

# MIXED

## Media-Kit 2024

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MIXED

VR Games 0 UPDATE

Playstation VR 2: Every VR game announced so far

VR Hardware 0 UPDATE

VR headsets to look out for in 2023



VR Hardware 0

Meta heralds end of original Oculus Quest

Jan 10 2023 Tamislav Bezmolnivic



MIXED

NEWS VIRTUAL REALITY AUGMENTED REALITY ARTIFICIAL INTELLIGENCE

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Jan 10 2023 Tamislav Bezmolnivic

VR Apps 3

Exclusive Pico 4 VR launch parties with big-name live DJs

Jan 09 2023 Josef Ertl

VR Hardware 0

You could soon put your face in a book through e-ink VR headsets

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VR Hardware 1

Quest 2 could get a "laying down mode" for more laid-back VR

Jan 09 2023 Tamislav Bezmolnivic

Apple 3

Apple to focus on XR in 2023 - report

Jan 09 2023 Matthias Beaton

VR Hardware 2 UPDATE

Intel brings direct PC VR streaming without router or dongle for Meta Quest

Jan 09 2023 Tamislav Bezmolnivic

Weekly recap 0

Vive XR Elite, VR and AR at CES 2023, Apple XR leak

Jan 08 2023 Matthias Beaton

VR arcade 3

Virtual Arena: the race ahead for LBE XR

Jan 08 2023 MIXED / Kevin Williams

VR Hardware 1

Meta Quest 2 development goes according

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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

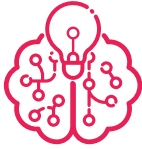
**3,700**

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



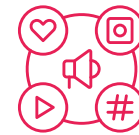
**Creatives and artists** who are looking for new ways to express themselves



**(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

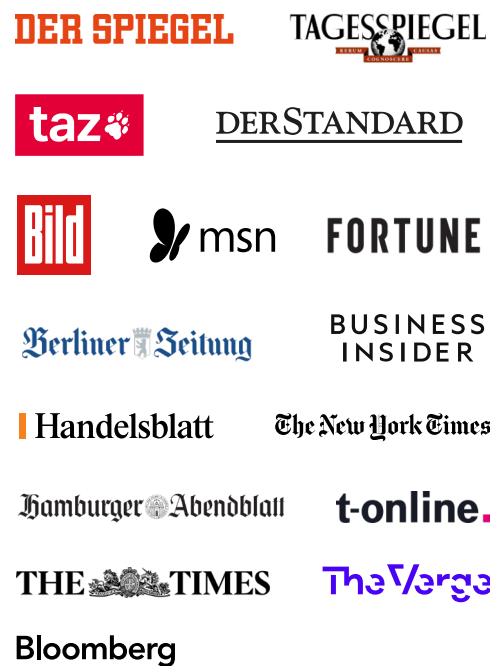


**International audience**

# 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 <a href="#">Example</a>	–	✓	✓	✓
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	–	–	✓	✓
	<b>€999</b>	<b>€1,499</b>	<b>€2,899</b>	<b>€2,999</b>

**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<sup>x</sup>**



# 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**

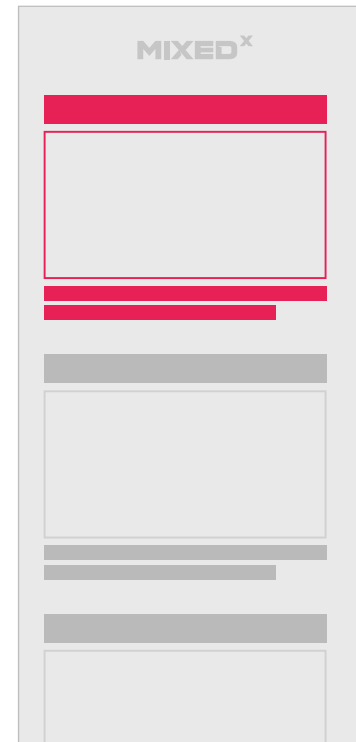
Our readers include decision-makers from well-known companies, research institutions, state governments, and management consultancies.

Selection of companies:

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

**Example**

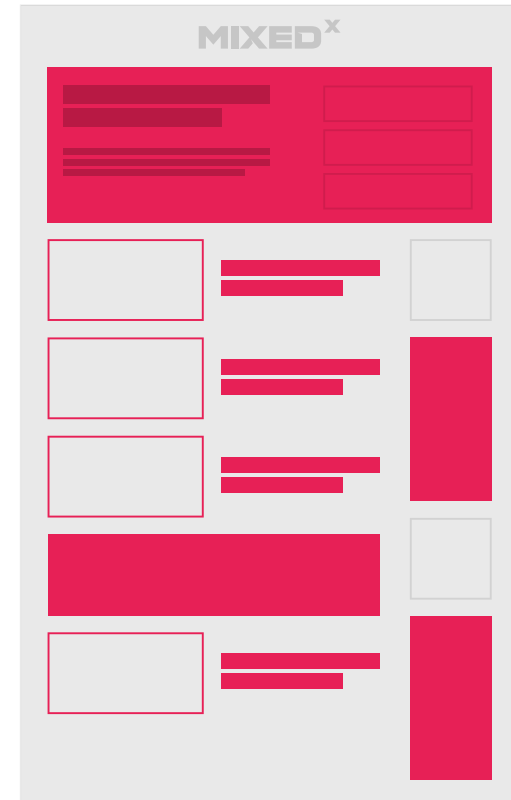
**Content Ad**  
€250/Newsletter



# 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

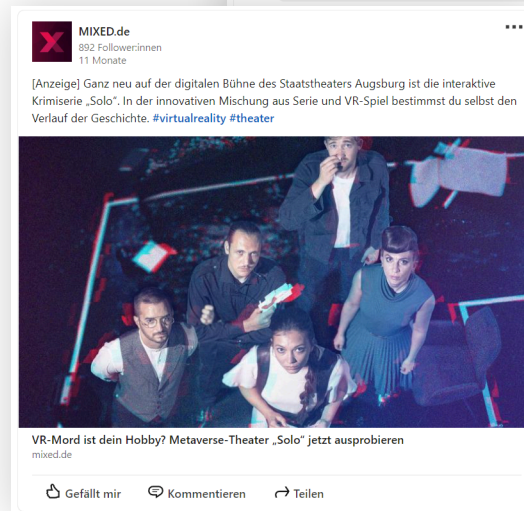
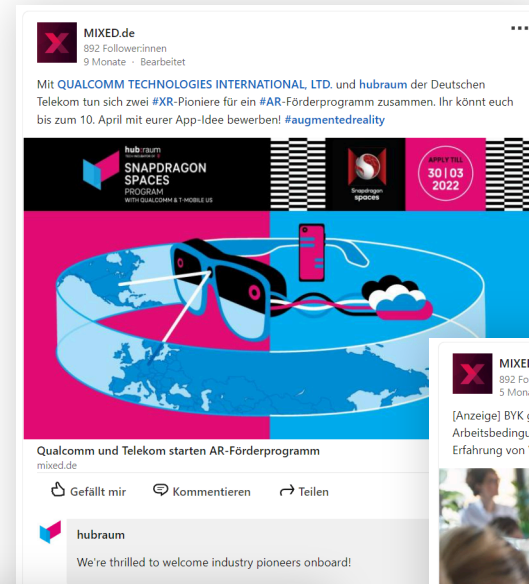
[Get a quote](#)



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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