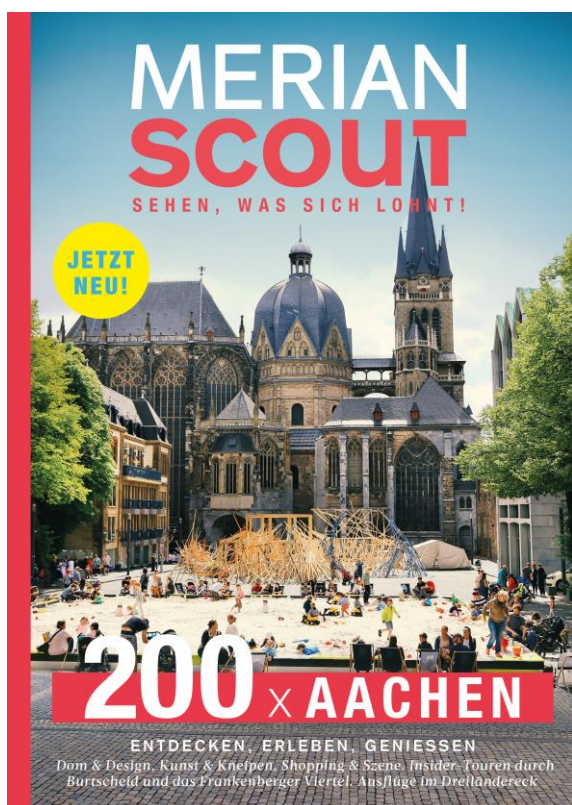


MERIAN scout – see, what is worth seeing!



Frequency
4x per year

Copy price
€ 7,90

Ad rate 2022
full page 4c € 6.900,00

Format
19,2 cm width
27,0 cm height

Print run
50.000 copies

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MERIAN scout closes a gap in the travel magazine market, to reach a young and modern target group. **MERIAN scout** serves the main interests of reading a magazine and is a symbiosis of guidebook and travel magazine.

200 exclusive tips, researched by the editorial team, show the colourful diversity of a city or region, with a combination of spectacular layout and pointed, knowledgeable texts.

The travel habits of the MERIAN scout target group are characterised by the digitalisation. The target group has a very high travel competence and is looking for individuality, quality and authentic experiences.

The magazine convinces with journalistic aspiration & opulent visual imagery. **Utility is the top maxim**, combined with spectacular layout and pointed, knowledgeable texts.