THE ART OF IMPACT & PHILANTHROPY

MORO

A European Magazine of Culture, Creativity & Social Impact

MEDIA KIT

MORO MEDIA GROUP · GINGER SOUL · SINCE 2013

ABOUT THE MAGAZINE

Where art meets the power to change.

MORO Magazine is a European publication dedicated to culture, creativity, and social impact — a space where art meets business, philanthropy meets ideas, and people meet their stories.

We write about those who change the world — through creativity, through the stage, through ideas and projects, through the personal choice to move forward and the courage to be oneself.

MORO is the voice of Moro Media Group, a European media holding built on the foundation of Ginger Soul — an association that for over thirteen years has been creating real opportunities for talents who change the world through art.

MORO publishes monthly in English. The magazine will gradually expand to Latvian, Russian, and Italian. Translation into other languages is available upon request.

MISSION

To make visible those who *create*.
To open horizons for those who *begin*.
To unite those who *believe*.

We are convinced: art is not a privilege. It is the only language that unites everyone — regardless of borders, cultures, and distances. Art alone has the power to change lives, open new doors, and build bridges where others see only walls.

EDITORIAL SECTIONS

Inside every issue.

Ginger Soul

The flagship feature of every issue — one page of manifesto alongside a current theme.

Cover Interview

A conversation with the cover hero — entrepreneur, artist, visionary.

First Flame

The story of one young person under 25. Part of the Ginger Soul Youth Initiative.

Music Festivals

Sanremo, Eurovision, independent competitions — the stories, the winners, the journeys.

Events of the Month

The cultural events where MORO is accredited — seen from the inside.

Italian Culture

Art, architecture, traditions. An insider's view of a country where beauty is not a backdrop, but a way of life.

The Ginger of the Month

A portrait of an iconic figure in art and culture.

A Beautiful Place in Europe

An original feature on one remarkable corner of the continent.

Cinema & Music

Reviews, books, recommendations, and the release of the month from independent artists.

Chef of the Month

An interview with a chef and one signature recipe. Gastronomy as art.

Psychology & Healing

Theatre therapy, alternative medicine, and creativity as a tool for inner transformation.

Children's Projects

Initiatives by young creators and an update on Ginger Soul projects.

NGO of the Month

The story of one non-profit organisation and a sincere call to support it.

Business Column

An entrepreneur tells the story of their business, their path, their choices.

BNB Europe Club

A calendar of business events across European cities and a dedicated partner page.

AUDIENCE

For those who look deeper.

MORO is created for entrepreneurs and philanthropists, artists and creative youth — and for all those who sense the scale of their own potential and choose the path of genuine impact.

Our reader does not seek sensation. They seek authenticity — and examples of those who turn bold dreams into tangible projects, building lasting value along the way.

GEOGRAPHY	Across Europe. The editorial team works from Milan and Riga.
FORMAT	Digital flipbook, print edition on request, active presence on Instagram, email newsletter to the Ginger Soul subscriber base.
FREQUENCY	Monthly, in English — expanding to Latvian, Russian, and Italian.

PARTNERSHIP OPPORTUNITIES

For those who choose meaning over noise.

MORO welcomes collaboration with brands and leaders who wish to speak to an audience that chooses meaning. We offer not simply advertising space, but integration into an environment where depth matters more than reach.

PREMIUM PLACEMENT

Exclusive placement of a full-page advertisement or double-page spread, alongside editorial content that holds the attention of a discerning reader.

THE VISIONARY COLUMN

An authored column on the philosophy behind your work — your personal story of success, told to an audience that values depth of character and authenticity of ideas.

SPECIAL PROJECTS & EVENTS

End-to-end creation of cultural events. From an intimate reception to a large-scale activation — we develop the concept, build the programme, and create an atmosphere that speaks for itself.

EVENT COVERAGE

An intelligent editorial report on your event — a visual story that extends across the pages of MORO and the media channels of the association.

STATUS & REGISTRATION

An official European media house.

Moro Media Group is a progressive European commercial media holding, founded on the international association Ginger Soul (Reg. No. 40008204962) — an organisation that since 2013 has created real opportunities for talents and large-scale cultural projects across Europe. The holding brings together three strategic divisions:

MORO Magazine

REG. NO. 000740617 · 22.04.2026

The official European digital publication covering culture, art, philanthropy, and business. A premium title in the format of an interactive digital flipbook, with limited collectible print editions on request.

Moro Academy

The European Academy of Personal Development — premium mentorship and consulting for business leaders, alongside free media and career-orientation workshops for talented young people.

Ginger Soul Foundation

The impact division of the holding, coordinating international festivals, charitable initiatives, and original projects for young people, including a video-interview programme with business leaders.

Official state registration as a media outlet grants MORO Magazine the right to international press accreditation at key cultural, musical, sporting, and business events across Europe.

BECOME A CONTRIBUTOR

We seek people who have something to say.

MORO does not seek contributors in the traditional sense. If you have a story — about a project that changes lives, a talent that deserves recognition, a journey that inspires — we want to hear it.

It may be an entrepreneur with an unconventional path, a young person with an extraordinary achievement, a cultural initiative in search of a voice, or a charitable project in need of attention.

We write about people and ideas that resonate with our values: culture, creativity, philanthropy, volunteering, and social impact. A subject is not always obvious — behind any endeavour there may be a story worth telling. *What matters is not what you do, but why you do it, and what stands behind it.*

Each story is considered individually. The final decision on format and publication rests with the Editor-in-Chief.

Write to us at info@gingersoul.eu with the subject line "*I have a story to tell.*"

MORO

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THE EDITORIAL TEAM WORKS FROM MILAN & RIGA

From heart to art. From art to impact.