

# VISUAL PLEASURE

# OVERVIEW

WHO WE ARE

3-6

WHAT WE DO

7-13

AUDIENCES & KEY METRICS

14-19

ADVERTISING OPTIONS

20-24

PROCESS

25-27

WHO WE WORK WITH

28-29

CONTACT

30



# WHO WE ARE

Visual Pleasure emerged as a captivating source of inspiration on Instagram, igniting the creative fire within individuals seeking a visual feast. What started as a digital outlet swiftly blossomed into a vibrant ecosystem of channels, each dedicated to celebrating the realms of design, architecture, photography, lifestyle, art, travel, and beyond.

Join us on this extraordinary journey as we continue to create a world where visual pleasure reigns supreme, empowering individuals, amplifying voices, and transforming ideas into reality. Together, we shape a future where creativity knows no bounds.



[www.visualpleasure.co](http://www.visualpleasure.co)

Oliver Nosal & Lena Kamieth  
Founders and Creative Directors of VISUAL PLEASURE

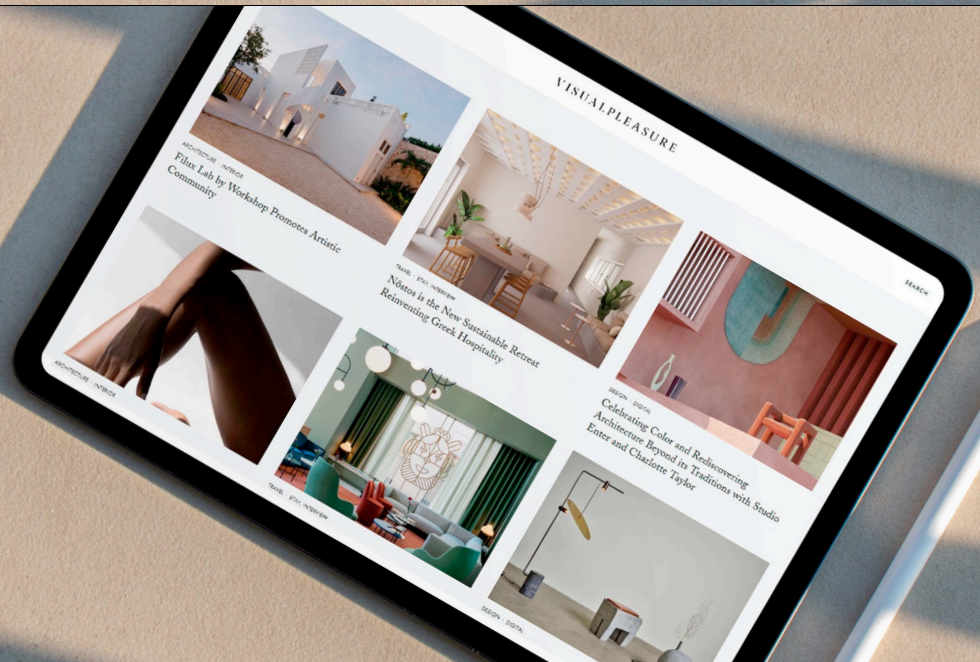
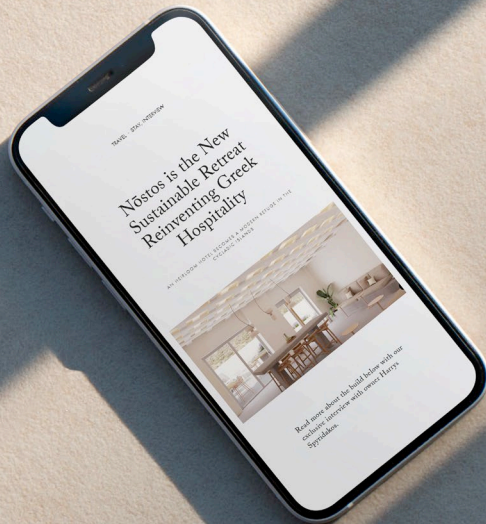
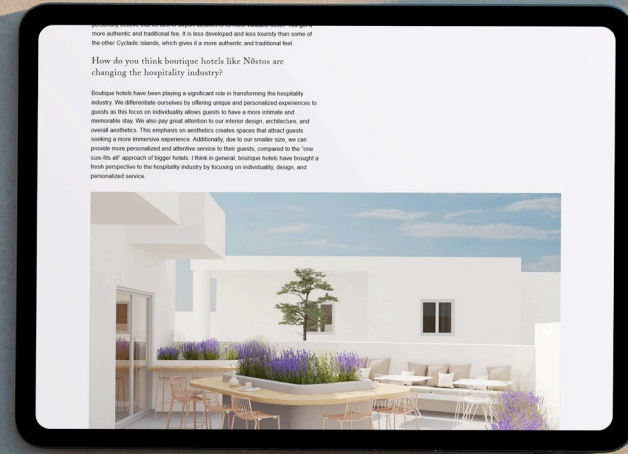
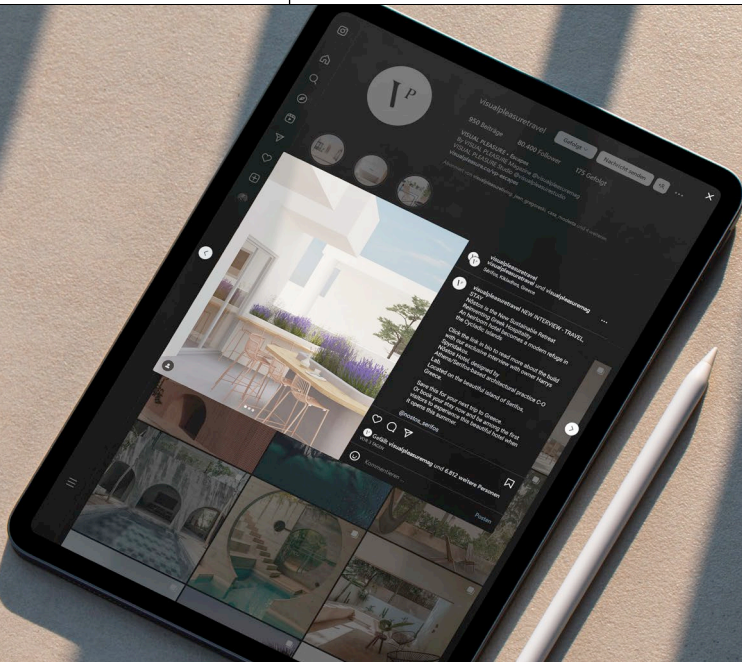
<b>MISSION</b>	Our mission is deeply rooted in supporting and nurturing creatives, fostering a sense of community, and inspiring individuals to embark on their creative ventures. We strive to create and share the joyous feeling of visual pleasure, both for ourselves and others, connecting with audiences on a profound level.	
<b>VISION</b>	Our vision encompasses a world where every creative person feels empowered, inspired, and equipped to transform their ideas into tangible success.	
<b>VALUES</b>	We embrace a set of guiding principles that define our ethos. We value authenticity, empathy, collaboration, and communication, fostering a sense of freedom, perseverance, and progress. We cherish diversity, equality, and learning, while celebrating creativity, growth, and the pursuit of happiness.	

WHO WE ARE - NETWORK - VISUAL PLEASURE		VP
<p><b>VPMAG</b> @visualpleasurmag www.visualpleasure.co</p>	<p><b>Digital Magazine</b> Design, Architecture, Travel, Photography, Art: featuring emerging and established designers and artists, gives insights behind their work processes and tells the stories of their projects.</p>	2017
<p><b>VPSTUDIO</b> @visualpleasurestudio studio.visualpleasure.co</p>	<p><b>Creative Agency</b> Art Direction, Branding &amp; Strategy, Product Photography, Set-Design &amp; Styling: Providing our clients with visual assets that will make their audience stop scrolling.</p>	2022
<p><b>VPESCAPES</b> @visualpleasuretravel visualpleasure.co/escapes</p>	<p><b>Showcase &amp; Collection</b> Travel, Stays - Hotels / Hostels, Locations: Curated escapes with a heavy focus on design and outstanding architecture.</p>	2022
<p><b>VPSHOWROOM</b> @visualpleasureshowroom visualpleasure.co/showroom</p>	<p><b>Showcase &amp; Collection</b> Products; art &amp; commercial: Curated objects for interior &amp; product design lovers.</p>	NEW!
<p><b>VPDESIGN</b> @visualpleasuredesign visualpleasure.co/design</p>	<p><b>Showcase &amp; Collection</b> Corporate Identity, Branding, Graphic Design &amp; Illustration, CGI, Mockups &amp; Templates Curated designs, graphic materials and explorations for print and digital media.</p>	NEW!
<p><b>VPLIVING</b> @visualpleasureliving visualpleasure.co/living</p>	<p><b>Showcase &amp; Collection</b> Real Estate, Rentals: Curated properties for sale and rent, tailored to our audience.</p>	NEW!
<p><b>VPCREATIVES</b> @visualpleasurecreatives visualpleasure.co/creatives</p>	<p><b>Global Talent Network - HR</b> VP-Approved, curated and exceptional creatives working in the fields of design, architecture, photography and arts.</p>	Coming soon

# WHAT WE DO

WHAT WE DO - VPMAG		V <sup>P</sup>
	<p><b>VISUAL PLEASURE MAGAZINE</b> <i>@visualpleasuremag</i></p> <p>VPMAG offers a treasuretrove of inspiration for creatives in all aspects of life, and serves as a platform for talent to be seen, appreciated, and grow to new heights. Much like the art world itself, we're all about collaboration, passion, community, quality, boldness and creativity.</p>	
	<p><a href="http://www.visualpleasure.co/magazine">www.visualpleasure.co/magazine</a></p> <p><a href="http://www.instagram.com/visualpleasuremag">www.instagram.com/visualpleasuremag</a></p>	





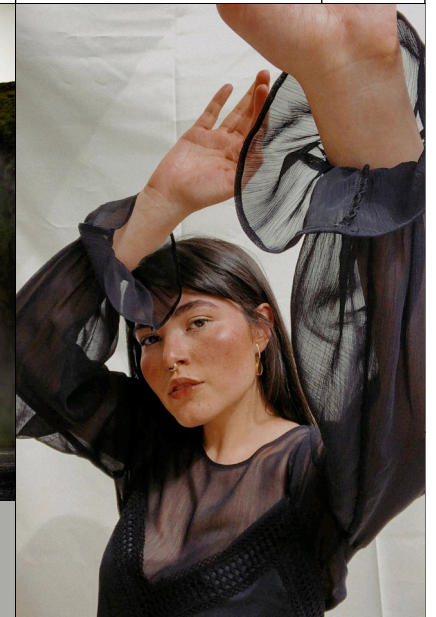
WHAT WE DO - VPSTUDIO		VP
	<p><b>VISUAL PLEASURE STUDIO</b> <i>@visualpleasurestudio</i></p> <p>VPSTUDIO is the logical next step in our mission to support creatives and brands on their own journey. We combine knowledge from our careers in architecture, interior design &amp; styling, communication design, branding, and photography to provide our clients with visual assets that will make their audience stop scrolling.</p>	
	<p><a href="http://studio.visualpleasure.co">studio.visualpleasure.co</a></p> <p><a href="https://www.instagram.com/visualpleasurestudio">www.instagram.com/visualpleasurestudio</a></p> <p><a href="https://www.behance.com/visualpleasurestudio">www.behance.com/visualpleasurestudio</a></p>	



WHAT WE DO - VPESCAPES			V <sup>P</sup>
	<p><b>VISUAL PLEASURE ESCAPES</b> <i>@visualpleasuretravel</i></p> <p>VPESCAPES is a showcase for exceptional travel and real estate experiences. Our curated selection is based on stunning design &amp; architecture, attention to detail and breathtaking environments. We aim to inspire our audience and empower architects, designers, brands &amp; owners by showcasing their projects.</p>		
	<p><a href="http://www.visualpleasure.co/escapes">www.visualpleasure.co/escapes</a></p> <p><a href="http://www.instagram.com/visualpleasuretravel">www.instagram.com/visualpleasuretravel</a></p>		



# AUDIENCES & KEY METRICS





**VPMAG - AUDIENCE**

MALE / FEMALE: 46 % / 54 %  
 MEDIAN AGE: 25-34 (24%)  
 AVG INCOME/YEAR: \$100,000+

**TOP PROFESSIONS:**

Executive  
 Architecture  
 Design  
 Art  
 Photo / Videography  
 Entertainment  
 Business / Finance

**TOP MARKETS:**

New York City  
 London  
 Paris  
 Berlin  
 Los Angeles  
 Milan  
 Sydney

**TOP INTERESTS:**

Architecture: 89%  
 Design: 89%  
 Nature: 79%  
 Fashion: 74%  
 Art: 72%  
 Luxury: 71%  
 Travel: 64%

**TOP TRAFFIC:**

USA: 16.7%  
 UK: 6.6%  
 France: 6.4%  
 Italy: 6.3%  
 Germany: 5.9%  
 Mexico: 5.4%  
 Australia: 4.8%

[www.visualpleasure.co](http://www.visualpleasure.co)

[www.instagram.com/visualpleasuremag](https://www.instagram.com/visualpleasuremag)



### VPMAG - KEY METRICS

IG FOLLOWERS: **288.300**

REACH / 90 DAYS: **1.265.000**

INTERACTIONS / 90 DAYS: **210.000**

# 5M+

yearly impressions on  
instagram and  
[www.visualpleasure.co](http://www.visualpleasure.co)

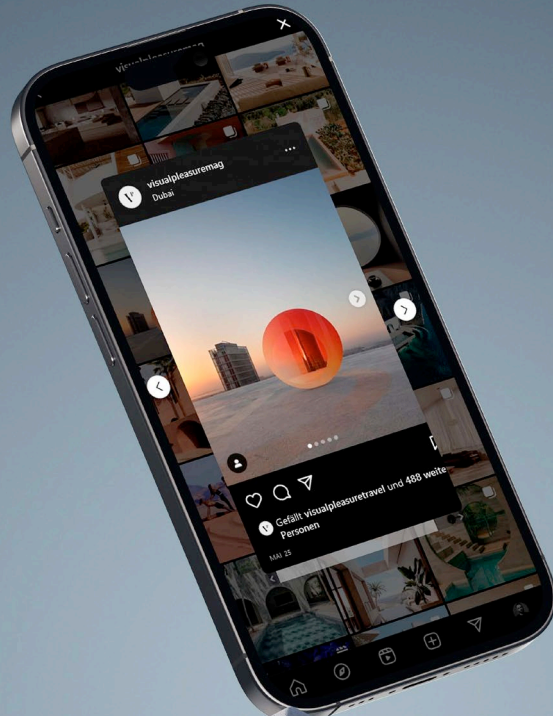
**VPMAG** appeals to some of the best creatives, studios, brands and cultural leaders from many industries.

### TOP FOLLOWERS INCLUDE:

Casacor, Mirjam Flatau, Muuto, Octavia Dingss, Paul Milinski, Ezequiel Pini, Charlotte Taylor, Ziqian Liu, Karolina Valeikaite, Andrés Reisinger, Reform, Xenia Lau, Beju, Pia Riverola, Rob Woodcox, Alexis Christodoulou, Tekla Evelina Severin, Thomas Pheasant, Alexander Paar, Somkhele Idhalama, Margarita Shapovalova, Mono Giraud, Arquiteta Barbara Dundes

[www.visualpleasure.co](http://www.visualpleasure.co)

[www.instagram.com/visualpleasuremag](https://www.instagram.com/visualpleasuremag)





**VPESCAPES - AUDIENCE**

MALE / FEMALE: 37 % / 63 %

MEDIAN AGE: 25-34 (29%)

AVG INCOME/YEAR: \$125,000+

**TOP PROFESSIONS:**

- Executive
- Architecture
- Design
- Art
- Photo / Videography
- Entertainment
- Business / Finance

**TOP MARKETS:**

- Paris
- London
- New York City
- Milan
- Berlin
- Barcelona
- Sydney

**TOP INTERESTS:**

- Travel: 91%
- Architecture: 80%
- Design: 80%
- Nature: 79%
- Art: 76%
- Luxury: 73%
- Fashion: 71%

**TOP TRAFFIC:**

- USA: 16.1%
- Italy: 8.3%
- France: 7.2%
- UK: 6.3%
- Spain: 6.1%
- Germany: 5.4%
- Australia: 5.1%

[www.visualpleasure.co/escapes](http://www.visualpleasure.co/escapes)

[www.instagram.com/visualpleasuretravel](http://www.instagram.com/visualpleasuretravel)

### VPESCAPES - KEY METRICS

IG FOLLOWERS: **82.400**

REACH / 90 DAYS: **1.335.000**

INTERACTIONS / 90 DAYS: **321.500**

# 5M+

yearly impressions on  
instagram and  
[www.visualpleasure.co](http://www.visualpleasure.co)

**VPESCAPES** grows fast at an annual rate of **17,9%**  
and has an excellent rate of content interaction.

# 83/100

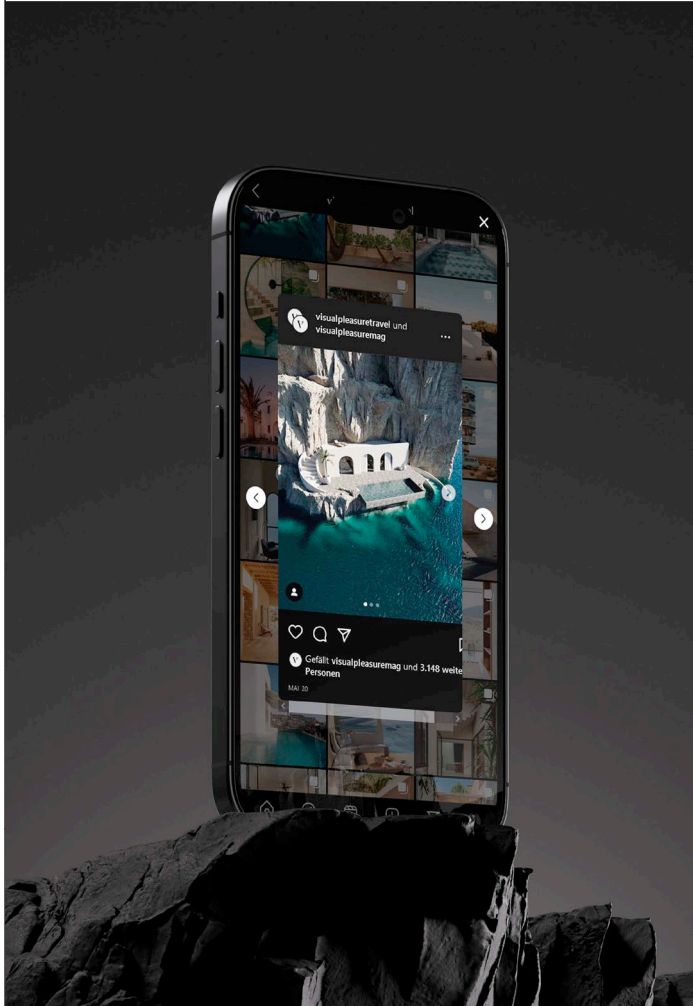
Audience Quality Score  
via hypeauditor

### TOP FOLLOWERS:


Chantal Janzen, Mirjam Flatau,  
Histórias de Casa, David  
Christopher Lee, Lisa Barlow,  
Masseria Moroseta

[www.visualpleasure.co/escapes](http://www.visualpleasure.co/escapes)

[www.instagram.com/visualpleasuretravel](https://www.instagram.com/visualpleasuretravel)



# ADVERTISING OPTIONS

ADVERTISING OPTIONS			VP	
	<p><b>1. Instagram Feed Post</b></p> <p>Showcase your brand, product or project in a prominent position on our main Instagram feed, reaching our highly visual audience.</p>	<p><b>Expand your brand’s reach by combining Instagram posts across our VP network. Target different visual audiences in various industries with customized campaigns.</b></p>		
	<p><b>2. Instagram Story Post</b></p> <p>Get your brand or product featured in our Instagram Stories, providing a dynamic and engaging way to connect with our audience.</p>			
	<p><b>3. Instagram Reel Post</b></p> <p>Utilize the Instagram Reels section to create captivating short videos about your brand or product, increasing visibility and engagement.</p>			
	<p><b>4. Interview / Advertorial</b></p> <p>Collaborate with us for an interview or Advertorial that will be shared in our Instagram Stories and published on our online magazine, <a href="http://www.visualpleasure.co">www.visualpleasure.co</a>, giving your owners, projects and products an in-depth spotlight.</p>			
	<p><b>5. Curated Listing</b> <span style="color: green;">LAUNCHING SOON / Q4 2023</span></p> <p>Have your brand featured and listed in our “curated” category on our online magazine, <a href="http://www.visualpleasure.co">www.visualpleasure.co</a>, showcasing your offerings to our audience. Dedicated page and Call-to-Action inclusive.</p>			
	<p><b>6. Banner AD</b> <span style="color: green;">LAUNCHING SOON / Q4 2023</span></p> <p>Place a visually appealing banner ad on our online magazine, <a href="http://www.visualpleasure.co">www.visualpleasure.co</a>, to drive traffic and interest to your brand or product.</p>			

ADVERTISING OPTIONS - VISUAL PLEASURE NETWORK - BASE RATES



	IG Feed	IG Story	IG Reel	Interview	Advertorial	Listing	Banner-AD
	POST IN OUR FEED + YOUR ACCOUNT TAGGED ON IMAGES AND CAPTION	YOUR IMAGES + CAPTION / LINK	POST IN OUR FEED + CAPTION / LINK	POST IN OUR IG STORY + LINK TO INTERVIEW ON WWW.VISUALPLEASURE.CO	POST IN OUR IG STORY + LINK TO INTERVIEW ON WWW.VISUALPLEASURE.CO	LISTING ON WWW.VISUALPLEASURE.CO/**LISTING-CATEGORY* + CALL-TO-ACTION.	DEDICATED AD-SPACE ON WWW.VISUALPLEASURE.CO
<b>VPMAG</b> @visualpleasurmag www.visualpleasure.co	<b>349€</b>	<b>219€</b>	<b>349€</b>	<b>250€</b>	<b>250€</b>	-	per individual request**
<b>VPESCAPES</b> @visualpleasuretravel visualpleasure.co/escapes	<b>199€</b>	<b>99€</b>	<b>199€</b>	-	-	<b>249€</b>	per individual request**
<b>VPSHOWROOM</b> @visualpleasureshowroom visualpleasure.co/showroom	<b>20€*</b>	<b>20€*</b>	<b>20€*</b>	-	-	<b>49€</b>	per individual request**
<b>VPDESIGN</b> @visualpleasuredesign visualpleasure.co/design	<b>20€*</b>	<b>20€*</b>	<b>20€*</b>	-	-	<b>49€</b>	per individual request**
<b>VPLIVING</b> @visualpleasureliving visualpleasure.co/living	<b>20€*</b>	<b>20€*</b>	<b>20€*</b>	-	-	per individual request**	per individual request**

\*New channel - handling fee only

\*\*Please contact us via email: [info@visualpleasure.co](mailto:info@visualpleasure.co)

	IG Feed	IG Story	IG Reel	Interview	Advertorial	Listing	Banner-AD
<b>VPMAG-BASE PACK</b> @visualpleasuremag www.visualpleasure.co	✓ 349€	✓ 219€	✓ 349€	-	-	-	-
PACKAGE PRICE	Regular: 917€ 499€ <b>SS23: 349€ -29,9%</b>						
<b>VPMAG-PUSH PACK</b> @visualpleasuremag www.visualpleasure.co	✓ 349€	✓ 219€	✓ 349€	✓ 250€	or ✓ 250€	-	-
PACKAGE PRICE	Regular: 1.167€ 699€ <b>SS23: 499€ -28,6%</b>						
<b>VPMAG-PREMIUM</b> @visualpleasuremag www.visualpleasure.co	✓ 349€	✓ 219€	✓ 349€	✓ 250€	or ✓ 250€	✓	✓
PACKAGE PRICE	per individual request** **Please contact us via email: <a href="mailto:info@visualpleasure.co">info@visualpleasure.co</a>						
<b>10+Million</b> yearly impressions across our VP NETWORK on IG alone	Take advantage of our interconnected network of accounts by integrating multiple channels, if they align with your project.						
	<b>VPMAG + CHANNEL</b>			<b>ADD-ON FEES</b>			
	VPESCAPES (@visualpleasuretravel)			100 €			
	VPSHOWROOM (@visualpleasureshowroom)			20€			
	VPLIVING (@visualpleasureliving)			20€			
VPDESIGN (@visualpleasuredesign)			20€				

	IG Feed	IG Story	IG Reel	Interview	Advertorial	Listing	Banner-AD
<b>VPESCAPES-BASE PACK</b> @visualpleasuretravel www.visualpleasure.co	✓ 199€	✓ 99€	✓ 199€	-	-	-	-
<b>PACKAGE PRICE</b>	Regular: 497€ 249€ <b>SS23:174€ -29,9%</b>						
<b>VPESCAPES-PUSH PACK</b> @visualpleasuretravel www.visualpleasure.co	✓ 199€	✓ 99€	✓ 199€	✓ 250€	or ✓ 250€	-	-
<b>PACKAGE PRICE</b>	Regular: 747€ 499€ <b>SS23: 355€ -28,6%</b>						
<b>VPESCAPES-PREMIUM</b> @visualpleasuretravel www.visualpleasure.co	✓ 199€	✓ 99€	✓ 199€	✓ 250€	or ✓ 250€	✓	✓
<b>PACKAGE PRICE</b>	per individual request** **Please contact us via email: <a href="mailto:info@visualpleasure.co">info@visualpleasure.co</a>						
<b>10+Million</b> yearly impressions across our VP NETWORK on IG alone	Take advantage of our interconnected network of accounts by integrating multiple channels, if they align with your project.						
	<b>VPESCAPES + CHANNEL</b>			<b>ADD-ON FEES</b>			
	VPMAG (@visualpleasuremag)			200 €			
	VPSHOWROOM (@visualpleasureshowroom)			20€			
	VPLIVING (@visualpleasureliving)			20€			
	VPDESIGN (@visualpleasuredesign)			20€			



# PROCESS

## FEATURE AND SPONSORED CONTENT PROCESS

### 1. Initial Contact and Project Submission

Engage with us by submitting your project for consideration. We curate projects that align with our target audience, brand strategy, and visual guidelines. Our team reviews each submission to ensure a seamless fit.

### 2. Advertising Option Selection

Upon approval, choose from our diverse range of channels and advertising options, either through individual selections with base rates or within a comprehensive package with optional add-ons.

### 2a. Exclusive Interviews and Advertorials

Opt for an interview or advertorial, and our team will connect you with a suitable writer. They'll collaborate with your team to collect essential information and conduct an insightful email interview based on carefully crafted questions. Please note that this process requires a minimum of 2 weeks prior to the intended publication date.


### 3. Content Preparation

Share vital details, captivating images, engaging videos, and compelling copy for the content that will be featured. This collection of materials serves as the foundation for your spotlight within our platform.

### 4. Content Review and Approval

Our team reviews the provided materials and either approves them or suggests potential improvements. This collaborative step ensures that your content aligns perfectly with our platform's aesthetics and audience preferences.



	<p><b>5. Scheduling</b></p>	<p>Once your content is approved, we collaborate with you to determine an optimal date and time for publication. This strategic scheduling guarantees maximum visibility and engagement.</p>
	<p><b>6. Payment</b></p>	<p>To initiate the content creation process, we kindly request that payment be made before our writers begin their work. This streamlined approach ensures a smooth progression from content development to publication.</p>
	<p><b>7. Content Publication and Promotion</b></p>	<p>We proudly publish your content as per the scheduled date. You have the flexibility to amplify its reach by promoting it on your Instagram channels, leveraging our curated audience.</p>
	<p><b>8. Performance Assessment</b></p>	<p>Following a campaign duration of 2 weeks or more, we delve into a comprehensive assessment of the campaign's outcomes. This allows us to measure the impact of your content and explore opportunities for potential follow-ups.</p>

**We're not just offering a service; we're forming a partnership to craft success. With a collaborative approach, we will work closely to refine your content, ensuring that it aligns flawlessly with VP's aesthetics and engages our audience effectively.**

**Adaptation is our strength. We're committed to adjusting our process to amplify your impact. From content creation to promotion, we'll collaborate to achieve your goals and captivate our audience.**

# WHO WE WORK WITH

MIELĒV

Aether

A

**BAUWERK**  
COLOUR®

**COOEE** *Design*

PERIANTH

EDITH BEURSKENS

NŌSTOS

FAUST **LINOLEUM**

VALERIA VASI

**MOVIMENTO**®

**NK**  
NORDIC KNOTS

SOFACOMPANY

**TAKT**™

valerie objects

**pholc**

**ATELIER**  
CPH

Aesthek

**MODO**  
BARCELONA

raawii



THE ODE TO



**COCO**  
HOTEL

tautanz

# CONTACT

CONTACT			V P
	<p>Located in Germany, working across the globe. For all inquiries: <a href="mailto:info@visualpleasure.co">info@visualpleasure.co</a></p>		

# VISUAL PLEASURE