



media / *bit* 2024

TUSH



about
tush

The creative and artistic coverage of trends in all areas makes the magazine a source of inspiration and a trailblazer in its field. It offers an editorial approach with surprising perspectives, representing a fusion of art and aesthetics with beauty, fashion, hair styling, accessories, products, design, craftsmanship, as well as people. TUSH is an influencer with a strong basis of visual intrigue and creative expertise all at a time when exclusiveness is becoming a rare commodity and uniqueness is in short supply. Always targeted, never missed - in print and online, TUSH has shown its distinctive face since 2005. Our mission: Enriching the landscape of beauty and fashion publications as an arena for the most creative photographers, hair and make-up artists, models, talents and creators of art.



target group

TUSH's target group are people from the age of 20 interested in defining beauty beyond the apparent. The magazine's readers invest in an elevated lifestyle and thought-provoking context showing that true beauty also thrives underneath the surface. Interest in beauty, fashion, consummation, the cosmopolitan, as well as art and culture is taken to the next level. TUSH customers are intelligent, well-read, creative and most importantly, active members of the international beauty, fashion and design community eager to reinvent themselves regularly. They spend considerable amounts of time in galleries, shops, and bars to cultivate their avant-garde character and explore new creative outlets. TUSH readers are influencers themselves and create or spread trends, thus quick access to online media helps stay on top of the current news, events or product launches.

65% identify as female
57% between 20 and 35 years old
68% work in creative professions
65% have attained university level
72% are employed
48% earn more than 50.000,- EUR gross/year

BEAUTY & FASHION BRANDS

LIFESTYLE BRANDS

JEWELRY BRANDS

ARMANI

CHANEL

PFLANZEN-
FREUNDE

MINI

YVES
SAINT
LAURENT

VIKTOR
& ROLF

NARS

LAVAZZA

MEISSEN

GUCCI

DIOR

LOUIS
VUITTON

KLARNA

PARAMOUNT

SCHWARZKOPF

ESTÉE
LAUDER

MUGLER

JOHN
FRIEDA

MONTBLANC

L'ORÉAL
PARIS

LA
BIOSTHÉTIQUE

THOMAS
SABO

MAANESTEN

GIVENCHY

GUERLAIN

MAC
COSMETICS

SEPHORA

SWAROVSKI

CATRICE

SHISEIDO

brands

and many more



persönlichkeiten

rihanna / troye sivan / jessie j / cara delevingne / leni klum / mads mikkelsen / luke hemmings / tove lo / leigh-
anne / jorja smith / lena gercke / nadja auermann / jella haase / loredana / lisa vicari / emilia schüle / jannik
schümann / milla jovovich / toni garrn / claudia schiffer / julia stegner / estella boersma / maximilian mundt /
alicia von rittberg / jeremy scott / sonja gerhardt / amy jackson / nathalie emmanuel / rooney mara / thom
browne / luca gajdus / karoline herfurth / linda vojtova / lara stone / mini anden / lily cole / rosie huntington-
whiteley / eugen bauder / amanda lepore / lars eidinger / anna maria mühe / david schütter / heike makatsch /
francois nars / gina stiebitz / lena meyer-landrut / lorena rae / kenya kinski-jones / michaela stark / veronika
heilbrunner / charlie howard / daphne groeneveld / christiane arp / sylvie meis / lindsey wixson / ikram abdi
omar / toni dreher-adenuga / eugen bauder / petra van bremen / and many more



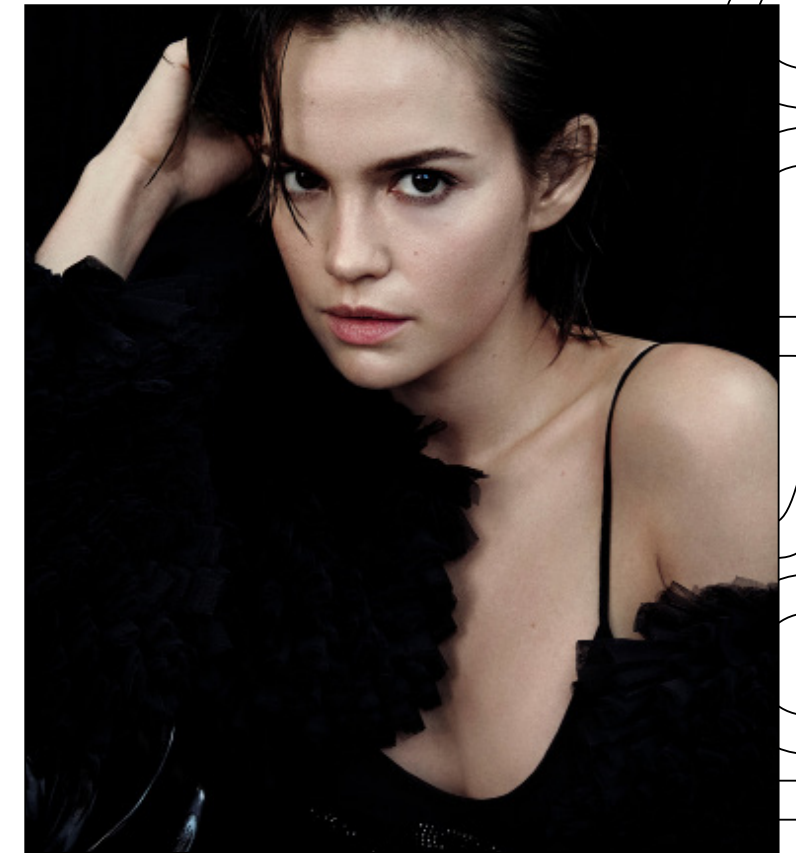
SONJA GERHARDT



ALICIA VON RITTBERG



JELLA HAASE



EMILIA SCHÜLE



LISA VICARI



GINA STIEBITZ



MAXIMILIAN MUNDT



JANNIK SCHÜMANN

reporterstories

media kit
2024

tush

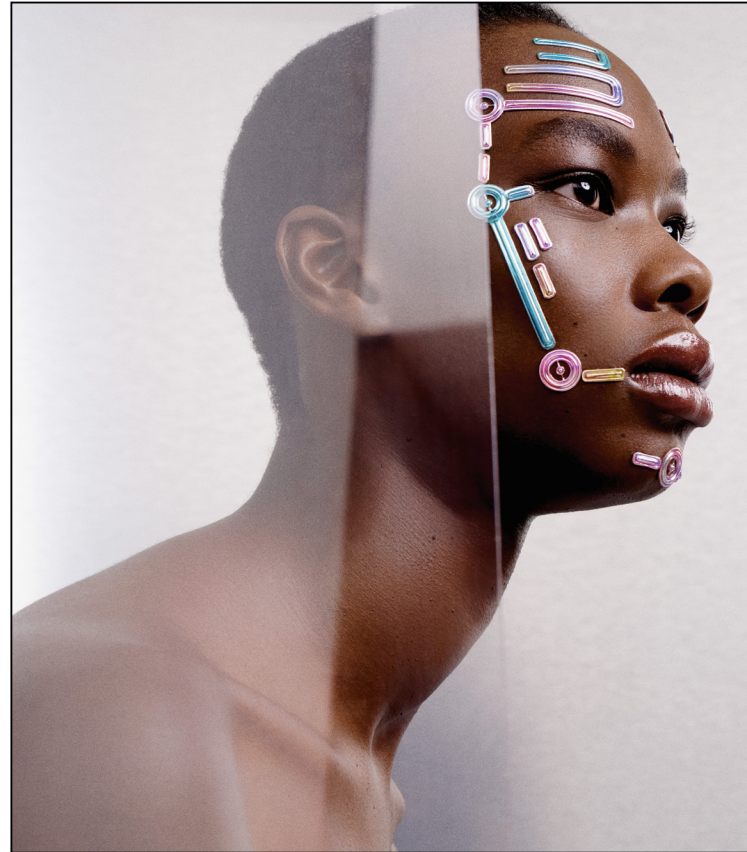


influencers

barbara palvin / caro daur / xenia adonts / leonie hanne / lisa & lena / elavator boys / stefanie giesinger / nic kaufmann / kali ledger / miss fame / bonnie strange / kicki yang zhang / dagi bee / charli howard / bao chii nguyen / beautyspock / bibis beauty palace / bryanboy / ryan burke / vanelli melli / dustin hanke / franziska nazarenus / laurel charleston / mimi choi / ryan burke / kim chi / naomi smalls / miss fame / gigi goode / isshehungry / alexis stone / bo quinn / lochie stonehouse / dippwadd / huda beauty / violet chachki / ugly worldwide / aquaria / lyle reimer / fecal matter / pandemonia / and many more



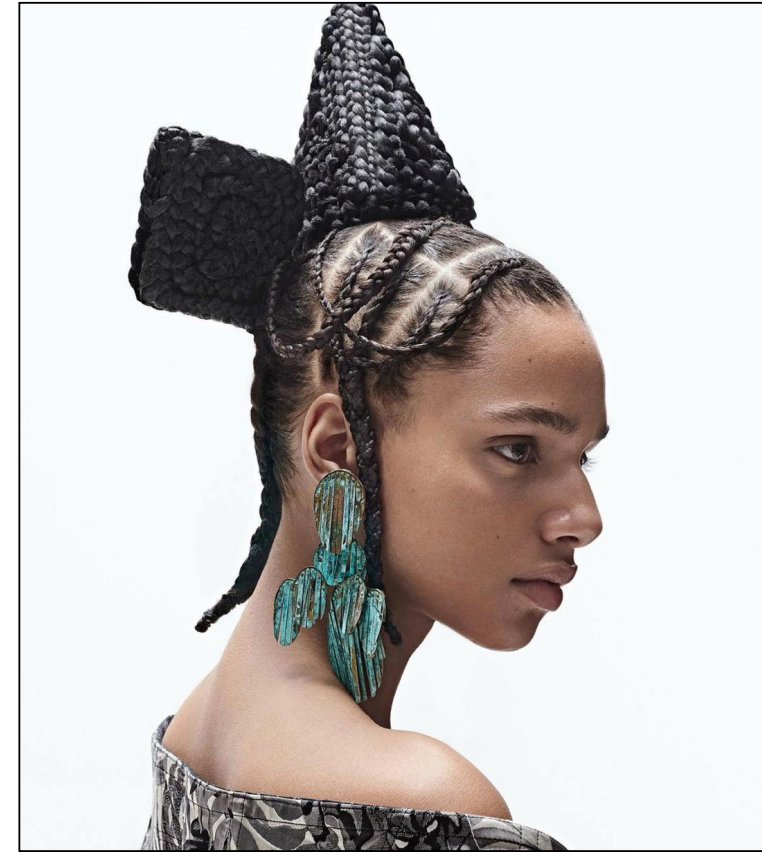
MAKE UP BY VIOLETTE_FR



MAKE UP BY PETER PHILIPS



MAKE UP BY MARIE DAUSELL



HAIR BY JOEY GEORGE

industry icons

MUA// violette / peter philips / chiao li hsu / topolino / lloyd simmonds / lora arellano / tyron machhausen / phyllis cohen / ayami nishimura / georgina graham / thomas de kluyver / tatsu yamanaka / terry barber / val garland / david koppelaar / katarina håkansson / benjamin puckey / inge grognard / patrick glatthaar / dick page / lucy bridge / lyle xox / maud laceppe / bea sweet / lora arellano / richard redlefsen / georgi sandev / polly osmond / laura dominique / helene vasnier / marie dausell // **HAIR**// yusef williams / james pecis / joey george / mustafa yanaz / pablo kümin / ali pirzadeh / esther langham / sebastian bascle / nicolas jurnjack / franco gobbi / teiji utsumi / charlie le mindu / tomihiko kono / edward lampley / joseph pujalte / yumiko hikage / jean baptiste santens / charlie le mindu / erol karadag / olivier schawalder / danilo dixon / sam mcknight / cyril laloue / lukas tralmer / takayoshi tsukisawa / owen gould / and many more

inclusive from *day one*

media kit
2024

tush





advertorials

Our creative team conceives and designs high-quality advertorials and photoshoots distinctly targeted to our customers. Photoshoots are highlighted with innovative layouts and compositions framed to the brand or theme adding to the quintessential TUSH look - on request with influencers and integrated product page (1/1 page style photo) The benefits: The TUSH network allows a smooth and uncomplicated collaboration through our adjustable 'building block offer' (range of services on follow-up pages) guaranteeing maximum attention and movement within print and online platforms. Our print issues are sold for up to 6 months whilst online issues are published for up to 6 months. The TUSH readers and community encompasses an attractive, visionary, and high income target group. Attention and validity come from the more than 209K strong and active Instagram community.

advertorials

PACKAGE 1

Exclusively produced photo series (promotion shoot) and publishing in the respective TUSH print issue.

Planning, organisation & realisation of the photo shoot (incl. lighting/tech, photo equipment, studio/location costs, creative team, model casting and booking, travel costs of the creative team, set design & styling, couriers, catering, retouching, layout creation, editorial preparation), plus travel costs of the model(s), influencer(s), talent(s) (booking occurs after the client consultation)

Scope: generally 8 content pages (less/more by agreement)

Optional: cover option with exclusive credit mentions (see individual & total costs)

Shoot dates: tba and after client consultation

Costs:

Print shoot & publishing from 18.000,- EUR*

The flat-rate above include all package 1 TUSH services for an 8-page shoot special.

Excl. cover and travel costs of the models, influencers, and talents (booking occurs after the client consultation)

Additional cover motifs with exclusive cover credit(s) 5,000,- EUR *incl. 20 copies of TUSH with shipping to an address within Germany (for multiple copies: special price of 7.00,- EUR/piece)

* 'Advertorials' will appear under the category 'Massgeschneidert' within the magazine. The word 'Advertorial' will not be named (all prices without second use of the client's work)

PACKAGE 2

Online publication of the print motifs

PACKAGE 2A (BASIC WEBPAGE):

Placement of the unchanged layout of the print shoot on tushmagazine.com with a link to the customer webpage, or to the customer webstore

Costs:

3 months on the starting page on the website (without additional costs toward package 1)

PACKAGE 2B (WEBPAGE PLUS):

Publication of the print motifs with individual online layout, additional motif(s) and/or individual text/interview as well as integration on the slider for 1 month

Costs: after client consultation/agreement

PACKAGE 2C (INSTAGRAM):

Publication of one or more motifs of the print shoot on the TUSH Instagram account (per motif with mention, tag & hashtag)

Costs: after client consultation/agreement

PACKAGE 3

The TUSH graphic department creates a backstage/mood video of the photo shoot along with the publishing on tushmagazine.com & Instagram.

Costs:

Video

starting from 3.500,- EUR *

details about the *magazine*

Publication cycle

biannual (end of March & end of September)

Circulation Print & Digital

45.000
Sold copies, as well as free and voucher copies (publisher's information)

Price per copy

12,50 EUR (starting #54, 1/24)

Page count

approx. 300+ pages per issue

Print reach

approx. 113k (publisher's information)

Online reach

approx. 60k impressions/month

Terms of payment

Bills are due on the first day of sale of the respective issue in which advertisements and shoot specials are published. A 2% discount will be granted for advance payments received in full by TUSH before the first day of sale, unless there are still older publishing claims. No discount will be granted for special discounts.

Bank details

Commerzbank
IBAN: DE 14 200 800 00 09 900 688 08
BIC/SWIFT: DRES DE FF 200

AGB

For the processing of orders, the terms of payment and business apply, which can be viewed at www.tushmagazine.com. Due to tax regulations, we request that you provide your tax number and/or VAT ID when placing an order.

publishing details & deadlines

Issue #54 March Kitsch-Chic

First date of sale: 30/03/24

Advertising deadline: 26/01/24

Printing deadline: 09/02/24

Issue #55 September TBA

First date of sale: 28/09/24

Advertising deadline: 28/07/24

Printing deadline: 11/08/24

prices & *formats*

Single-page ad format

3mm bleed on each side. All text and images at risk of bleed must be placed at least 5mm away from the trim.

1/1 page
230 x 297 mm

Costs

1/1 page (inside pages)
1/1 page (back cover)

4c/b&w

12.500,- EUR
25.000,- EUR

Double-spread ad format

3mm bleed on each side. All text and images at risk of bleed must be placed at least 5mm away from the trim.

2/1 page
460 x 297 mm

Costs

2/1 page (inside pages)
2/1 page (inside front cover
(page 2 + page 3))

4c/b&w

18.750,- EUR
37.500,- EUR

Additional information

Special colours, formats or technical operations on request. Prices and conditions for special realisations of advertisements on request. All prices in EUR; statutory VAT will be added to the respective net amount.

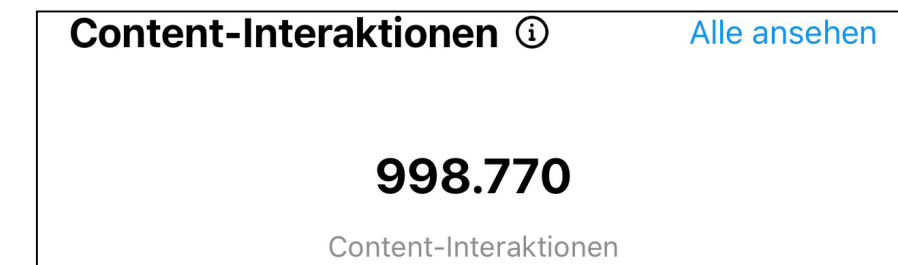
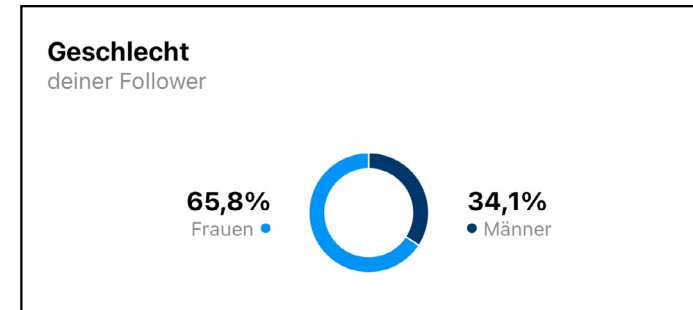
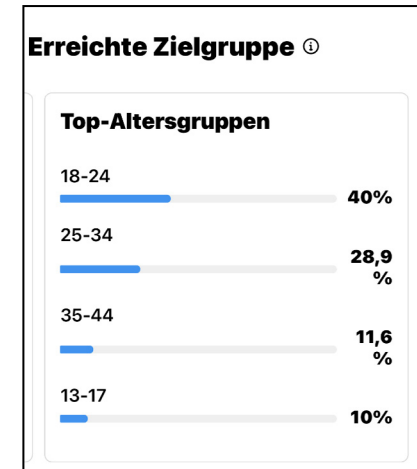
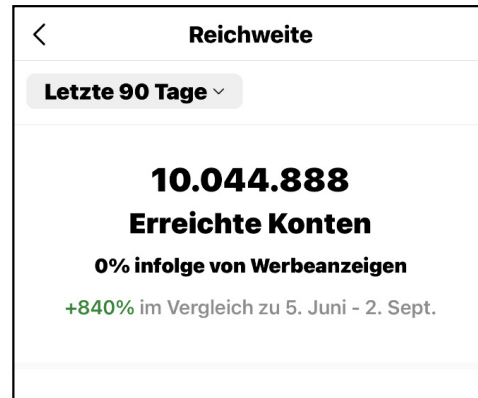


social media
collaborators

The TUSH Instagram account unites a special interest group that happily invests in a luxurious lifestyle. Our followers are fashion-conscious, interested in beauty, educated and cosmopolitan. They like to shop, have a sense of humour and have a compelling interest in art and culture. TUSH reports on the beauty, fashion and lifestyle industries that influence their daily lives, consequently acting as a multiplier by spreading your product and brand message.

social *target* group

@tushmagazine
282k followers



Gender identification

Identify as female	65,8%	Identify as male	34,1%
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Top 3 age groups

18-24 years	35-44 years	25-34 years
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10M
Reached accounts

18k
Growth

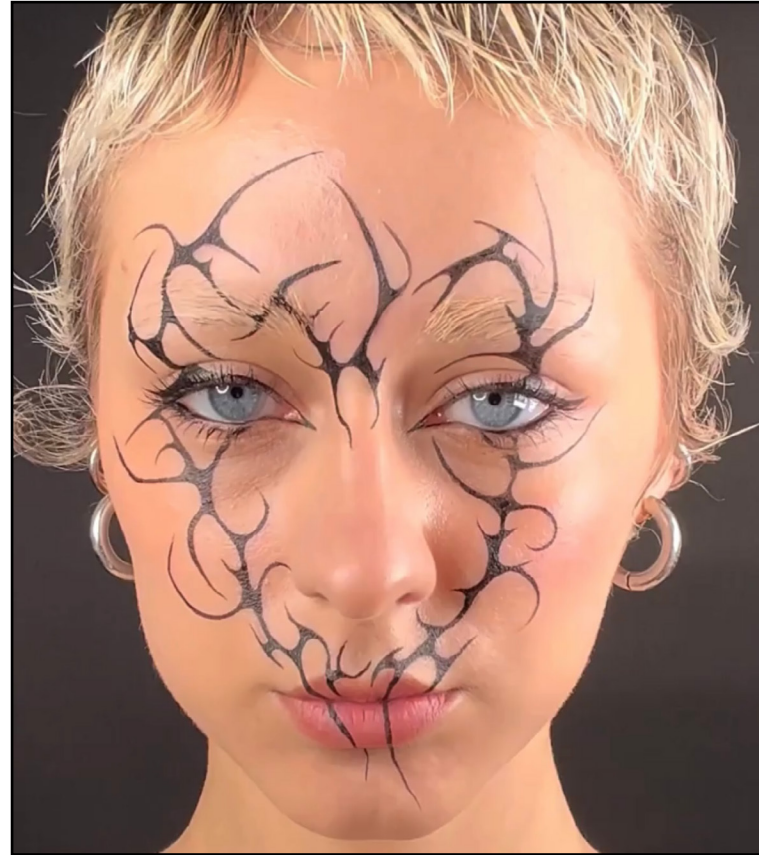
998k
Interactions

Time frame: August until November

EXAMPLES



@JOHNQUI



@THEYSTELLA



@MIMLES



@IAMNOSTYA

counternt
creators

social media *cooperations*

PACKAGE 1

OUR RECOMMENDATION: THE 360° SOCIAL MEDIA AD PLACEMENT

TUSH has an extensive network of influencers and creators: tell us what kind of creators you're looking for for your beauty campaign, and we'll suggest those from our network who meet your requirements. Don't worry about content creation and further communication - we will assign the task to the creator. The content will be published on our feed @tushmagazine and on the creator's feed (as a co-creation post).

PACKAGE 1A

SINGLE IMAGE FEED POST/SLIDER IN CO-CREATION WITH CREATOR

Brand tag, brand/campaign hashtag, mention in the caption, full-size product feature and mention

PACKAGE 1B

FEED POST REEL IN COLLABORATION WITH THE CREATOR

Brand tag, brand-/campaign hashtag, mention in the caption, full-size product feature and mention

3-10 seconds	4.000,- EUR
10-30 seconds	4.400,- EUR
30-60 seconds	4.900,- EUR
60-90 seconds	5.200,- EUR

(Excl. fee for the content creator)

social media *cooperations*

PACKAGE 2 INSTAGRAM PRODUCT PLACEMENT ON @TUSHMAGAZINE

We produce in-house content with model(s) and product placement - the TUSH way.

PACKAGE 2A FEED POST SLIDER 3 MOTIFS WITH PRODUCT PLACEMENT ON @TUSHMAGAZINE

Brand tag, brand-/campagne hashtag, mention in the caption, and full-size product will be shown and named.

5.900,- EUR
(incl. production costs)

PACKAGE 2B FEED POST REEL WITH PRODUCT PLACEMENT ON @TUSHMAGAZINE

Brand tag, brand-/campagne hashtag, mention in the caption, and full-size product will be shown and named.

3-10 seconds	4.000,- EUR
10-30 seconds	4.400,- EUR
30-60 seconds	4.900,- EUR
60-90 seconds	5.200,- EUR
(incl. Production costs)	

social media *cooperations*

PACKAGE 3 DARK ADS

In collaboration with TUSH's extensive creative network, artists will showcase your product in the TUSH way. TUSH is the official sender. The content is only visible to the desired target group.

PACKAGE 3A

Feed Post (single image/photo carousel/video)

Mention of the brand and campaign hashtag in the caption, display of the full-size product on the image/video, and link to the online shop.

2.500,- EUR (pushed by 400,- EUR)

PACKAGE 3B STORY (3 SLIDES)

Mention of the brand and the campaign hashtag in all slides, display of the full-size product on an image, and link to the online shop.

2.300,- EUR (pushed by 300,- EUR)

media kit
2024

tush

contact

Advertising management

Oliver Horn
hof lieferant
Marktstr. 13
80802 München, Germany
M +49 171 22 39 119
oliver.horn@hof-lieferant.com

Shoot specials & cooperations

TUSH Magazine
Moritz Morbach
Managing Director
Friesenweg 14 - Gleis 7
22763 Hamburg, Germany
T +49 40 28 00 44 702
M +49 177 74 96 049
moritz@tushmagazine.com



branded content *article*

Bieten Sie unseren Usern umfassende Produktinformationen in einem redaktionellen Umfeld. Das Advertorial bietet viel Raum für die prominente Platzierung des Partners mit Inhalten, Videos, Gewinnspielen oder Textlinks. Nutzen Sie die hohe Aufnahmebereitschaft der User für Inhalte auf TUSHMAGAZINE.com. Ihre Werbebotschaft wird im Look & Feel von TUSH basierend auf dem von Ihnen zur Verfügung gestellten Material erstellt. Das Advertorial wird als „Anzeige“ gekennzeichnet.

TUSHMAGAZINE.COM
22K UNIQUES/MONAT
94K IMPRESSIONS/MONAT

WEBSEITE

PAKET 1A

Online-Advertorial (Artikel, platziert auf der Homepage, 1x Post oder Story auf Instagram), Laufzeit 4 Wochen, 3.000 Visits Garantie, 4.000,- EUR * zzgl. Produktionskosten 1.500,- EUR * (ohne Text)

PAKET 1B

Online-Advertorial (Artikel, platziert auf der Homepage, 2-3x Post oder Story auf Instagram), Laufzeit 4 Wochen, 4.500 Visits Garantie, € 6.000,00 zzgl. Produktionskosten 1.500,- EUR * (ohne Text)

Sollte der Text von uns erstellt werden, kommen Kosten in Höhe von € 500,00 dazu. Optional kann auch ein eigens kreierter Content (z. B. Fotostrecke, Video-Erstellung) beauftragt werden. Die Kosten sind individuell zu kalkulieren.

branded content *article online*

Bieten Sie unseren Usern umfassende Produktinformationen in einem redaktionellen Umfeld. Das Advertorial bietet viel Raum für die prominente Platzierung des Partners mit Inhalten, Videos, Gewinnspielen oder Textlinks. Nutzen Sie die hohe Aufnahmebereitschaft der User für Inhalte auf TUSHMAGAZINE.com. Ihre Werbebotschaft wird im Look & Feel von TUSH basierend auf dem von Ihnen zur Verfügung gestellten Material erstellt. Das Advertorial wird als „Anzeige“ gekennzeichnet.

TUSHMAGAZINE.COM
22K UNIQUES/MONAT
94K IMPRESSIONS/MONAT

PAKET 1A

Online-Advertorial (Artikel, platziert auf der Homepage, 1x Post oder Story auf Instagram), Laufzeit 4 Wochen,

Kosten: 4.000,- EUR * zzgl. Produktionskosten 1.500,- EUR *
(ohne Text)

PAKET 1B

Online-Advertorial (Artikel, platziert auf der Homepage, 2-3x Post oder Story auf Instagram), Laufzeit 4 Wochen,

Kosten: 4.500 Visits Garantie, € 6.000,00 zzgl. Produktionskosten 1.500,- EUR *
(ohne Text)

Sollte der Text von uns erstellt werden, kommen Kosten in Höhe von € 500,00 dazu. Optional kann auch ein eigens kreierter Content (z. B. Fotostrecke, Video-Erstellung) beauftragt werden. Die Kosten sind individuell zu kalkulieren.

(Alle Preise ohne Zweitverwertung der Motive durch den Kunden (netto*))