

THE MUSE

MEDIA KIT 2026

Independent Journalism People. Stories. Humanity.

Editorial partnerships · interviews · event coverage · licensing · creator collaborations

Prepared for media partners, institutions, brands and collaborators

EDITORIAL PROFILE

A newsroom built around human stories

THE MUSE is an independent digital editorial brand focused on reporting, remembrance, human-interest stories and questions that matter. Its editorial approach combines emotional storytelling with factual discipline: human first, but never at the expense of accuracy.

The public-facing newsroom is led by Martina Miloschewski, Editor & Publisher. Addison Carter is the professional byline used for English-language and international reporting. Medical and health journalism remains operationally distinct through PresseMedAssist.

“Real people. Real stories. A more human tomorrow.”

BRAND POSITIONING

Editorial character	Human · rigorous · independent · international
Visual language	Editorial magazine · restrained retro · clean · premium
Primary language	German & English / international
Best fit	Human stories · culture · health · education · purpose-led institutions

CASE STUDY

Brooke Jackman: 6M+ views and an international breakout

By 17 September 2026, THE MUSE’s September memorial reel on Brooke Jackman had passed six million views. The detailed figures below remain tied to preserved Meta/Facebook insight snapshots from 13 September, so dated measurements are not silently mixed with the later 6M+ headline milestone.

6M+	5.09M	3.39M	4.03M
views by 17 Sep	preserved views · 13 Sep	viewers · preserved snapshot	reach · preserved snapshot
160,993	65.9%	77%	814,095
interactions	U.S. audience	women	one-minute views

The case study demonstrates discovery beyond an established follower base and unusually strong international distribution. Viral performance is evidence of capability, not a guarantee of future results.

AUDIENCE

International discovery, led by the United States

In the preserved 13 September audience snapshot, the United States represented 65.9% of the audience. Women represented 77%, and ages 35–54 were especially prominent. These percentages are retained as dated evidence and are not presented as live audience figures.

WHY THIS MATTERS TO PARTNERS

- Discovery beyond followers: the case study reached a new international audience rather than relying on an established follower base.
- Emotional relevance: reactions, saves, shares and comments demonstrate active audience response.
- Editorial fit: THE MUSE is strongest where a real person, real issue or real story is central.

PARTNERSHIPS

Ways to work with THE MUSE

Sponsored editorial	Clearly labelled, editorially appropriate storytelling. Editorial independence and factual accuracy remain no
Editorial / brand storytelling	Human-interest narratives, profiles, interviews and social-first stories for a partner's owned channels.
Interviews & event coverage	Editorial interviews, event reporting, backstage/context pieces and social coverage, subject to access and
UGC-style editorial creative	Presenter-led or story-led vertical content for partner channels and campaigns.
Licensing & syndication	Licensing or republication of selected THE MUSE reporting or adapted versions by written agreement.
Health & medical journalism	Specialist medical/health content through PresseMedAssist, kept distinct from THE MUSE's general editor
Creator collaborations	Cross-creator interviews, co-created stories, live formats and community-led editorial projects.

Commercial disclosure: paid collaborations are accepted only where they can be transparently identified and do not compromise editorial credibility. Memorial and tragedy coverage is not treated as ordinary product inventory.

COMMERCIAL FRAMEWORK

Introductory collaboration ranges

Working negotiation ranges, not fixed tariffs. Final fees depend on usage rights, exclusivity, production effort, travel, revisions, whitelisting/paid media rights and deliverables.

Format	Guide	Typical scope
Editorial social feature	€450–€900	1 story/reel/post concept, editorial production, organic publication where appropriate
Interview / profile package	€650–€1,500	research, interview, written/social adaptation; travel extra
Branded short-form video	€500–€1,200	concept + vertical video; organic usage unless separately licensed
Event coverage	€750–€1,800/day	editorial/social coverage; travel/accommodation extra
Licensing / syndication	from €250	per item / territory / term; negotiated by rights scope
Campaign package	from €1,500	multi-deliverable partnership, negotiated individually

Recommended commercial add-ons: paid media/whitelisting rights, category exclusivity and extended usage are negotiated separately.

CONTACT

Let's build a story worth remembering

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THE MUSE welcomes editorial partnerships, interview requests, licensing enquiries and carefully selected commercial collaborations.

Data note: 6M+ is the later headline milestone reported on 17 September 2026. Detailed audience, reach, viewer, interaction and retention figures shown in this kit remain preserved Meta/Facebook snapshots through 13 September 2026, 19:54 CEST unless otherwise stated.