

MIXED

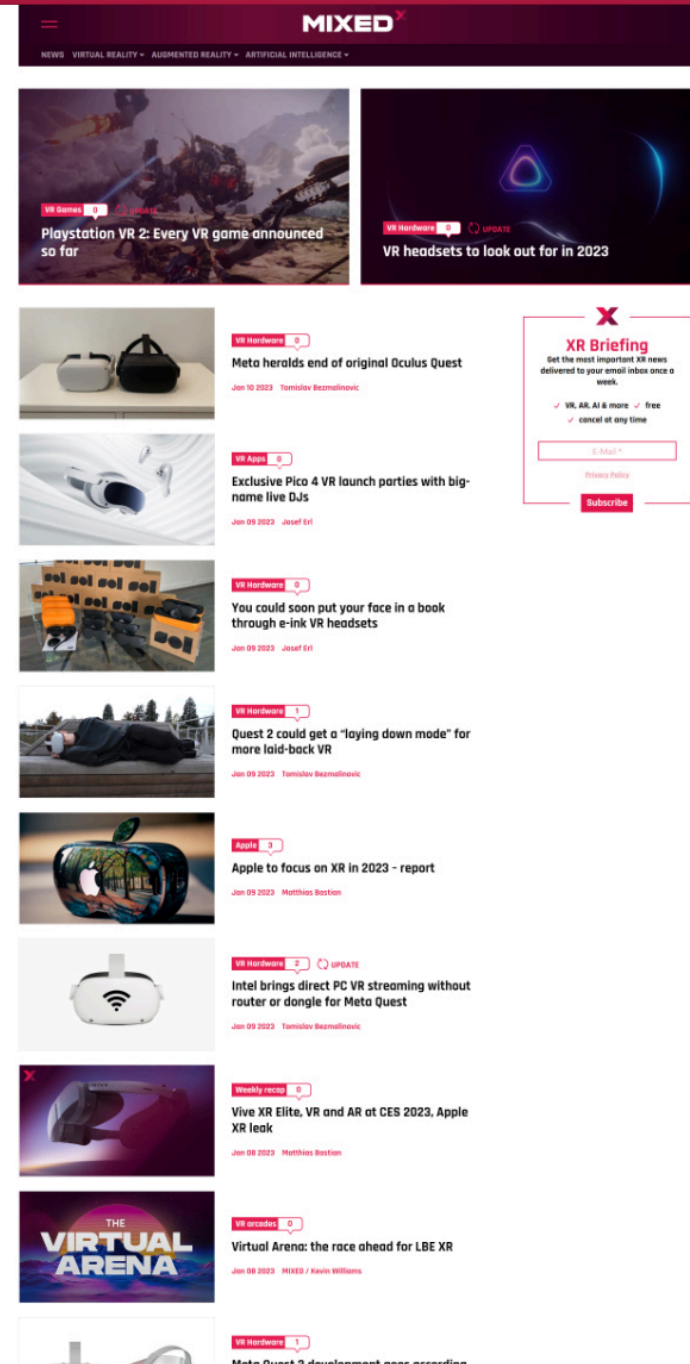
Media-Kit 2024

Powered by



VR Hardware 0 [UPDATE](#)
Meta heralds end of original Oculus Quest

Jan 10 2023 Tamislav Bezmolnivic



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**The platform for
the future of
computers.**

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MIXED is the online magazine for **Mixed Reality and the future of computers.**

Our readers from all over the globe and Germany are forward-looking tech enthusiasts, positively excited about new technologies.

When humans and machines move closer together and the analog merges with the digital, we become curious. We ask ourselves: What comes after the PC and the smartphone? We take a positive look at the future of computers.

How effective are **VR trainings**?

What are the best **VR games**?

What **VR hardware** do you need?

What is the future of computers?

How do we work with **Mixed Reality**?

Will **Augmented Reality** replace the smartphone?

Is the **metaverse** only a hype?

Reach

Our XR magazine reliably reaches an ever-growing audience of XR enthusiasts, both B2B and B2C.

16,4 M

Pageviews per year
Total

>80%

Mobile Traffic
Total

7,4 M

Pageviews per year
MIXED.de

8,9 M

Pageviews per year
MIXED-News.com

6,200

Newsletter Subscribers
Total

9,800

Podcast listeners
MIXED.de

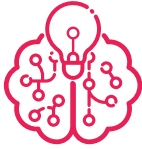
3,700

Subscribers
MIXED.de

2,500

Subscribers
MIXED-News.com

Audience



Innovation managers from major companies who want to stay up to date on the latest developments



IT professionals with a gaming background who are excited about new content and experiences



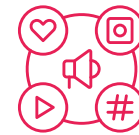
Creatives and artists who are looking for new ways to express themselves



(Tech) journalists who are looking for a good, transparent, and trustworthy source



Policy actors researching the potential of new technologies and possible societal impacts



Marketing and media specialists looking for innovative ways to reach their target audiences

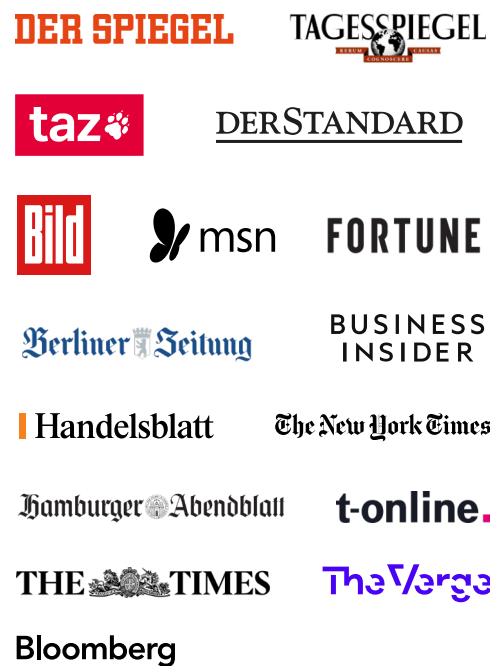


International audience

MIXED in Media

International press and publishers who trust our reporting and research

Newspapers of record



Trade press



Media partners for events



Clients


Renowned industry leaders advertising on MIXED



Sponsored Posts

Sponsored posts are published equally to editorial content on MIXED and our social media channels.

Increase the visibility of your products, brand, events, and jobs. Our editorial team reviews all sponsored posts and ensures they deliver the most value for B2B and B2C content.

 Example **Training:**
»VR in Education: A Chance to Digitalize the Educational System?«

 Example **B2B Development:**
»Qualcomm and Telekom launch AR Funding Program«

 Example **Consulting:**
»Remote Work for Industrial Companies: What Really Works«

Sponsored Post

On par with native editorial content

Social Media Seeding

Do-follow link to your website

Newsletter

[Example](#)

Highlight position (7 days)

Display Ads (7 days)

SEO-Check

Creation by MIXED editorial team incl. feedback loop

	Basis	Basis+	Medium	Premium
	500 words	500 words	800 words	800 words
On par with native editorial content	✓	✓	✓	✓
Social Media Seeding	✓	✓	✓	✓
Do-follow link to your website	✓	✓	✓	✓
Newsletter Example	–	✓	✓	✓
Highlight position (7 days)	–	–	–	✓
Display Ads (7 days)	–	–	–	Skyscraper (Desktop) In-Content (Mobile)
SEO-Check	Simple	Simple	comprehensive	comprehensive
Creation by MIXED editorial team incl. feedback loop	–	–	✓	✓
	€999	€1,499	€2,899	€2,999

08 | All prices plus VAT. Publication in the German edition of MIXED costs an additional €499. A parallel publication on SPACE4GAMES and THE DECODER (German and English) also costs €499 per publication. Individual package prices are negotiable.

All packages can be individually extended upon request, for example with additional display ads. It is also possible to book individual elements of the packages. In addition, we offer social media ad boosts on Facebook, Instagram, LinkedIn, and Twitter (budget provided by customer).

MIXED^x

Display Advertising

- ✓ Highest visibility in all articles
- ✓ Show your brand
- ✓ Convey important key messages
- ✓ Link to your content

Desktop Skyscraper
300x600px



CPM €19

Mobile In-Content
300px Height



CPM €69

Newsletter

- ✓ **More than 3,700 subscribers**
- ✓ **Opening rate approx. 30%**
- ✓ **Published weekly**

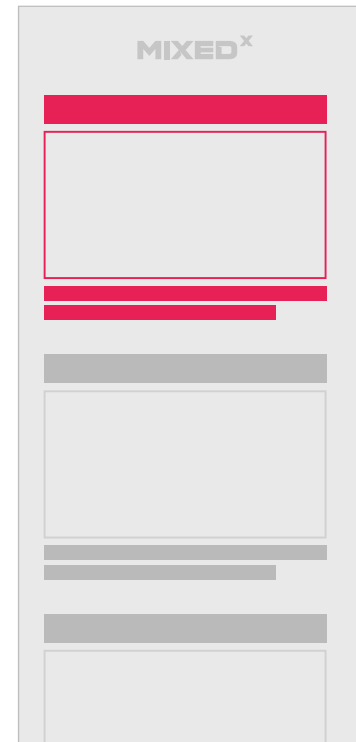
Our readers include decision-makers from well-known companies, research institutions, state governments, and management consultancies.

Selection of companies:

Daimler, Porsche, VW, Audi, Qualcomm, Samsung, Telekom, Bosch, Ferrero, Merck

Example

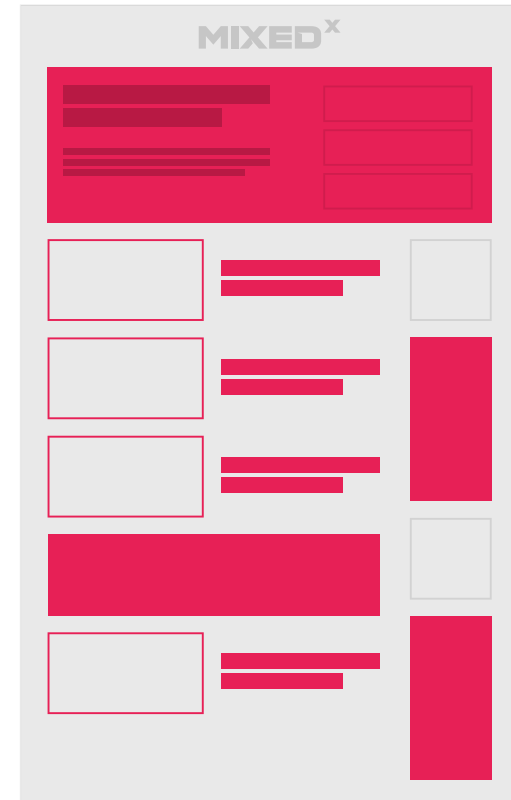
Content Ad
€250/Newsletter



Brand Hub

- ✓ In your Brand Hub, you can present your brand and content according to your wishes
- ✓ Long-term visibility with our readers and on Google
- ✓ We jointly develop an editorial concept and implement it for you
- ✓ Complete native integration in MIXED
- ✓ All content belongs to you - Migration possible at any time
- ✓ Individual offer tailor-made to your needs

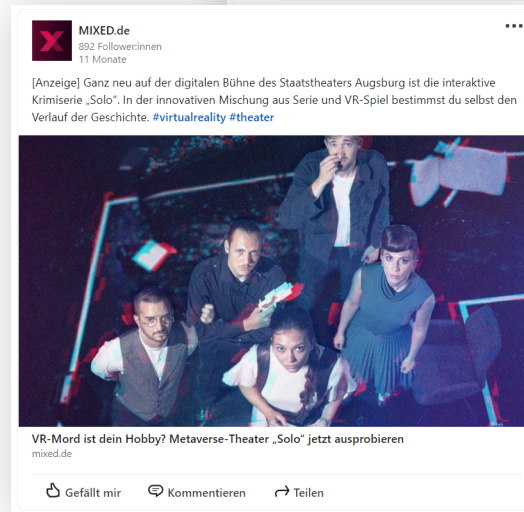
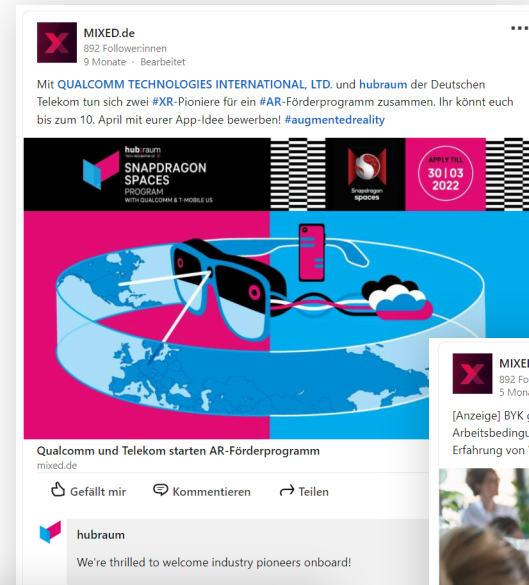
[Get a quote](#)



Stage, Feed, Display Ad

Social Media Seeding

- ✓ On Facebook, Twitter, LinkedIn
- ✓ Followed by more than 2,700 tech enthusiasts
- ✓ Optional advertising boost specifically to your target group



Your contact

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