



MERIAN – A UNIQUE AND UPSCALE TRAVEL MAGAZINE



MERIAN encourages wanderlust.

Every month, this premium magazine features a country, a region, a city or an island. Its key themes include culture, culinary experiences, entertainment and activities for holidaymakers.

Whether it's Thailand, Trier, Andalusia or Paris – every issue has interesting surprises in store for readers and showcases outstanding images by top photographers and articles by well-known authors.

www.merian.de

Frequency	monthly
Paid circulation	60.000 copies
Ad rate full page 4c	€ 17,600
Copy price	€ 9.90

READERSHIP

MERIAN is the magazine for the discerning and inquisitive person who enjoys travel and full-on holiday experiences.

According to AWA 2020 MERIAN reaches 730,000 readers in Germany.

% breakdown | Index

Sex	
Men	44 89
Women	56 110

Age	
20–29 years	5 35
30–39 years	12 78
40–49 years	12 83
50–59 years	27 142

Net household income (in EURO)	
4.000 and more	42 158
5.000 and more	27 190
6.000 and more	16 221

Financial scope (in EURO)	
1.000 and more	28 184

Socio-economic status	
High (level 1+2)	46 207

Consumer typology	
Mainly luxury-oriented consumers	23 216

Interest in topics (particularly interested)	
Holidays and travel	67 158
Art and cultural scene	33 318
Modern architecture	18 363
Books	55 215

Source: AWA 2020

ADVERTISING RATES 2021

Format	4c / EURO
Full page	17,600.-
Full page IFC / OBC	19,600.-
2/3 page	14,000.-
Half page	12,400.-
1/3 page	8,750.-
1/4 page	7,050.-
Double page	35,200.-
Double page IFC + page 3	38,200.-

DISCOUNTS

Turnover scale (gross)

from 35,200 Euro – 3%	from 140,800 Euro – 13%
from 70,400 Euro – 6%	from 176,000 Euro – 17%
from 105,600 Euro – 10%	from 210,000 Euro – 20%

CIRCULATION

Single Sales	20,000 copies
Subscribers	20,000 copies
Reader Circle	10,000 copies
Miscellaneous Sales	10,000 copies

publisher's imprint

SCHEDULE 2021 / Topics

Issue	Topic*	Publication date	Booking deadline	Copy deadline
02/2021	Salzburg	21.01.2021	20.11.2020	27.11.2020
03/2021	Istria	11.02.2021	11.12.2020	18.12.2020
04/2021	South Tyrol	11.03.2021	15.01.2021	22.01.2021
05/2021	Eifel	15.04.2021	17.02.2021	24.02.2021
06/2021	Rhine	20.05.2021	22.03.2021	29.03.2021
07/2021	Bremen	17.06.2021	19.04.2021	26.04.2021
08/2021	Rediscover Germany -Water	15.07.2021	19.05.2021	27.05.2021
09/2021	Bretagne	19.08.2021	25.06.2021	02.07.2021
10/2021	Wiesbaden and Rheingau	23.09.2021	30.07.2021	06.08.2021
11/2021	Rediscover Germany -Citytrips	28.10.2021	03.09.2021	10.09.2021
12/2021	Rediscover Germany -Land	25.11.2021	28.09.2021	05.10.2021
01/2022	Swabian Alps	23.12.2021	26.10.2021	03.11.2021

* Topics are subject to change for editorial reasons

TECHNICAL DATA

Magazine format: 192 x 270 mm + 4 mm trim-reserve
 Type area: 170 x 247 mm

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 Artwork: Please deliver a print-PDF with 300 dpi resolution.
 Color-management: CMYK



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