



# 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 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.

[www.merian.de](http://www.merian.de)

Frequency monthly  
 Paid circulation 50.000 copies  
 Ad rate full page 4c € 17,700  
 Copy price € 11.90

## READERSHIP

MERIAN is the magazine for the discerning and inquisitive person who enjoys travel and full-on holiday experiences.  
 According to AWA 2021 MERIAN reaches 610,000 readers in Germany.

*% breakdown | Index*

**Sex**  
 Men 45 | 91  
 Women 55 | 109

**Age**  
 20–29 years 5 | 35  
 30–39 years 13 | 85  
 40–49 years 13 | 94  
 50–59 years 27 | 146

**Net household income (in EURO)**  
 4.000 and more 46 | 157  
 5.000 and more 30 | 189  
 6.000 and more 18 | 218

**Financial scope (in EURO)**  
 1.000 and more 31 | 189

**Socio-economic status**  
 High (level 1+2) 47 | 208

**Consumer typology**  
 Mainly luxury-oriented consumers 24 | 219

**Interest in topics (particularly interested)**  
 Holidays and travel 67 | 162  
 Art and cultural scene 36 | 328  
 Modern architecture 17 | 320  
 Books 54 | 221

Source: AWA 2021

## ADVERTISING RATES 2022

Format	4c / EURO
Full page	17,700.-
Full page IFC / OBC	19,700.-
2/3 page	14,100.-
Half page	12,500.-
1/3 page	8,800.-
1/4 page	7,100.-
Double page	35,400.-
Double page IFC + page 3	38,400.-

## DISCOUNTS

### Turnover scale (gross)

from 35,400 Euro – 3%	from 141,600 Euro – 13%
from 70,800 Euro – 6%	from 177,000 Euro – 17%
from 106,200 Euro – 10%	from 212,000 Euro – 20%

## CIRCULATION

Single Sales	20,000 copies
Subscribers	20,000 copies
Reader Circle	5,000 copies
Miscellaneous Sales	5,000 copies

*publisher's imprint*

## SCHEDULE 2022 / Topics

Issue	Topic*	Publication date	Booking deadline	Copy deadline
02/2022	Luxembourg/Esch-sur-Alzette	20.01.2022	24.11.2021	30.11.2021
03/2022	Cultural Heritage Saxony-Anhalt	24.02.2022	30.12.2021	07.01.2022
04/2022	Valencia	24.03.2022	31.01.2022	04.02.2022
05/2022	Upper Austria	14.04.2022	21.02.2022	25.02.2022
06/2022	Rediscover Italy	25.05.2022	29.03.2022	04.04.2022
07/2022	n.n.	30.06.2022	04.05.2022	10.05.2022
08/2022	n.n.	28.07.2022	02.06.2022	09.06.2022
09/2022	n.n.	25.08.2022	01.07.2022	07.07.2022
10/2022	Most beautiful train journeys	29.09.2022	05.08.2022	11.08.2022
11/2022	n.n.	27.10.2022	02.09.2022	08.09.2022
12/2022	n.n.	24.11.2022	26.09.2022	30.09.2022
01/2023	n.n.	22.12.2022	25.10.2022	02.11.2022

\* 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

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



#### Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: [www.duon-portal.de](http://www.duon-portal.de)  
 Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50.

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