



MERIAN – A UNIQUE AND UPSCALE TRAVEL MAGAZINE

JAHRESZEITEN
VERLAG

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 75 years and convinces with journalistic standards & unique imagery.

www.merian.de

Frequency monthly
Paid circulation 50.000 copies
Ad rate full page 4c € 19,500
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 2022 MERIAN reaches 670,000 readers in Germany.

% breakdown | Index

Sex

Men 48 | 98
Women 52 | 102

Age

20–29 years 6 | 42
30–39 years 11 | 75
40–49 years 11 | 80
50–59 years 27 | 144

Net household income (in EURO)

4.000 and more 49 | 155
5.000 and more 31 | 178
6.000 and more 18 | 202

Financial scope (in EURO)

1.000 and more 36 | 195

Socio-economic status

High (level 1+2) 49 | 208

Consumer typology

Mainly luxury-oriented consumers 24 | 218

Interest in topics (particularly interested)

Holidays and travel 64 | 149
Art and cultural scene 34 | 295
Modern architecture 14 | 262
Photography 24 | 197

Source: AWA 2022

ADVERTISING RATES 2023

Format	4c / EURO
Full page	19,500.-
Full page IFC / OBC	21,500.-
2/3 page	15,500.-
Half page	13,800.-
1/3 page	9,700.-
1/4 page	7,800.-
Double page	39,000.-
Double page IFC + page 3	42,000.-

DISCOUNTS

Turnover scale (gross)

from 39,000 Euro – 3%	from 156,000 Euro – 13%
from 78,000 Euro – 6%	from 195,000 Euro – 17%
from 117,000 Euro – 10%	from 234,000 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 2023

Issue	Publication date	Booking deadline	Copy deadline
01/2023	22.12.2022	25.10.2022	02.11.2022
02/2023	19.01.2023	24.11.2022	30.11.2022
03/2023	16.02.2023	22.12.2022	29.12.2022
04/2023	23.03.2023	30.01.2023	03.02.2023
05/2023	27.04.2023	02.03.2023	08.03.2023
06/2023	25.05.2023	27.03.2023	31.03.2023
07/2023	22.06.2023	24.04.2023	28.04.2023
08/2023	20.07.2023	25.05.2023	01.06.2023
09/2023	17.08.2023	23.06.2023	29.06.2023
10/2023	21.09.2023	28.07.2023	03.08.2023
11/2023	19.10.2023	25.08.2023	31.08.2023
12/2023	16.11.2023	20.09.2023	26.09.2023
01/2024	21.12.2023	25.10.2023	02.11.2023

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:

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YOUR CONTACTS

Head Office Germany
International Publisher /
Publishing Director Robb Report Germany
 Contact: Dagmar Hansen
 JAHRESZEITEN VERLAG
 Harvestehuder Weg 42
 20149 Hamburg
 phone: +49/40/2717 2030
 e-mail: dagmar.hansen@jalag.de

Head Office Germany
Senior Brand Manager MERIAN
 Contact: Henning Meyer
 JAHRESZEITEN VERLAG
 Harvestehuder Weg 42
 20149 Hamburg
 phone: +49/40/2717 2496
 e-mail: henning.meyer@jalag.de

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