

# EKATERINA MUCHA

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

**34.000+**

INSTAGRAM  
FOLLOWERS

**18%**

ENGAGEMENT

**95.000**

WEEKLY  
IMPRESSIONS

# ABOUT ME

**Ekaterina Mucha**  
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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.

JANUARY 2020

# MY AUDIENCE

**57%** male

**68%** ages 18–54

## TOP COUNTRIES

22% Austria

16% Russia

11% Germany

10% England

 **muchaekaterina** (since May 2018)

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

## TOP CITIES

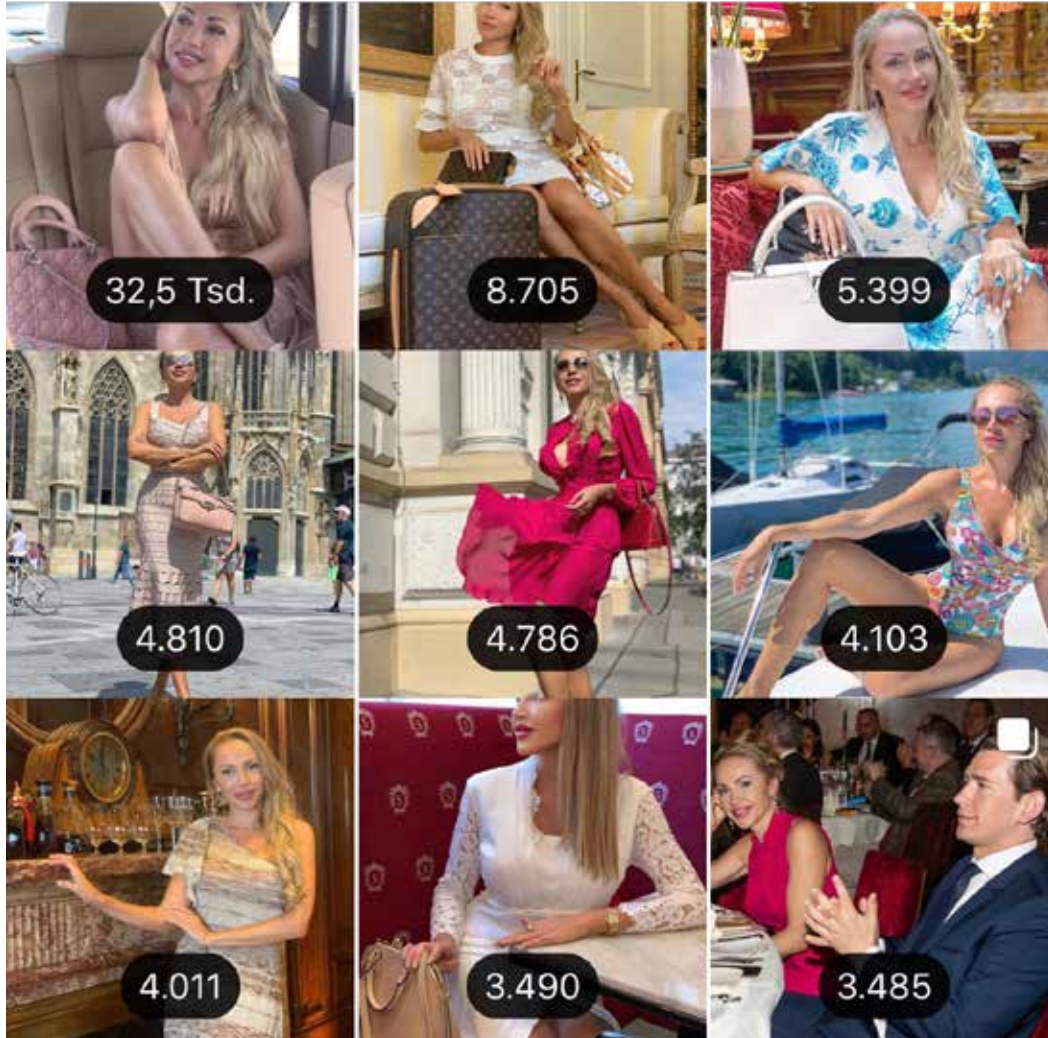
Vienna

Moscow

Munich

Milan

# 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>Facebook Posting</b>	€ 250,-
<b>Instagram Posting</b>	€ 490,-
<b>Blog Posting</b>	€ 300,-
<b>Blog Banner for 30 Days</b>	€ 690,-
<b>Sponsoring Package</b>	€ 1300,-
1x Facebook Posting	
1x Instagram Posting	
1x Blog Posting	
1x Blog Banner for 30 Days	