFT, WHILE THE NEXT EPISODES, PROVIDING A GLIMPSE BEHIND THE SCENES OF THEATERS. THEY ALSO INVITE TO WILDLIFE, AND THE ZOO, BEFORE THEY DIVE DEEPER INTO BERLIN'S HISTORY AND CULTURE SCENE. THEREBY, WITHIN THREE MONTHS, A RUNNING TIME OF 9 HOURS, AND ON 1115 MAGAZINE PAGES, BERLIN IS INTRODUCED UNIQUELY BY THE ONE AND ONLY

V-GUIDES.

THE V-GUIDES

ENERGETIC (ROLE) MODELS LEAD THE AUDIENCE THROUGH THE WORLD



ALL V-GUIDES HAVE DIVERSE BACKGROUNDS AND ARE HUMBLE PERSONALITIES. THEY HAVE ALREADY FACED DIFFERENT CHALLENGES IN LIFE. THUS, ALL OF THEM HAVE A DEEP UNDERSTANDING OF VALUES, AN ABOVE-AVERAGE EMPATHY, AND SENSITIVITY TO THOSE PEOPLE AND TOPICS THAT ARE - OR SHOULD BE - OF GREAT IMPORTANCE TO ALL OF US!
LEARN MORE ABOUT THEM NOW.

THE V-GUIDES

HOSTS +++ MODELS +++ DISSEMINATORS +++ NETWORKER

THE V-GUIDES ARE NOT ONLY **THE HOSTS** OF THE ONE WORLD DISCOVERY
"7 DAYS..." AND IMPRESSIVE ROLE MODELS WHO INSPIRE
THE YOUNG AS WELL AS THE OLD THROUGH
THEIR **AUTHENTICITY, SPIRIT, AND NATURALNESS.**
NETWORKERS WHO, AS PROMINENT PERSONALITIES,
THEY ARE ALSO VERY STRONG WHO, AS PROMINENT PERSONALITIES,
INFORM THE PUBLIC ABOUT THE STAGES OF THE EXPEDITION ON SOCIAL MEDIA.

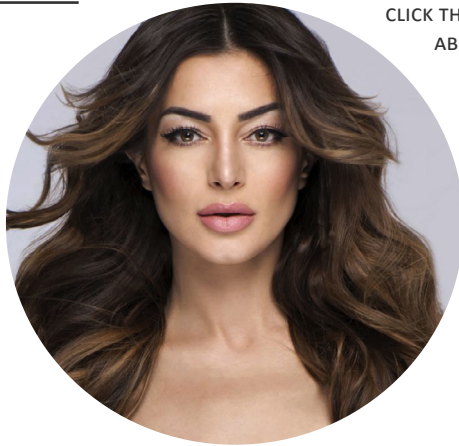
IN ADDITION, **THEY APPEAR IN RELEVANT TV & TALK SHOWS,**
THEY ALSO MEET CELEBRITIES, TAKE ON GUEST
ROLES IN FILMS, LEAD THROUGH LIVE EVENTS

— AS SOON AS EVENTS ARE FEASIBLE AGAIN — AND MUCH MORE. THE V-GUIDES ARE THE
NO. 1 DISSEMINATORS OF THE ONE WORLD
DISCOVERY:
"7 DAYS..."



THE V-GUIDES

HOSTS +++ MODELS +++ DISSEMINATORS +++ NETWORKER



CLICK THE IMAGES TO LEARN MORE ABOUT THE V-GUIDES ONLINE

IVETA

CONVINCES EVERYBODY

IMMEDIATELY WITH HER INCOMPARABLE CHARM, HER WIDE RANGE OF KNOWLEDGE, AND HER DESIRE TO GET TO THE BOTTOM OF THINGS. SHE IS MORE THAN A STUNNING BEAUTY. SHE IS AN OUTSTANDING PERSONALITY AND ARTIST. THROUGH HER STRONG EMPATHY, SHE TURNS EVERY INTERVIEW INTO A UNIQUE AND OFTEN VERY EMOTIONAL, BUT IN ANY CASE OPEN, TALK. BUT ABOVE ALL, IVETA IS AN INTERNATIONALLY SUCCESSFUL MUSICIAN.



ANJALI

REPRESENTS THE MODERN

COSMOPOLITAN WOMAN. THE BEAUTIFUL, AND CHEERFUL YOUNG LADY WITH INDIAN ROOTS ALREADY GATHERED EXPERIENCES IN GERMAN TV. SHE STUDIED MANAGERIAL ECONOMICS & PHILOSOPHY. IN THIS CONTEXT, SHE DEDICATES HER TIME TO ISSUES OF SUSTAINABILITY, ETHICS, AND MORALS. WITH HER ENCHANTING SMILE, POSITIVE ATTITUDE, AND HIGH ENERGY, SHE TOUCHES HEARTS AND MINDS. THEREBY, SHE IS APPRECIATED BY EVERYBODY.

THE V-GUIDES

HOSTS +++ MODELS +++ DISSEMINATORS +++ NETWORKER



NICOLE IS A SENSUAL BRITISH VAMP YET A VERY EMOTIONAL LOVEABLE MUSING CHARACTER. ON THE ONE HAND, SHE IS FASCINATED BY OLD STORIES OF PEOPLE WHO LEFT A SMALLER OR BIGGER HISTORICAL FOOTPRINT. THEREFORE, SHE IS VERY INTERESTED IN THE LOST PLACES AND SECRETS OF A CITY OR COUNTRY. ON THE OTHER HAND, NICOLE LOVES MUSIC OF ALMOST ALL STYLES.



DEBORA IS AN OUTSTANDING BRAZILIAN WOMAN WHO BELONGED TO THE DANCE COMPANY OF THE FAMOUS FRIEDRICHSTADT-PALAST. THUS, SHE HAS A GREAT PASSION FOR MUSIC OF ALL KINDS. ONSTAGE, SHE WEARS COUNTLESS AMAZING COSTUMES, BUT ALSO IN HER PRIVATE LIFE, SHE LOVES FASHION. THEREBY, SHE ISN'T LIMITED TO ONE STYLE. ONE DAY, SHE PREFERS CASUAL LOOKS, THE OTHER GLAMOROUS ONES.

BELINDA COMBINES KINDNESS AND CHEEKINESS IN THE MOST CHARMING WAY. THE LADY WITH MONGOLIAN ROOTS SHOWS EMPATHY UNEXCEPTIONALLY. THE YOUNG BIOLOGIST RESEARCHES WITH A GREAT PASSION FOR THE INSTITUTE OF MOLECULAR BIO-SCIENCE IN FRANKFURT. BUT WHEN THE MUSIC STARTS TO PLAY, SHE IS THE FIRST TO BE ON THE DANCEFLOOR AND SHOWS WHAT FUN TRULY MEANS.



MIMI IS A VERY CHEERFUL AND SPORTIVE PERSON AND, THUS, A POPULAR FITNESS MODEL. THE BEAUTIFUL WOMAN ALREADY LIVED IN DIFFERENT COUNTRIES SUCH AS THE USA AND AUSTRALIA. SHE IS CURRENTLY STUDYING IN WONDERFUL COPENHAGEN. BUT SHE STANDS READY TO DISCOVER THE MOST REMOTE PLACES IN OUR WORLD WHILE BIKING AND GOING BY A MOTORHOME OR OTHER COOL VEHICLES.



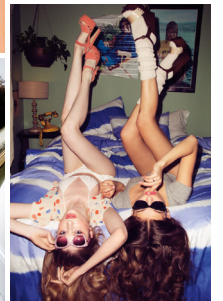
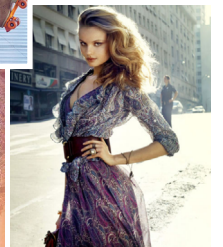
CLICK THE PICTURES TO LEARN MORE ABOUT THE V-GUIDES.

THE IMAGERY

THE MOODS & ATMOSPHERE

**AUTHENTIC, CHEERFUL, ATMOSPHERIC, GLAMOROUS, YOUNG,
FRESH, COOL, CHEEKY, SEDUCTIVE, STYLISH, EYE-CATCHING...**

ENTERTAINING

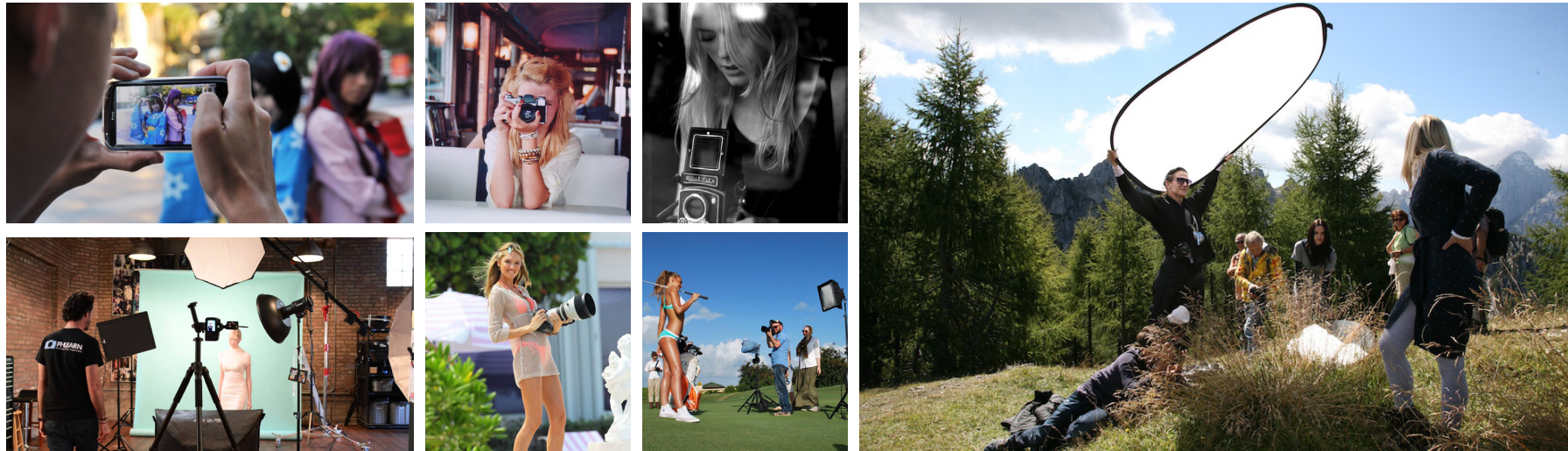


THE FOOTAGE / B-ROLL

BTS, MAKING OF..., OUTTAKES & TRENDY TUTORIALS

IN ADDITION TO THE DAILY STORIES, VALEUR PROVIDES AN INTENSE GLIMPSE BEHIND THE SCENES. THEREBY, VALEUR INTRODUCES AND DESCRIBES THE USED EQUIPMENT, AS USUAL IN AN AUTHENTIC, UNDERSTANDABLE AND ENTERTAINING WAY. MOREOVER, TOGETHER WITH THE VALEUR GUIDES* THE AUDIENCE WILL DISCOVER EVERY IMPORTANT DETAIL OF THE USED EQUIPMENT. INSTEAD OF CLASSICAL TUTORIALS, THE VALEUR GUIDES* PRESENT EVERYTHING IN TRUE ACTION WHILE EXPLAINING IT IN A CLEAR LANGUAGE.

*VALEUR MODELS, FROM MARCH 2021 CALLED VALEUR GUIDES

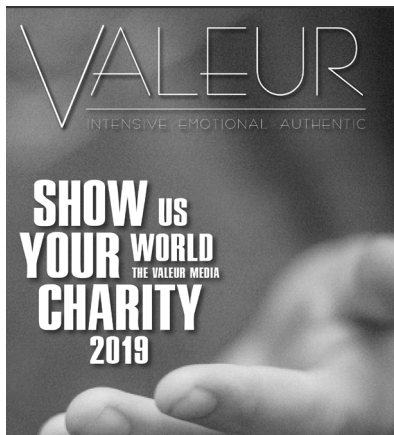


THE CHARITY EVENTS

OUR SOCIAL COMMITMENT

VALEUR IS DEVOTED TO CREATING A TRUE SOCIAL NETWORK. THEREFORE, BESIDES AMAZING LIFESTYLE REPORTS, VALEUR DRAWS ATTENTION TO ISSUES OF OUR EVERYDAY LIFE. INSTEAD OF BEING POLITICAL, VALEUR WORKS TOWARDS TO REFLECT IMPORTANT THEMES OF OUR LIFE CAUTIOUSLY, PROFOUNDLY AND SMART.

IN THIS CONTEXT, VALEUR WILL PRODUCE THE POWERFUL INFLUENCER EVENT:
SHARE YOUR VALUES AND CONTINUE THE CHILD'S PROJECT **CREATE ONE WORLD**. LEARN MORE HERE.



CLICK THE COVER FOR MORE INFORMATION

CREATE ONE WORLD

THE CHILD'S PROJECT

EVEN IN OUR NEIGHBORHOOD, CHILDREN HAVE NO CHANCE TO PROFIT FROM THE PROSPERITY. BUT THESE KIDS HAVE TALENTS, HOPES AND DREAMS. VALEUR FOUNDED THE CHARITABLE INITIATIVE **CREATE ONE WORLD** TO HELP SOCIALLY DISADVANTAGED YOUNG PEOPLE & TO INVITE THEM TO THE CREATIVE PROJECT: **SHOW US YOUR WORLD**.



SHARE YOUR VALUES

--- THE ANNIVERSARY SOCIAL MEDIA CAMPAIGN 2018 ---

#BEVALEUR



CLICK THE IMAGE FOR MORE INFORMATION

SHARE YOUR VALUES

THE ENVIRONMENTAL PROJECT

WE KNOW, WE LIVE IN A TIME OF RADICAL GLOBAL CHANGES. WE HAVE TO RETHINK OUR DEALINGS WITH THE NATURE AND RESOURCES. VALEUR KNOWS, WE CAN DO IT JUST STEP BY STEP. THEREFORE, THE GOAL IS TO ACTIVATE CREATIVE AND INFLUENTIAL PEOPLE TO INVITE THE CROWD TO START A DISCUSS AND TO SEEK SOLUTION APPROACHES.

THE MEDIA NETWORK

CIRCULATION & COVERAGE



VALEUR MEDIA 350K

MONTHLY: REPORTS, INTERVIEWS,
BTS... IN VALEUR'S INT. NETWORK
& ON YOUTUBE (PLUS PARTNERS)



NEW YOUTUBE CHANNEL (1ST QUARTER)

DAILY*: CONTENTS ON THE
'VTS' CHANNEL (AUTHENTIC &
ENTERTAINING)

MULTIPLICATORS 250K

DAILY*: THE VALEUR GUIDES*
SPREADS PHOTOS, VIDEOS &
STORIES IN THE INT. NETWORKS



PRINT MEDIA PARTNERS 400K

MONTHLY**: PHOTO-STORIES IN
PARTNER MEDIA (PRINT & ONLINE) LIKE
UNI & CITY + TRAVEL MAGAZINES
(CONTENT SHARING)



*VALEUR MODELS, FROM APRIL 2021 CALLED **VALEUR GUIDES**

**PARTNERSHIPS IN NEGOTIATION FOR MARCH 2021

THE REACH

OF VALEUR MEDIA NETWORKS

VALEUR MAGAZINE

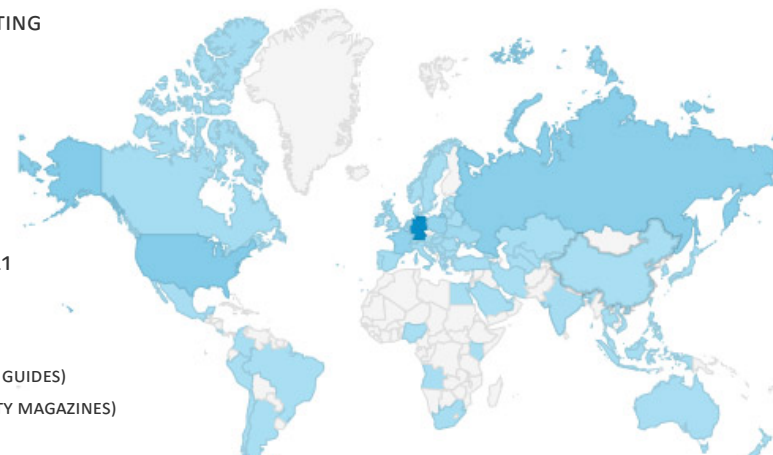
- BIMONTHLY (FROM MARCH 2021, BEFORE QUARTERLY)
- AVERAGE PAGE COUNT: 400
- AVERAGE REACH: 450.000 (B2C + 15.000 B2B) - DACH: 40% | EUROPE: 35% | OVERSEAS: 25%
- DAILY REPORTS ON THE WEBSITE (INCL. TEASER FOR FUTURE BRAND REPORTS ETC.)
- INTERNATIONAL CONTENT
- DISTRIBUTION VIA:
 - MOBILE & GUERILLA MARKETING
 - SEM, SMM, CRM & E-MAIL
 - PARTNER NETWORKS

YOUTUBE

- DAILY TO WEEKLY
 - GOOGLE MARKETING
- REACH: 350K IN 2ND QUARTER 21

MULTIPLICATORS:

- INTERNATIONAL MODELS (VALEUR GUIDES)
- MEDIA PARTNERS (CITY & UNIVERSITY MAGAZINES)
 - CONTENT SHARING
 - COMPETITIONS (STUDENTS/READERS)
 - MULTILINGUAL (GERMAN/ENGLISH)
- CELEBRITY COOPERATIONS (ACTORS, MUSICIANS, PUBLIC FIGURES)
- ADDITIONAL AVERAGE REACH: 1.2 MILLION (PRINT & ONLINE)



GLOBAL VIEWS JANUARY 2021

THE TARGET GROUP

NO LIMITS REGARDING AGE, GENDER & ORIGIN

GENDER

68% OF THE VALEUR READERS ARE GIRLS AND WOMEN.
THE FIRST VALEUR *MEN* #1 WILL BE RELEASED IN
SUMMER 2021.

AGE GROUP

18% ARE FROM 18 TO 22 YEARS
67% ARE FROM 22 TO 40 YEARS
15% ARE OLDER THAN 40 (SEPTEMBER 2020)

WELL-EDUCATED, YOUNG & DYNAMIC

VALEUR READERS ARE WELL-EDUCATED. THEY ARE
HIGHLY MOTIVATED AND COMMITTED IN THEIR JOBS,
STUDY AND PRIVATE LIFE.

ACTIVE

VALEUR READERS ARE VERY ACTIVE IN LEISURE TIME.
THEY DO SPORTS AND ARE ACTIVE IN CREATIVE OR
SOCIAL PROJECTS.



SOCIAL & CULTURAL ENGAGED

VALEUR READERS LOOK BEHIND THE SCENES. THEY ARE
INTERESTED IN CULTURES AND THINGS WHICH AFFECT
THE GLOBAL SOCIETY POSITIVELY.

SOPHISTICATED

VALEUR READERS LOVE AND ENJOY LUXURY LIFESTYLES.
THEY EXPECT QUALITY, DURABILITY AND THEY ARE
WILLING TO PAY MORE FOR PREMIUM PRODUCTS.

STYLE-CONSCIOUS

VALEUR READERS ARE INTERESTED IN LATEST FASHION,
LIFESTYLE AND BEAUTY TRENDS BY TAKING INTO
ACCOUNT SOCIAL AND ENVIRONMENTAL ASPECTS.

TECHNOLOGY: THE JOY OF LIFE

VALEUR FANS LOVE TO: TRAVEL & COOK, CREATE & LISTEN
TO MUSIC, CREATE PICTURES & VIDEOS, WATCH MOVIES,
GO TO CONCERTS, THEATER & MUSEUMS. THEY ENJOY LIFE!

THE CROSS MEDIA ADVERTISING

THE MOST EFFECTIVE & POWERFUL ADVERTORIAL

A TRIAD IS A SET OF THREE NOTES WHICH CREATES A HARMONIOUS SOUND AND PLEASANT FEELING. IN CONFORMITY WITH THAT POSITIVE EFFECT, VALEUR CALLS IT'S UNIQUE BRAND AND PRODUCT REPORTS PRESENTED ON THREE LEVELS: **TRIAD**.

TRIAD & 'VALEUR STORIES' MODERN, INFORMATIVE, EMOTIONAL, ENTERTAINING, EYE-CATCHING PHOTO & VIDEO STORIES PRESENT BRANDS AND PRODUCTS IN A SOPHISTICATED WAY AND AUTHENTIC USE. PRODUCED WITH STUNNING AND SMART MODELS OR CELEBRITIES, THE **ADVERTORIALS OR PRODUCT-PLACEMENTS** ARE PUBLISHED ON 3 LEVELS:

- 1 VALEUR STORIES:** INSTEAD OF A CLASSICAL ADVERTORIAL, VALEUR PRESENTS AN AUTHENTIC, INFORMATIVE AND ENTERTAINING STORY ABOUT YOUR BRAND, PRODUCTS, SERVICES, PROJECTS ETC.
- 2 PRINT & MEDIA PARTNERS:** ADDITIONALLY, THE PHOTO & VIDEO STORIES WILL BE SHARED WITH PRINT AND ONLINE MEDIA PARTNERS TO EXPAND THE COVERAGE.
- 3 VALEUR GUIDES:** THE MODELS (MULTIPLICATORS) SHARE THE 'VALEUR STORIES' WITHIN THEIR INTERNATIONAL NETWORKS, INCL. YOUTUBE, INSTAGRAM ETC.

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THE AD PACKAGES

MORE THAN ADVERTISING

MEDIA-PACKAGE 1 • EXCLUSIVE ADVERTORIAL (PREMIUM) • FROM 6 PAGES

- EXCLUSIVE BRAND-REPORT & PRODUCT-PLACEMENT
- INCL. PHOTO & VIDEO PRODUCTION WITH MODELS OR CELEBRITIES AT AUTHENTIC LOCATIONS
- COVER- AND POLE-POSITION ON FRONT-PAGE (AT RUNTIME)
- DISTRIBUTED IN MIN. 10 INT. PRESS- & SOCIAL NETWORKS + MULTIPLICATORS + MEDIA PARTNERS
- B-ROLL (YOUTUBE: MAKING OF..., BTS, INTERVIEWS, LIFESTYLE TUTORIALS...)
- DISTRIBUTION VIA EDITORIAL NEWSLETTERS TO 230.000 SUBSCRIBERS (STATE 2020)
- MERCHANDISING
- INCL. RIGHTS OF USE OF IMAGES AND VIDEO FOR ALL PURPOSES (UNLIMITED)

MEDIA-PACKAGE 2 • EXCLUSIVE PRODUCT PLACEMENT • FROM 4 PAGES

- INTEGRATION OF YOUR PRODUCTS IN STYLISH PHOTO STORIES WITH MODELS OR CELEBRITIES
- AUTHENTIC STORYTELLING (YOUR PRODUCTS IN REAL USE & ENTERTAINING REPORTS/REVIEWS)
- B-ROLL (YOUTUBE: MAKING OF..., BTS, INTERVIEWS, LIFESTYLE TUTORIALS...)
- E-DISTRIBUTION/ VIRAL MARKETING (PRESS & SOCIAL MEDIA NETWORKS, MAKING OF...)
- INTERACTIVE-AD/ MERCHANDISING
- INCL. RIGHTS OF USE OF IMAGES AND VIDEO FOR ALL PURPOSES (UNLIMITED)

MEDIA-PACKAGE 3 • ADVERTORIAL CLASSIC • FROM 2 PAGES

- YOUR TEXT AND IMAGES IN FORM OF A BRILLIANT BRAND REPORT
- EDITORIAL NEWSLETTER & SOCIAL MEDIA LINKS

'VALEUR STORIES'

INSTEAD OF CLASSICAL CATEGORIES & AD'S

INSTEAD OF CLASSICAL CATEGORIES, VALEUR PRESENTS **COHESIVE ISSUES**.

COMPARABLE WITH A BOOK WHICH INVITES THE READER TO READ ON, THE **INTERCONNECTED REPORTS** REPRESENT A MODERN, AUTHENTIC, INFORMATIVE AND MOST OF ALL ENTERTAINING **STORYTELLING**. THEREFORE, ALL ADVERTORIALS AS WELL AS REPORTS FOLLOW SOLELY ONE RESPECTIVE MAIN THEME, WHICH IS PRESENTED ON **EYE-CATCHING COVERS**. THUS, EACH VALEUR ISSUE COULD BE REFERRED TO AS '**SPECIAL EDITION**'.

JUST ONE EXAMPLE, HOW VALEUR PRESENTS A HARMONIC, INFORMATIVE AND ENTERTAINING BLEND OF SOPHISTICATED CONTENTS AND UNIQUE BRAND REPORTS AD WELL AS PRODUCT REVIEWS.



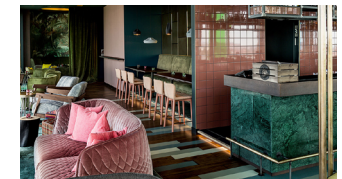
VALEUR LOOKS BACK TO BERLIN'S ORIGINS & THE LIFE & WORK OF FREDERICK, THE POTATOE KING.



IT'S FOLLOWED BY ENTERTAINING STORIES ABOUT HIS ENDEAVOR TO BRING THE POTATOE TO GERMANY.



OF COURSE, VALEUR WILL PRESENT THE MOST POPULAR BERLIN FOOD: THE CURRYWURST (CURRY SAUSAGE).



IN A TOP RESTAURANT OF BERLIN, A POPULAR CHEF WILL SHOW HOW TO CREATE DELICIOUS POTATOE DISHES.



THEN, IN THE SMART KITCHEN, THE VALEUR GUIDES PRESENTS SIMPLE, BUT VERY DELICIOUS MEALS ON VIDEO.



TOP-PRODUCTS WILL BE SHOWN IN ACTION BY THE VALEUR GUIDES, WHILE PRESENTING THE RECIPE OF THE WEEK.



THE DISHES WILL BE SERVED ON PORCELAIN WITH LONG HISTORY, MADE IN BERLIN SINCE 1763 BY KPM (ROYAL PORCELAIN FACTORY).



THE VALEUR GUIDES VISITS THE MANUFACTORY TO LEARN MORE ABOUT THE PROCESS OF PORCELAIN PRODUCTION.

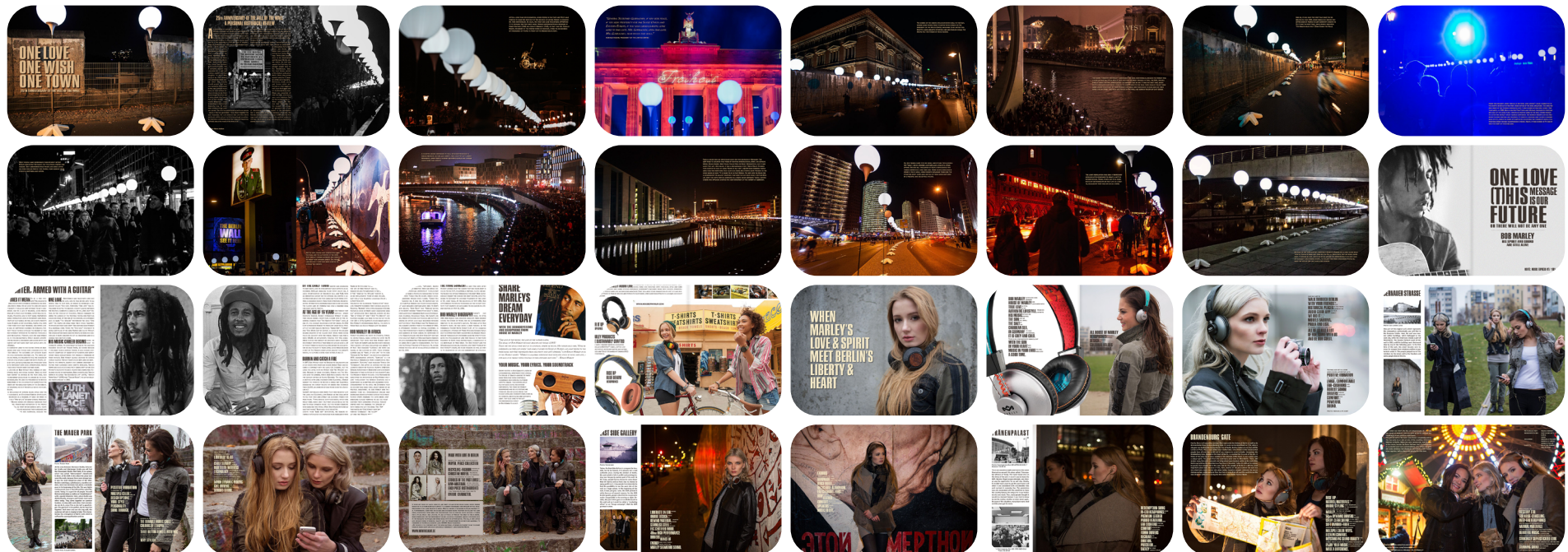


THEN, IT GOES BACK TO FREDERICK THE GREAT, TO FOLLOW E.G. HIS IMPACT ON BERLIN'S MULTI-CULTURAL CHARACTER.

'VALEUR STORIES'

THE MOST SOPHISTICATED BRAND REPORT

VALEUR ISSUE 18 DEALT WITH THE 25. ANNIVERSARY OF THE FALL OF THE BERLIN WALL. IN CONNECTION WITH THAT, VALEUR REPORTED ABOUT DAVID BOWIE, WHO PERFORMED AT THE WALL IN 1987. THIS WAS FOLLOWED BY A REPORT ABOUT ANOTHER SYMBOL OF PEACE & FREEDOM: BOB MARLEY. THE REPORT BUILT A BRIDGE TO THE BRAND: HOUSE OF MARLEY, FOUNDED BY MARLEY'S SON ROHAN (AUTHENTIC PRODUCT PLACEMENT). THEN, ALONGSIDE THE WALL, THE VALEUR GUIDES FOLLOWED THE FOOTSTEPS OF THOSE ARTISTS AND HEROES OF BERLIN, WHILE WEARING & PRESENTING HOUSE OF MARLEY'S HEADPHONES AND DIFFERENT FASHION OUTFITS MADE BY BERLIN DESIGNERS. RESULT: **32 PAGES**, **1.5 M READERS**. SEE THE COMPLETE ISSUE [HERE](#).



THE PRICES

OF THE AMAZING PACKAGES

FORMAT	RUNTIME	PACKAGE PRICE IN €	NOTE
CLASSIC AD	4 WEEKS	980	BRAND/PRODUCT REPORT: E-ZINE & NETWORK
ADVERTORIAL PACKAGE 1**	FROM 4 WEEKS	FROM 5.500	SEE PAGE 20
ADVERTORIAL PACKAGE 2**	FROM 4 WEEKS	FROM 2.800	SEE PAGE 20
ADVERTORIAL PACKAGE 3**	4 WEEKS	FROM 1.400	SEE PAGE 20
VIDEO AD + PRODUCTION	--	FROM 2.350	EVENT & BRAND REPORTS, INTERVIEWS, TUTORIALS INCL. DRONES & 360° & POST-PRODUCTION
PHOTO PRODUCTION	--	FROM 1.650	FULL SERVICE
EVENT SHOOTS	4 WEEKS	500	INCL. UNLIMITED RIGHTS OF USE

ALL PRICES ARE QUOTED EXCLUDING TAX, IN GERMANY 19% WILL BE CALCULATEAD ADDITIONALLY
ALL OFFERS INCL. DISTRIBUTION IN THE SOCIAL MEDIA NETWORK AND ON INTERNATIONAL PLATFORMS

**SEE PAGE 20 "THE AD PACKAGES"

THE REBATES

AND SPECIAL OFFERS

BOOKING	DISCOUNT IN PERCENT	NOTE
3 WITHIN A QUARTER	10	FLEXIBLE PLACEMENT
6 WITHIN 12 MONTH	20	FLEXIBLE PLACEMENT
12 WITHIN 12 MONTH	35	FLEXIBLE PLACEMENT
FULL PAYMENT IN ADVANCE	20	IN USUSAL WE INVOICE 1/2 BEFORE & 1/2 AFTER PUBLICATION
EARLY PAYMENT	10	WITHIN 7 DAYS AFTER INVOICING
CAMPAIGN 3-MONTH	25	PHOTO & VIDEO REPORT PACKAGE (SEE PAGE 20)
CAMPAIGN 6-MONTH	35	PHOTO & VIDEO REPORT PACKAGE (SEE PAGE 20)
CAMPAIGN 8-MONTH	40	PHOTO & VIDEO REPORT PACKAGE (SEE PAGE 20)
CAMPAIGN 12-MONTH	50	PHOTO & VIDEO REPORT PACKAGE (SEE PAGE 20)

THE DATES

OF PUBLICATIONS

ISSUE	DATE
NO. 39	MARCH 26, 2021
NO. 40	MAY 21, 2021
NO. 41	APRIL 26, 2021
NO. 42	JUNE 25, 2021
NO. 43	AUGUST 27, 2021
NO. 44	OCTOBER 22, 2021
NO. 45	DECEMBER 3, 2021

THE SUMMARY

YOUR BENEFITS AT A GLANCE

WELCOME A UNIQUE TARGET GROUP OF STYLE & DESIGN ORIENTATED GIRLS & WOMEN (65%) AND BOYS & MEN (35%).

AUTHENTIC STORYTELLING YOUR PRODUCTS, PRESENTED IN REAL-LIFE PHOTO & VIDEO STORIES, WHICH ARE EASY TO UNDERSTAND FOR EVERYBODY.

PROFOUND CONTENT VALEUR PRESENTS ONLY IN-DEPTH REPORTS, CREATED IN CLOSE COOPERATION WITH YOU & IN COLLABORATION WITH RENOWNED INSTITUTIONS (MUSEUMS).

NO AD COSTS WE PROPORTIONALLY INVOICE ONLY PRODUCTION COSTS, ACTIVE ONLINE MARKETING AND THE BUYOUTS FOR MODELS, INFLUENCERS AND CELEBRITIES.

PAY WHAT YOU GET AFTER THE 1ST REPORT, YOU PAY ONLY PROPORTIONALLY AFTER EACH RELEASE. COMPENSATION BY PRODUCTS: PERMANENT LOANS ARE DEDUCTED FROM THE COSTS.

SUSTAINABLE COVERAGE INSTEAD OF PRODUCT REVIEWS, WE PRESENT REAL PRODUCT STORIES IN SEVERAL CHAPTERS: UNDERSTANDABLE, ENTERTAINING & LONG-RUNNING.

EYE-CATCHER+MULTIPLICATORS AUTHENTIC & CHEERFUL MODELS & INFLUENCERS SPREAD THE CONTENT IN THEIR SOCIAL NETWORKS & MEDIA.

YOUR IMAGES & VIDEOS THE VISUALIZATION WILL BE CARRIED OUT IN CLOSE COOPERATION WITH YOU. ALL CONTENTS ARE UNRESTRICTED USEABLE FOR YOUR MARKETING & PR.

SHARE YOUR VALUES

BE MORE THAN A CLIENT!

BE A PARTNER

#BEVALEUR

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