

# EKATERINA MUCHA

[www.eliteblog.at](http://www.eliteblog.at) | Instagram: [muchaekaterina](https://www.instagram.com/muchaekaterina)



**52.600**

INSTAGRAM  
FOLLOWERS

**3%**

ENGAGEMENT

**160.000**

WEEKLY  
IMPRESSIONS

# ABOUT ME

**Ekaterina Mucha**  
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www.eliteblog.at

Elsewhere, self-proclaimed experts report on luxury watches, designer items, couture brands, or high-tech gadgets. However, it becomes evident that most of what they talk about is beyond their economic reach. But how can someone effectively report on the beautiful, elegant, and noble aspects of life if they only know about it from hearsay, brochures, or press releases?

ELITE sets itself apart: The publishers, Ekaterina and Christian Mucha, have been producing and distributing this magazine for a decade and are an integral part of the jet set, well-known society figures in Austria. As publishers of the largest travel magazine and a gastronomy magazine, the Muchas have traveled the globe countless times, exploring

various destinations through their numerous trips, flights, and cruises.

Ekaterina Mucha, an academic aesthete and a critical source of information, now shares her insights through the ELITE blog. This platform opens a door into her world of enjoyment and offers glimpses into her top choices when it comes to high-class experiences.

The editor-in-chief of ELITE, originally from St. Petersburg, lived and studied in Italy for six years and is proficient in five foreign languages. She was invited to Austria in 2006 to work as a manager after completing her law studies. Since then, she has held various management and controlling roles at „Mucha-Verlag“ and later the „MG MedienGruppe.“

## MY AUDIENCE

SUMMER 2023

**63%** female followers

**73%** ages 18–64

### TOP COUNTRIES

55% Austria

32% Germany

13% Swiss

 **muchaekaterina** (since May 2018)

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

### TOP CITIES

Vienna

Munich

Zurich

## BRAND AMBASSADOR FOR

MAURICE LACROIX

FIAT 500 e

MUSTANG E

JUWELIER HILSCHER, MUNICH

# COLLABORATIONS



## 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, Lancome, 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

# PRICE LIST

<b>Weekly Newsletter</b>	€ 500,-
<b>Facebook Posting</b>	€ 300,-
<b>Instagram Story</b>	€ 300,-
<b>Instagram Post &amp; Reel</b>	€ 500,-
<b>Posting</b>	€ 300,-
<b>Blog Banner on top</b>	€ 500,-
<b>Blog Banner full year</b>	€ 3.000,-
<b>Sponsoring Package</b>	€ 1.500,-
1x Facebook Posting	
1x Instagram Posting	
1x Blog Posting	
1x Blog Banner for 30 Days	