

# MERIAN digital – cooperation offers 2022





# MERIAN – synonym for travel and culture

For over 70 years, the MERIAN brand has stood for travel expertise. Whether Tanzania, Trier, Brandenburg or Finland - each issue inspires with editorial expertise through entertaining and informative texts by renowned authors. Photos full of excitement and surprises from the best photographers capture the atmosphere of each country, city or landscape.

MERIAN succeeds in highlighting the special from the general, the unique from the diverse, the typical from the seemingly identical of a place or landscape. MERIAN is published throughout the German-speaking world and reaches 610,000 readers\*.

On the following pages, you will find all the information you need about our digital offerings and our podcast "Reisen beginnt im Kopf".

\*Source: AWA 2021





# Merian.de

## Online on five-star level

Comprehensive coverages combined with user value, current moving image content, opulent picture galleries and audio formats – that’s MERIAN **digital**.

The best tips of our editorial team as a digital service including travel trends and all information on the most popular destinations: Merian.de combines established digital standards with content-innovations.

Picture galleries and detailed texts show our users the highlights and special destinations for vacations in the mountains, at the see or in the city, worldwide. users let themselves inspire and inform profound.

The MERIAN podcast “Reisen beginnt im Kopf” is inspiration and planning aid for everyone yearning for the next city trip – and of course half an hour break from daily routine.



### BRETAGNE - FRANKREICHS WILDER WESTEN



STÄDTEREISEN

#### Die neuen Wege von Nantes

Nantes, die als Hauptstadt die Bretagne, liegt auch offiziell gar nicht mehr an der Grenze. Denn die Stadt an der Loire hat die so oder so schon über Jahrhunderte in ganz Frankreich genossen. Und es kann sich in diesem Zusammenhang lohnen für Ihre Stellung



STÄDTEREISEN

#### Rennes rockt! Was die bretonische Metropole so lebenswert macht

Rennes strahlt eine besondere Atmosphäre aus und ist eine der schönsten Städte in Frankreich. Hier...



NATUR

#### Finistère, das wild-schöne Ende der Welt

Finistère, das südliche Ende der Bretagne, hat für seine spektakuläre Landschaft und seinen Wein – vor allem aber seine pittoresken Naturdenkmäler.



STÄDTEREISEN

#### Saint-Malo: Die alte Stadt und das Meer

Die Festungsstadt Saint-Malo gehört zu Frankreichs schönsten Orten, eine Million Jahre lang...

#### Lesen Sie auch



REISEN

Die Heimat von Hans Christian Andersen: Die Ostseinsel Fyn und die Stadt Odense



STÄDTEREISEN

Rennes rockt! Was die bretonische Metropole so lebenswert macht



STÄDTEREISEN

Die neuen Wege von Nantes

# Advertorial package

3 months runtime incl. Facebook & Instagram posts



01.10.2021

MERIAN MEDIA KIT DIGITAL

Place your brand message on **Merian.de** to present it a relevant target group in form of an advertorial. additional **traffic-driver guarantee visibility.**

### Advertorial/partner-presentation

Texts, pictures, video: material supplied by you and integrated perfectly-fitting by us (including links to your website).

**Traffic-driver:** enduring editorial teaser on merian.de, co-branded medium-rectangle or leaderboard, 3 social media posts on each Instagram and Facebook with link to the advertorial.

**Runtime:**  
**Advertorial:**  
**contacts**

**3 months**  
**6.000 guaranteed**

(page

**impressions)**

**Media costs (gross):**

**12.000,- EURO**

**Production costs:**

**2.150,- EURO**

media costs are discountable and commissionable, production costs are not discountable or commissionable. all costs plus VAT.

# Special topic-package

3 months runtime advertorial incl. sponsoring



01.10.2021

MERIAN MEDIA KIT DIGITAL

Place your brand message on **Merian.de** and present yourself to a relevant target group in an advertorial. In addition, you will be the **exclusive sponsor of a special about a specific topic**, which we will coordinate with you.

### Advertorial/partner-presentation

texts, pictures, video: material supplied by you and integrated perfectly-fitting by us (including links from MERIAN.de to your website).

**Integration of your logo**, as well as additional branding „this special topic presented by our partner...“

**Traffic-driver:** enduring editorial teaser on merian.de, Co-branded medium-rectangle or leaderboard, 3 social media posts on each Instagram and Facebook with link to the advertorial.

**Runtime:**

**3 months**

**Advertorial:  
contacts**

**6.000 guaranteed**

**impressions)**

**(page**

**Logo-integration:**

**enduring**

**Media costs (gross):**

**15.000,- EURO**

**Production costs:**

**2.400,- EURO**

all costs plus VAT. Media costs, production and commissionable are not discountable or commissionable.

# Premium partner-package

12 months runtime advertorial incl. logo integration



Place your brand message on **Merian.de** and present yourself to a relevant target group in an advertorial. In addition, you will be an **exclusive partner of MERIAN** with a logo presence on all pages.

### Advertorial/partner-presentation

For the total runtime of 12 months, links to your wished website. Texts, pictures, video: material supplied by you and integrated perfectly-fitting by us.

### Partner-logo

enduring integration of your logo on every page of merian.de.

**Traffic-driver:** enduring editorial teaser on merian.de, Co-branded medium-rectangle or leaderboard, 4 social media posts on each Instagram and Facebook with link to your website.

**Runtime:** 12 months  
**Advertorial:** 9.000 guaranteed contacts

impressions)

(page

**Media costs (gross):** 20.500,- EURO  
**Production costs:** 2.900,- EURO

# MERIAN „Reisen beginnt im Kopf“

## The podcast



MERIAN editor Inka Schmeling and assistant editor-in-chief Kathrin Sander take you on a journey to **a perfect weekend in the most beautiful cities and regions.**

Let the podcast „Reisen beginnt im Kopf“ („Travel starts in the head“) guide you to sights and exciting museums, stroll through charming quarters inside your head and enjoy the personal tips for a night out, shopping and other experiences.

The podcast is inspiration and planning aid for everyone yearning for the next city trip – and of course **half an hour break from daily routine.**



*You will find a new episode of the MERIAN-Podcast „Reisen beginnt im Kopf“ fortnightly on itunes, Spotify, Google Play, deezer and of course on [merian.de](https://www.merian.de), as well as Instagram ([@reisenbeginnintimkopf](https://www.instagram.com/reisenbeginnintimkopf)).*

## MERIAN „Reisen beginnt im Kopf“

Offer: sponsoring



[Click here for the current episode](#)

### Sponsoring of a complete podcast-episode about your destination

upon consultation the MERIAN editorial department will produce a approx. 30 minute podcast episode about your city/region, that we will also supply as embed code for implementation on your website.

The subsidy for production costs is **€ 3.900,-\*** valid for destinations with a printed MERIAN or MERIAN scout issue within the last 12 months.

The subsidy for production costs is **€ 7.900,-\* valid** for destinations in germany, which have to be researched and produced completely new.

The subsidy for production costs is **€ 7.900,-\* plus travel costs** for *international* destinations, which have to be researched and produced completely new.

### Frequency discounts

Booking of 3 episodes = 10% discount

Booking of 5 episodes = 15% discount



# MERIAN „Reisen beginnt im Kopf“

Offer: native advertising spot



## Advertising-integration in the podcast

You may book a native commercial (spoken by our MERIAN editor Inka Schmeling and assistant editor-in-chief Kathrin Sander). the content of the spot will be discussed directly with you, the specific wording remains editorial sovereignty. the spot is about 45 until max. 60 seconds long.

Minimum booking frequency is **3 episodes/spots**,  
the costs for one spot are € 1.100,- Euro = **€ 3.300,- total**.

We will grant 15% discount for **5 booked episodes/spots**  
= **4.675,- Euro total**.

We will grant 20% discount for **10 booked episodes/spots**  
= **9.350,- Euro total**.



## Your local contact persons

We look forward to talking to you...

### Advertising Director International Business

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## Your local contact persons

We look forward to talking to you...

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[Click here for all international contacts and contact details.](#)

## MERIAN – A UNIQUE AND UPSCALE TRAVEL MAGAZINE



**Publication frequency**  
monthly

**Copy price**  
€ 9,90

**Ad rate 2022**  
full page 4c € 17.700,00

**Formats**  
19,2 cm Width  
27,0 cm Height

**Paid circulation**  
60.000 copies

**Coverage**  
610.000

[Click here for schedule and further details.](#)

**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 Istria, Bretagne, Bremen or Finland – every issue has interesting surprises in store for readers and showcases outstanding images by top photographers and articles by well-known authors.

MERIAN is a leading magazine in the premium sector for more than 70 years and convinces with journalistic standards & unique imagery.

[Click here to see a complete issue](#)

# Technical specifications digital 2022

## ADVERTORIAL-PACKAGE

Required materials:	complete texts (2.500-3.000 characters), pictures (5 up to 10, incl. caption), videos, external link, design and logos to present the company/brand/product, photo-credits (pictures/texts free for digital usage), including two correction loops.  production of all contents by Jahreszeiten Verlag upon request.
Needed materials for included traffic-drivers:	picture in landscape format (no cut-outs) 1600x900 pixel , text 60-70 characters
Social-posts:	feed: Ratio: 1:1, 1080x1080px story: Ratio: 9:16, 1080x1920px primary text: 125 characters, headline: 40 characters, description: 30 characters
Format-type:	jpg, TIFF, BMP, PNG
Delivery deadline:	14 working days before beginning of runtime
Tracking:	advertorials/brand lexicon: click command
Delivery address/support:	E-Mail: <a href="mailto:production@jalag.de">production@jalag.de</a>

# Technical specifications digital 2022

## SPECIAL-TOPIC-PACKAGE

Required materials for partner-advertorial: complete texts (1.500-2.000 characters), pictures (5 up to 10, incl. caption), external link, design and logos to present the company/brand/product, photo-credits (pictures/texts free for digital usage), including two correction loops.

Needed materials for included traffic-drivers: picture in landscape format (no cut-outs) 1600x900 pixel , text 60-70 characters

Social-posts: feed: Ratio: 1:1, 1080x1080px  
story: Ratio: 9:16, 1080x1920px  
primary text: 125 characters, headline: 40 characters, description: 30 characters

Format-type: jpg, TIFF, BMP, PNG

Delivery deadline: 21 working days before beginning of runtime

Tracking: click command for the advertorial

Delivery address/support: E-Mail: [production@jalag.de](mailto:production@jalag.de)

# Technical specifications digital 2022

## PREMIUM-PARTNER-PACKAGE

Required materials:	complete texts (2.500-3.000 characters), pictures (5 up to 10, incl. caption), videos, external link, design and logos to present the company/brand/product, photo-credits (pictures/texts free for digital usage), including two correction loops.  production of all contents by Jahreszeiten Verlag upon request.
Needed materials logo-integration:	jpg, TIFF, BMP, PNG
Needed materials for included traffic-drivers	picture in landscape format (no cut-outs) 1600x900 pixel , text 60-70 characters.
Social-posts:	feed: Ratio: 1:1, 1080x1080px story: Ratio: 9:16, 1080x1920px primary text: 125 characters, headline: 40 characters, description: 30 characters
Format-Typ:	jpg, TIFF, BMP, PNG
Delivery deadline:	14 working days before beginning of runtime
Tracking:	advertorials/brand lexicon: click command
Delivery address/support:	E-Mail: <a href="mailto:production@jalag.de">production@jalag.de</a>