

MEDIA DATA

SHORT PROFILE

Communicate identity through creativity.

renk. is a magazine with a focus on People of Color and especially the German-Turkish community, covering topics such as diversity, culture and art. renk., that's Turkish and means „Color“ in English. Besides the onlinemagazine, we are also publishing a print magazine and host events on a regular basis.

GO TO CONCEPT

AWARDS & HIGHLIGHTS

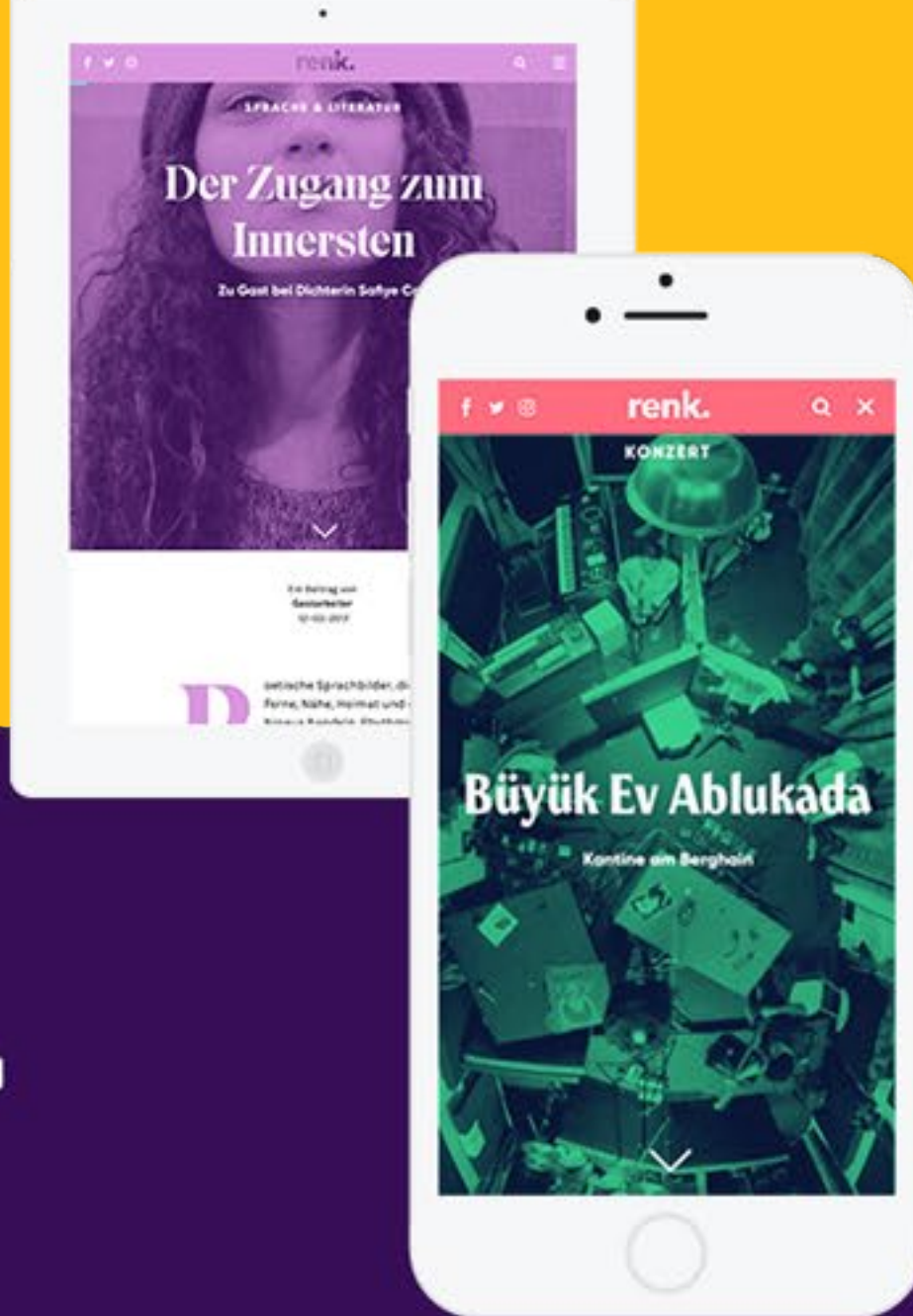
Award:
Kultur- und
Kreativpiloten

Social Impact
Lab Scholarship

Vogue Germany
Article

Kausa Medien
Preis

Invitation
Bellevue Palace
Frank Walter
Steinmeier



TARGET AUDIENCE

renk. reaches out to those, who are interested in the German-Turkish culture, diversity, migration, design, advertising, fashion, photography and lifestyle. They are also: free-spending, ambitious, urban. They love stories and they set a high value on cultural exchange and emotions. They don't want to miss out on any fun. They are brave and interested in different opinions. They are people who are open to new things and analysing at the same time.

STATISTICS

68 %
mobile users

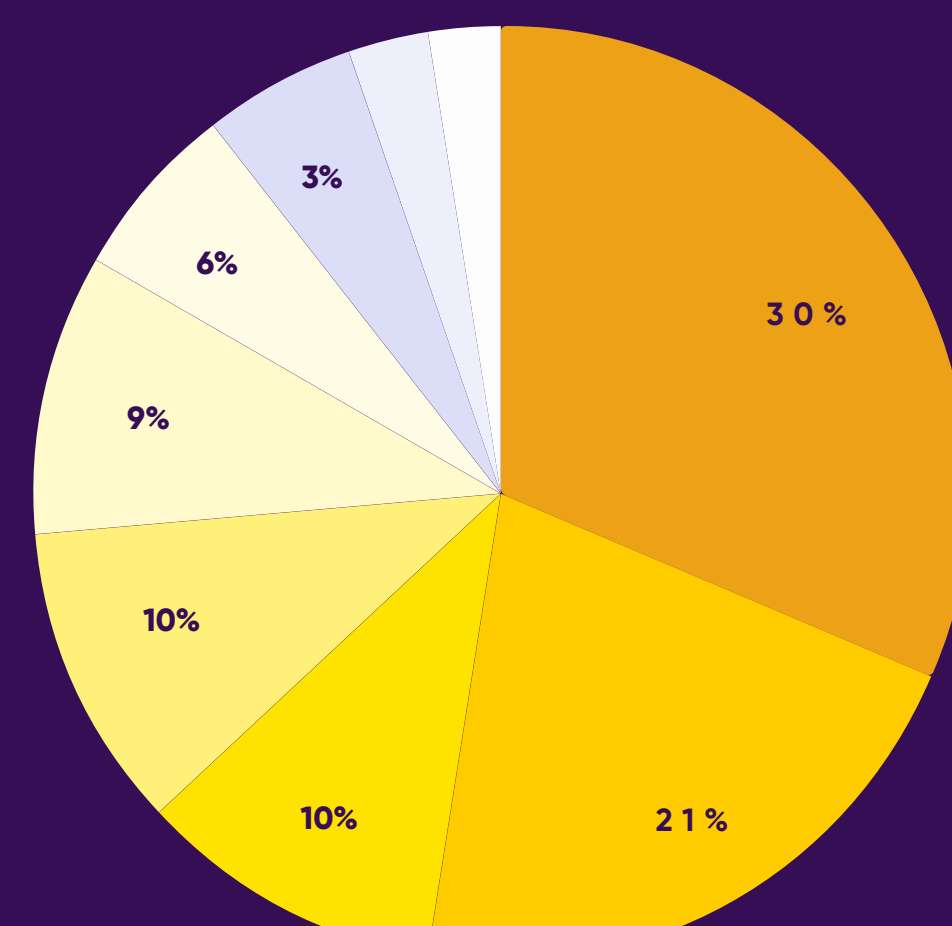
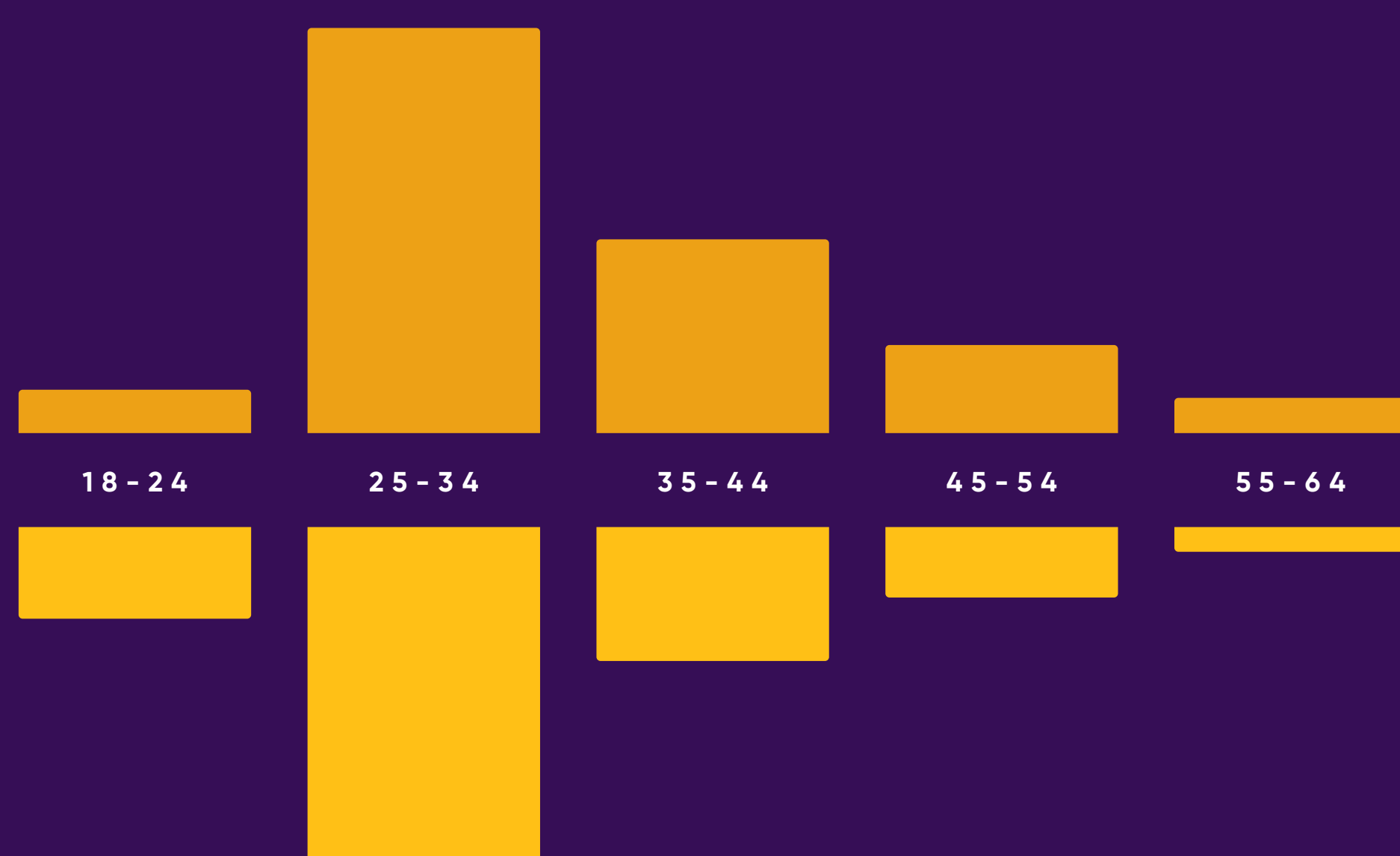
1. Germany
2. Turkey
3. Austria

6 minutes
dwell time

25-34 years
target audience's age

54 %
female

46 %
male



30% North Rhine-Westphalia
21% Berlin
10% Baden-Württemberg
10% Hesse
9% Hamburg
6% Lower Saxony

ENGAGEMENT



More than 60.000
visitors per month

More than 180.000
page impressions



21.000
FANS



14.000
FOLLOWER



1.800
FOLLOWER

BANNER & ADVERTORIALS

pricing list

Position	(net)	Extra Info
1 BANNER TOP-Position homepage and article 7 days	700 €	1280* x 200 max.
1 BANNER Events 7 Tage homepage and eventpage	400 €	1280* x 300 max.
1 ARTICLE Advertorial from*	700 €	INCLUSIVE SOCIAL BOOST
1 ARTICLE Eventposting*	300 €	+100 € SOCIAL BOOST

only all-include prices / no CPM

PACKAGE PRICE AVAILABLE

* Article with product placement, e.g. raffle or a story with a photographer and a videographer.

*In General: Content (text, graphical material) has to be supplied by you.

* SOCIAL BOOST: Posts on the following channels: Instagram stories, Facebook and Twitter

if needed by discretion of the editorial department:
- Instagram Feed
(only under certain conditions)

WHAT ELSE ARE WE DOING?

CAMPAIGNS,
BRAND DESIGNS, EVENTS

www.farbe-designbuero.de

DROP US A LINE, IF YOU ARE INTERESTED!

PRINT

one issue per year

The renk. Print Magazine represents the German-Turkish culture in a way, it has never been presented before. Each issue is focused on one topic.

After the first one was fully sold out, we realised the second one in the autumn of 2017.



Pricing for Adverts

Position	Price per Advert (EUR net)
U4	4450
U2	3200
U3	3200
1/1	2400

ISSUE 3
Autumn/Winter 2020

COMPLEXITY
about 200 pages
165 x 240 x 24 mm

PRINT RUN
5.000 PCS

PRICE
EUR 12,50
(incl. Shipping and taxes)