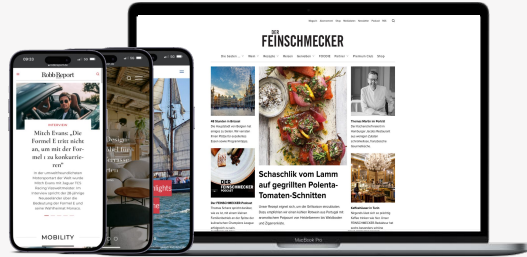


DIGITAL MEDIA DATA

- 2024 -

JAHRES
ZEITEN
VERLAG



CONTENT

01

Product portfolio

02

Native Advertising

03

Banner

04

Social Media

05

**Content
Production**

06

Other

07

Pricelist

08

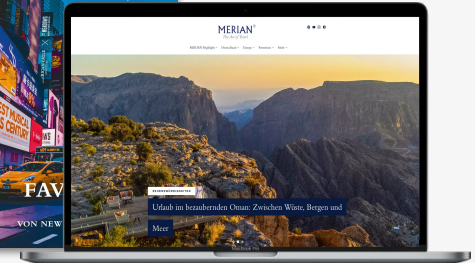
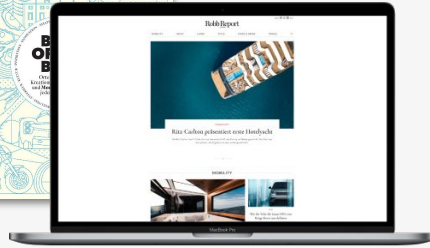
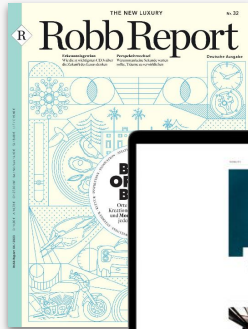
Cases

01

PRODUCT
PORTFOLIO

PRODUCT PORTFOLIO

Our Digital Channels for Curated Content and Service in the Luxury Segment



OUR DIGITAL BRAND WORLD

Our Digital Channels for Curated Content and Service in the Luxury Segment

CULINARY



Reach your target group on our established channels and increase your brand awareness with the cross-media offers of the premium brands of Jahreszeiten Verlag!

As one of the leading publishing houses in Germany, we offer you the unique opportunity to communicate your message broadly and in a high-quality manner. Use our strong premium brands such as "DER FEINSCHMECKER", "AW Architektur & Wohnen" "MERIAN" and "Robb Report" to address your target group in a targeted manner and present your brand.

TRAVEL MERIAN®

Our cross-media offer allows you to place your advertising message on different channels: Print, Online, Social Media and Events. This cross-channel strategy increases the visibility of your brand. With our experienced marketing experts, we support you in selecting the appropriate channels for your luxury target group and develop a customised campaign.

DESIGN & LIVING



Benefit from our extensive network and our many years of expertise in the media and marketing sector. Rely on the cross-media offers of the premium brands of Jahreszeiten Verlag and increase the effectiveness of your advertising campaign!

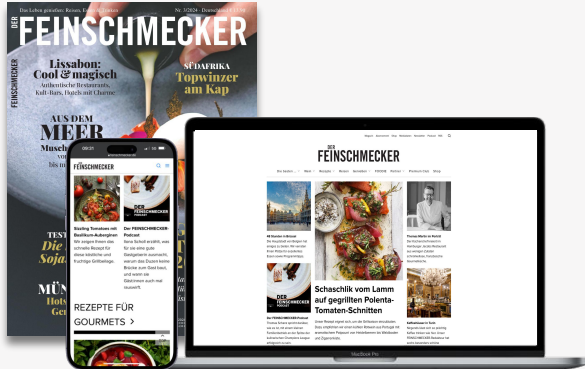
LUXURY

Robb Report



DER FEINSCHMECKER

Facts



The icon of culinary art

FEINSCHMECKER.de is an online portal for gourmets and foodies specialising in 5-star culinary experiences. The site offers a unique selection of exclusive gourmet recipes, restaurant recommendations and current trends from the world of fine cuisine.



Target group

Discerning gourmets and gourmet lovers who have a high interest in exquisite culinary experiences. It is aimed at people who are prepared to invest time, effort and money in the search for exceptional taste experiences.



Channels

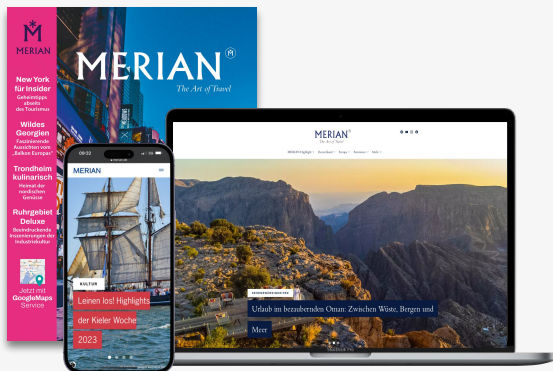
Online | Print | Facebook | Instagram | YouTube | Podcast | Pinterest | Newsletter



Outreach

Website Visits | 582.178*
Website Impressions | 1,1 Mio.*
Website User | 435.391*
Podcast Streams | 25.000
Newsletter recipients 3.800 | Open rate 37%
Instagram Follower 49.936 | Reach 55.539**
Facebook Follower 26.423 | Reach 78.172**
Sold issues | 57.023***

*Oct23 - Dec23 | analytics.google
** Dec2023 | Meta
***WW IV/2023



The pleasure of travelling

The best tips from the editorial team as a digital service with the latest travel trends and insights, as well as all the information on the most popular and up-and-coming, yet unknown holiday destinations: merian.de combines established digital standards with content innovations for an optimal user experience.



Target group

Travel enthusiasts who are interested in discovery, culture and travel experiences. Users of merian.de are curious about different types of travel, such as city breaks, beach holidays, adventure travel or wellness stays. They are interested in travel tips, sights, hotels, restaurants, cultural events and local.



Channels

Online | Print | Facebook | Instagram | YouTube | Podcast | Pinterest



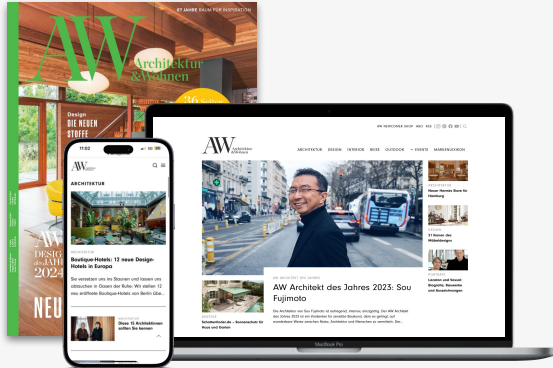
Outreach

Website Visits | 608.228*
Website Impressions | 748.923*
Website User | 486.055*
Podcast Streams | 12.000
Newsletter recipients 3.721 | open rate 36%
Instagram Follower 5.924 | reach 22.328**
Facebook Follower 18.341**
Print run | 50.000

*Oct23 - Dec23 | analytics.google
** Dec23 | Meta

AW ARCHITEKTUR & WOHNEN

Facts



Space for inspiration

AW is the outstanding German media brand in the premium living magazine segment. "Raum für Inspiration" - has stood for more than six decades on the exclusive topics of a mix of design and living culture, architecture and the art of building, garden design and travel. In lively portraits and reports, the magazine takes a deep look behind the facades, tracks down trends and presents unusual, forward-looking projects.



Target group

People who are interested in design, architecture, living, art and current topics. The website appeals to both women and men who cultivate a sophisticated and versatile lifestyle. The target group of AWmagazin.de wants to be inspired, discover new perspectives and keep their finger on the pulse.



Channels

Online | Print | Facebook | Instagram | Pinterest



Outreach

Website Visits | 75.148*
Website Page Views | 123.493*
Website User | 51.746*
Instagram Follower 21.000 | reach 28.046**
Facebook Follower 6.885**
Sold issues | 61.520***

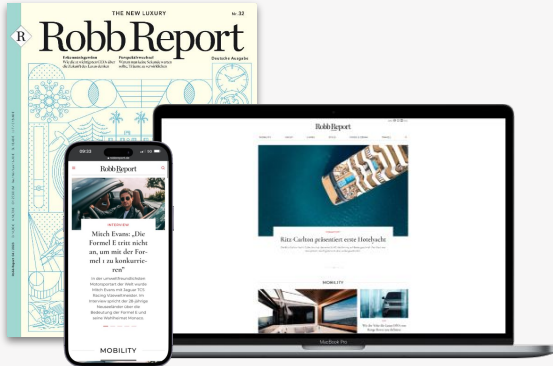
*Oct23 -Dec23 | analytics.google

** Dec2023 | Meta

***IWW IV/2023

ROBB REPORT

Facts



The New Luxury

RobbReport.de inspires and entertains people with intelligent, exclusive and informative news and stories. The website is dedicated to the passion for luxury topics in the areas of mobility, yachting, living, style, travel and food & drinks.



Target group

Appreciates luxury goods such as luxury cars, watches, fashion, jewellery, yachts and real estate. They are looking for inspiration and want to be informed about premium products and services. Be inspired to further enrich their luxury lifestyle. ations about the latest luxury trends, exclusive travel destinations, fine dining, art and culture.



Channels

Online | Print | Facebook | Instagram | YouTube



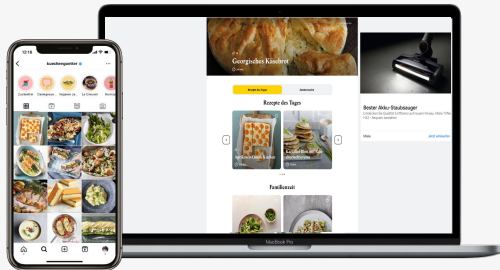
Outreach

Website Visits | 101.810*
Website Page Views | 126.236*
Website User | 95.576*
Instagram Follower 3.269 | reach 3.726**
Facebook Follower | 836**
Print run | 55.000

*Oct23 - Dec23 | analytics.google
** Dec23 | Meta

KÜCHENGÖTTER

Facts



It's all about food

Küchengötter.de is the GU recipe portal. With over 50,000 quality recipes from Europe's largest advice publisher Gräfe und Unzer, we reach almost 15 million cooking-enthusiastic and nutrition-conscious people throughout Germany and German-speaking countries every month.

Target group

The target group of küchengötter.de are enthusiastic hobby cooks and cooking enthusiasts who enjoy being creative in the kitchen and trying out new recipes. The website appeals to people who value homemade, fresh and healthy meals and would like to improve their culinary skills.

Channels

Online | Facebook | Instagram | Pinterest | Newsletter

Outreach

Website Visits | 6,7 Mio.*
Website Page Views | 10 Mio.*
Website User | 5,4 Mio.*
Instagram Follower | 85.600**
Facebook Follower | 47.406**

*Oct23 - Dec23 | analytics.google
** Dec23 | Meta

NATIVE ADVERTISING

02

TEASER AD

EXAMPLE TEASER AD

Landingpage



Brandneue MEATER 2 Plus
 Von Spitzenköchen empfohlen:
 Perfekter Genuss der nächsten
 Generation von den Pionieren der
 smarten Fleischthermometer.



A native integration of your campaign with direct linking to the desired landing page. Reserve an exclusive editorial tile. With a 1-month term and weekly motif change, the highest-performing placement on our pages.

Possible brands: AW Architektur & Wohnen, DER FEINSCHMECKER, MERIAN, Robb Report

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Teaser Ad	1 Month	€ 5.000,-	Incl.

ADVERTORIAL



Place your brand message and present yourself to a relevant target group in an advertorial. The teaser guarantees visibility on our homepage.

Advertorial/partner presentation

Text, images, video: Materials are supplied by you and integrated by us to fit perfectly.

Traffic driver

Permanent editorial teaser

Optional traffic drivers

Co-branded medium rectangle or leaderboard, social media posts (Facebook & Instagram) with link to the advertorial can be added.

Possible brands: AW Architektur & Wohnen, DER FEINSCHMECKER, MERIAN, Robb Report

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Advertorial	3 Months	€ 9.000,-	€ 1.500,-

*Not further deductible.
**Added VAT, eligible for discount and AE.

THEME SPECIAL

Place your brand message and present yourself to a relevant target group in an advertorial.

In addition, you become the exclusive sponsor of a special on a specific topic, which we will coordinate with you.

Advertorial/Partner presentation

Texts, images, video: Materials are supplied by you and integrated by us to fit exactly (with links to the desired website).

Traffic driver

Permanent editorial teaser

Banner and/or social media posts (on Facebook & Instagram) with link to the advertorial can be booked as an option.

Possible brands: AW Architektur & Wohnen, DER FEINSCHMECKER, MERIAN, Robb Report

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Theme special	6 Months	€ 15.000,-	€ 2.500,-

PARTNER PACKAGE ONLINE

Place your brand message and present yourself to a relevant target group in an advertorial. In addition, you become an exclusive partner with a logo presence on all pages.

Content Creation + Online Advertorial

An image or product video produced by us on site: 3-5 minutes in portrait and landscape format. As well as an online advertorial. Materials for the advertorial are supplied by you and integrated by us to fit perfectly.

Partner logo

Fixed integration of the partner logo on every page of the website.

Traffic-Treiber

Permanent editorial teaser on the home page, Instagram post of the video as a reel, Instagram feed post and Facebook post with link to the advertorial included.

Possible brands: DER FEINSCHMECKER, MERIAN

The screenshot shows the website interface with a navigation bar at the top. The main content area features several articles with images and text. A 'Partner-Logo' is prominently displayed in the center, overlaid on the website content. Below the website screenshot, there is a list of partner logos including AKI, GAGENAU, Gellmann, FEINSTRUMENTS, and TROLU.

PRODUCT

RUNTIME

PRICE**

PRODUCTIONS-/ TECHNICAL COSTS*

Partner package

12 Months

€ 29.000,-

€ 2.900,-

Online Advertorial + Teaser

PARTNER PACKAGE CROSSMEDIA

Place your brand message and present yourself to a relevant target group in an advertorial. In addition, you become an exclusive partner with a logo presence on all pages.

Advertorial/partner presentation

Texts, images, video: Materials are supplied by you and integrated by us to fit perfectly.

Partner logo

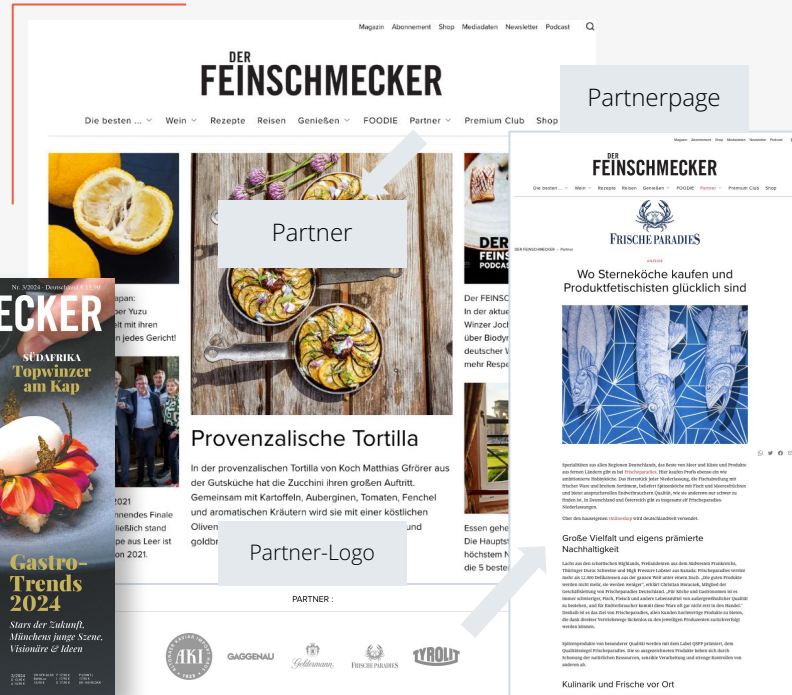
Fixed integration of the partner logo on every page of the website.

Traffic driver

Permanent editorial teaser, co-branded medium rectangle or leaderboard, social media posts (3 each on Facebook & Instagram) with link to the advertorial included.

1/1 print ad

Issue in the following 12 months freely selectable



PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Partner package	12 Months	€ 29.000,-	€ 2.900,-

Possible brands: DER FEINSCHMECKER, MERIAN



*Not further deductible.
**Added VAT, eligible for discount and AE.

CONTENT HOME

An exclusive home for editorial contributions and customer topics. Together with the editorial team, a new section is created that offers added value for both the customer and the brand. Traffic is fed via teaser ads on the homepage, extension in the social media channels and integration in the newsletter. The landing page can be promoted independently, or the individual articles and advertorial can be promoted as individual modules. The page is constantly updated and supplemented. The advertorials are also regularly updated with text and images so that they are dynamic and authentic for the user.

Possible brands: AW Architektur & Wohnen (by arrangement), DER FEINSCHMECKER, MERIAN, Robb Report

The image illustrates a content home layout for 'DER FEINSCHMECKER'. It features a laptop displaying the website's main page, which includes a navigation bar, a 'Schweiz' section with a 'Promotion' banner, and several article teasers. A detailed view of the 'SCHWEIZ' article is shown to the right, highlighting its structure: a 'Promotion' banner, a 'GASTRONOMIE' section with a photo of Peter Knogl, and a 'REISEN' section with a sunset photo. A grey sidebar on the far right contains navigation arrows and labels: 'CUSTOMER LOGO', 'NEWLY PRODUCED EDITORIAL ARTICLES MATCHING THE TOPIC', 'EXISTING ARTICLES', and 'CUSTOMER ADVERTORIALS'.

DISPLAY CAMPAIGNS

03

DESKTOP & MOBILE BANNER

Selected high impact banners in a less promotional environment with premium content and a top target group, ensure a low wastage of your campaign.



BANNER PRODUCT	RUN TIME from ... AI's	CPM**	PRODUCTION/ TECHNICAL COSTS*
Desktop Banner - Halfpage Ad	50.000	€ 90,-	€ 150,-
Desktop Banner - Wide Skyscraper	50.000	€ 80,-	€ 150,-
Desktop Banner - Medium Rectangle	50.000	€ 40,-	€ 150,-
Mobile Banner - Content Ad 2:1	50.000	€ 85,-	€ 150,-

Possible brands: DER FEINSCHMECKER, MERIAN, Küchengötter

04

SOCIAL MEDIA NEWSLETTER PODCAST

SOCIAL MEDIA



INSTAGRAM

Feed

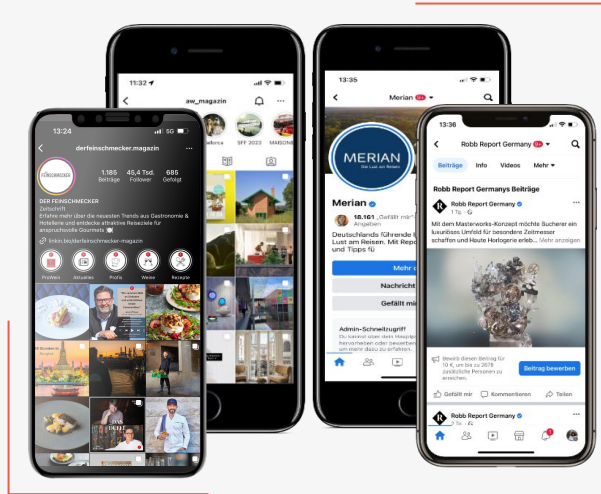
- Extension Advertorial
- Carousel Post
- Stand Alone

Story

- Renewal Advertorial
- Carousel Post
- Stand Alone Campaign in Snippets

Reels

- Stand Alone Customer Campaign
- Content Video Production



FACEBOOK

Feed

- Advertorial extension
- Stand alone with direct link

Possible brands: DER FEINSCHMECKER, MERIAN, Robb Report

Possible brands: DER FEINSCHMECKER, MERIAN, Robb Report

PODCAST

Pure pleasure for the ears: With a (one-off) natively spoken commercial break, you become part of the FEINSCHMECKER Podcast and/or the MERIAN Podcast with a sponsorship of an entire episode.

THE FEINSCHMECKER Podcast - in cooperation with the Online Marketing Rockstars (OMR) - invites you to very entertaining, delicious table talks. We talk to well-known chefs, producers and personalities from the food scene, innovative hoteliers and vintners who are breaking new ground.

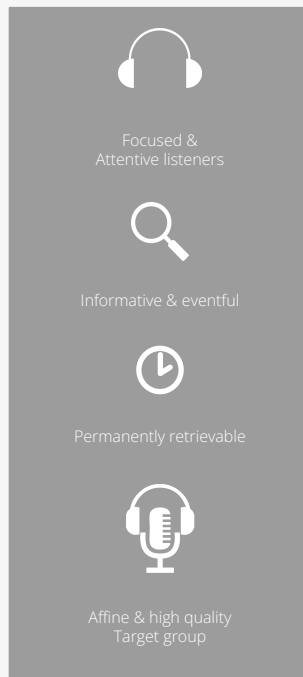
In the MERIAN Podcast, Inka Schmeling and Kathrin Sander guide you through a perfect weekend in Germany's most beautiful cities every fortnight. Stroll in your head to sights, exciting museums and charming neighbourhoods.

Discount scale from 3 episodes

From 3 podcast episodes: 20% discount

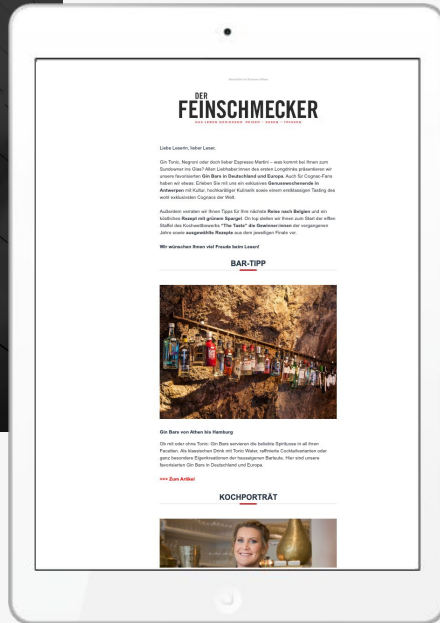
From 5 podcast episodes: 24% discount

From 10 podcast episodes: 28% discount



Possible brands: DER FEINSCHMECKER, MERIAN

NEWSLETTER



Land your advertising message directly in the target group's inbox. Whether with a competition, an advertorial extension or a stand-alone block.

In the Feinschmecker newsletter you will find the latest from the gastro and wine scene, the best enjoyment, addresses & gourmet recipes.

Travel fever - the MERIAN newsletter. Discover a little piece of this world, a city, a region or a country with us. The desire to travel never ceases.

Read more about news from the editorial team, current topics, travel recommendations and everything about the MERIAN editions.

Possible brands: MERIAN, DER FEINSCHMECKER

05

CONTENT PRODUCTION

VIDEO & FOTO PRODUCTION



KNOW-HOW & BRAND FIT FROM A SINGLE SOURCE

SOCIAL MEDIA 1-3 Min.

Enhance the advertorial with a small video production. A content cooperation with the authenticity of our brands and your advertising message. A small production incl. extension on our social media channels.

YOUTUBE bis 10 Min.

A creative image video, production on location or a reportage. We will work with you to come up with a creative concept and implement it on our premises.

All productions are extended and integrated on our channels.

Possible brands: AW Architektur & Wohnen, DER FEINSCHMECKER, MERIAN, Robb Report

OTHER

06

OTHER

SOCIAL MEDIA MANAGEMENT

As a service we manage your Instagram and/or Facebook account



SOCIAL MEDIA CONTENT PRODUCTION

We produce photo or moving image content for your channel at regular intervals as a partner

BUY OUT CONTENT PRODUCTION

For your own channels / PR



BUY OUT ADVERTORIAL

For your own channels / PR

07

PRICELIST

PRICELIST - DER FEINSCHMECKER 1/2

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*	GUARANTEED CONTACTS
Teaser Ad	1 Month	€ 5.000,-	Incl.	-
Advertorial	3 Months	€ 9.000,-	€ 1.500,-	4.500 Page impressions
Partner package	1 Year	€ 29.000,-	€ 2.900,-	7.000 Page impressions
Theme special	6 Months	€ 15.000,-	€ 2.500,-	5.000 Page impressions
Content Home	6 Months	€ 49.000,-	€ 5.000,-	15.000 Page impressions
Instagram Story - Repost from the customer channel	24 h	€ 500,-	Incl.	
Instagram Story - Stand alone	24 h	€ 500,-	Incl.	
Instagram Story - Advertorial extension	24 h	€ 350,-	Incl.	
Instagram Story - Campaign in snippets	24 h	€ 750,-	Incl.	
Instagram Reel - Customer input	Lifetime	€ 1.000,-	Incl.	
Instagram Reel - Content Production	Lifetime	€ 6.000,-	Incl.	
Instagram Feed - Advertorial extension	Lifetime	€ 750,-	Incl.	
Instagram Feed - Stand alone post / Carousel	Lifetime	€ 1.000,-	Incl.	
Instagram Feed - Repost	Lifetime	€ 500,-	Incl.	
Facebook - Advertorial extension	Lifetime	€ 700,-	Incl.	
Facebook - Direct link landing page	Lifetime	€ 1.500,-	Incl.	

*Not further deductible.
 Production/technical costs:
 At 2.500 incl. media budget 1 correction loop / per correction loop: 150€
 At 2.900 incl. media budget 2 correction loops / per correction loop: 150€
 At 5.000 incl. media budget / 2 correction loops per advertorial
 **Plus VAT. Eligible for discount and AE.

PRICELIST - DER FEINSCHMECKER 2/2

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Display Banner: Halfpage Ad	From 50.000 AI's	€ 90/CPM ROS	€ 150,-
Display Banner: Wide Skyscraper	From 50.000 AI's	€ 80/CPM ROS	€ 150,-
Display Banner: Medium Rectangle	From 50.000 AI's	€ 40/CPM ROS	€ 150,-
Mobile Banner: Content Ad 2:1	From 50.000 AI's	€ 85/CPM ROS	€ 150,-
Newsletter - Advertorial extension	1 Frequency	€ 500,-	Incl.
Newsletter - Raffle	1 Frequency	€ 1.000,-	Incl.
Newsletter - Teaser Ad	1 Frequency	€ 750,-	Incl.
Podcast - Native commercial	1 Episode	€ 2.900,-	Incl.
Social Media Video Production*** 1 - 3 Min.	Lifetime	€ from 8.000,-	Plus travel costs
Video Production*** up to 10 Min.	Lifetime	€ from 10.000,-	Plus travel costs
Buy Out Advertorial	Lifetime	€ 2.000,-	Incl.
Buy Out Content Production	Lifetime	Inkl.	Incl.
Service: Social Media Management	On request	€ from 10.000,-	After arrangement
Service: Social Media Content Production	On request	€ from 5.000,-	After arrangement

PRICELIST - AW ARCHITEKTUR & WOHNEN 1/2

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*	GUARANTEED CONTACTS
Teaser Ad	1 Month	€ 5.000,-	Incl.	-
Advertorial	3 Months	€ 9.000,-	€ 1.500,-	5.000 Page impressions
Theme special	6 Months	€ 15.000,-	€ 2.500,-	7.000 Page impressions
Content Home	On request	On request	€ 5.000,-	15.000 Page impressions
Brand lexicon	2 Years	€ 3.500,-	€ 1.500,-	
Instagram Story - Repost from the customer channel	24 h	€ 500,-	Incl.	
Instagram Story - Stand alone	24 h	€ 500,-	Incl.	
Instagram Story - Advertorial extension	24 h	€ 350,-	Incl.	
Instagram Story - Campaign in snippets	24 h	€ 750,-	Incl.	
Instagram Reel - Customer input	Lifetime	€ 1.000,-	Incl.	
Instagram Reel - Content Production	Lifetime	€ 6.000,-	Incl.	
Instagram Feed - Advertorial extension	Lifetime	€ 750,-	Incl.	
Instagram Feed - Stand alone post / Carousel	Lifetime	€ 1.000,-	Incl.	
Instagram Feed - Repost	Lifetime	€ 500,-	Incl.	
Facebook - Advertorial extension	Lifetime	€ 700,-	Incl.	
Facebook - Direct link landing page	Lifetime	€ 1.500,-	Incl.	

*Not further deductible.
 Production/technical costs:
 At 2,500 incl. media budget 1 correction loop / per correction loop: 150€
 At 2,900 incl. media budget 2 correction loops / per correction loop: 150€
 At 5,000 incl. media budget / 2 correction loops per advertorial
 **Plus VAT. Eligible for discount and AE.

PRICELIST - AW ARCHITEKTUR & WOHNEN 2/2

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Social Media Video Production*** 1 - 3 Min.	Lifetime	€ from 8.000,-	Plus travel costs
Video Production*** up to 10 Min.	Lifetime	€ from 10.000,-	Plus travel costs
Buy Out Advertorial	Lifetime	€ 2.000,-	Incl.
Buy Out Content Production	Lifetime	Incl.	Incl.
Service: Social Media Management	On request	€ from 10.000€	After arrangement
Service: Social Media Content Production	On request	€ from 5.000€	After arrangement

PRICELIST - MERIAN 1/2

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*	GUARANTEED CONTACTS
Teaser Ad	1 Month	€ 5.000,-	Incl.	-
Advertorial	3 Months	€ 9.000,-	€ 1.500,-	6.000 Page impressions
Partner package	1 Year	€ 29.000,-	€ 2.900,-	9.000 Page impressions
Theme special	6 Months	€ 15.000,-	€ 2.500,-	6.000 Page impressions
Content Home	6 Months	€ 49.000,-	€ 5.000,-	15.000 Page impressions
Instagram Story - Repost from the customer channel	24 h	€ 500,-	Incl.	
Instagram Story - Stand alone	24 h	€ 500,-	Incl.	
Instagram Story - Advertorial extension	24 h	€ 350,-	Incl.	
Instagram Story - Campaign in snippets	24 h	€ 750,-	Incl.	
Instagram Reel - Customer input	Lifetime	€ 1.000,-	Incl.	
Instagram Reel - Content Production	Lifetime	€ 6.000,-	Incl.	
Instagram Feed - Advertorial extension	Lifetime	€ 750,-	Incl.	
Instagram Feed - Stand alone post / Carousel	Lifetime	€ 1.000,-	Incl.	
Instagram Feed - Repost	Lifetime	€ 500,-	Incl.	
Facebook - Advertorial extension	Lifetime	€ 700,-	Incl.	
Facebook - Direct link landing page	Lifetime	€ 1.500,-	Incl.	

*Not further deductible.
 Production/technical costs:
 At 2,500 incl. media budget 1 correction loop / per correction loop: 150€
 At 2,900 incl. media budget 2 correction loops / per correction loop: 150€
 At 5,000 incl. media budget / 2 correction loops per advertorial
 **Plus VAT. Eligible for discount and AE.

PRICELIST - MERIAN 2/2

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Display Banner: Halfpage Ad	From 50.000 AI's	€ 90/CPM ROS	€ 150,-
Display Banner: Wide Skyscraper	From 50.000 AI's	€ 80/CPM ROS	€ 150,-
Display Banner: Medium Rectangle	From 50.000 AI's	€ 40/CPM ROS	€ 150,-
Mobile Banner: Content Ad 2:1	From 50.000 AI's	€ 85/CPM ROS	€ 150,-
Newsletter - Advertorial extension	1 Frequency	€ 500,-	Incl.
Newsletter - Raffle	1 Frequency	€ 1.000,-	Incl.
Newsletter - Teaser Ad	1 Frequency	€ 750,-	Incl.
Podcast - Native commercial	1 Episode	€ 2.900,-	Incl.
Podcast - Sponsoring an episode	1 Episode	€ 7.900,-	DE Incl. abroad plus travel costs
Social Media Video Production*** 1 - 3 min.	Lifetime	€ from 8.000,-	Plus travel costs
Video production up to*** 10 Min.	Lifetime	€ from 10.000,-	Plus travel costs
Merian Journey Production	Lifetime	On request	On request
Buy Out Advertorial	Lifetime	€ 2.000,-	Incl.
Buy Out Content Production	Lifetime	Incl.	Incl.
Service: Social Media Management	On request	€ from 10.000,-	After arrangement
Service: Social Media Content Production	On request	€ from 5.000,-	After arrangement

PRICELIST - ROBB REPORT

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*	GUARANTEED CONTACTS
Teaser Ad	1 Month	€ 5.000,-	Incl.	-
Advertorial	3 Months	€ 9.000,-	€ 1.500,-	2.000 Page impressions
Theme special	6 Months	€ 15.000,-	€ 2.500,-	4.000 Page impressions
Content Home	6 Months	€ 49.000,-	€ 5.000,-	10.000 Page impressions
Instagram Story - Repost from the customer channel	24 h	€ 500,-	Incl.	
Instagram Story - Stand alone	24 h	€ 700,-	Incl.	
Instagram Story - Advertorial extension	24 h	€ 500,-	Incl.	
Instagram Story - Campaign in snippets	24 h	€ 950,-	Incl.	
Instagram Reel - Customer input	Lifetime	€ 1.500,-	Incl.	
Instagram Reel - Content Production	Lifetime	€ 6.000,-	Incl.	
Instagram Feed - Advertorial extension	Lifetime	€ 1.000,-	Incl.	
Instagram Feed - Stand alone post / Carousel	Lifetime	€ 1.500,-	Incl.	
Instagram Feed - Repost	Lifetime	€ 700,-	Incl.	
Social Media Video Production*** 1 - 3 Min.	Lifetime	€ from 8.000,-	Plus travel costs	
Video production*** up to 10 Min.	Lifetime	€ from 12.000,-	Plus travel costs	
Buy Out Advertorial	Lifetime	€ 2.000,-	Incl.	
Buy Out Content Production	Lifetime	Incl.	Incl.	
Service: Social Media Management	On request	€ from 10.000€	After arrangement	
Service: Social Media Content Production	On request	€ from 5.000€	After arrangement	

PRICELIST - KÜCHENGÖTTER

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Display Banner: Wide Skyscraper	From 50.000 AI's	€ 80/CPM ROS	€ 150,-
Display Banner: Medium Rectangle	From 50.000 AI's	€ 40/CPM ROS	€ 150,-
Mobile Banner: Content Ad 2:1	From 50.000 AI's	€ 85/CPM ROS	€ 150,-
Recipe sponsoring	From 4 Weeks	€ 3.000,-	Incl.
Exclusive Partner Recipe	From 1 Year	€ 4.000,-	Incl.
Raffle	From 2 Weeks	€ 1.000,-	Incl.
Editorial product test	From 1 Year	€ 5.000,-	Incl.
Social Media Integration FB & IG & Pinterest	Individual	From € 2.000,-	Incl.

*Not further deductible.
 Production/technical costs:
 At 2,500 incl. media budget 1 correction loop / per correction loop: 150€
 At 2,900 incl. media budget 2 correction loops / per correction loop: 150€
 At 5,000 incl. media budget / 2 correction loops per advertorial
 **Plus VAT. Eligible for discount and AE.

PRODUCT PORTFOLIO PRINT

Our Premium Print Titles



Release Date: 28.03. / 27.06. /
05.09. / 17.10. / 28.11.
Frequency: 5x per year
Costs 1/1 page: 20.500 €
Costs print advertorial:
up to 1/2 page +1.500,- €
up to 1/1 page +2.000,- €
up to 2/1 page +3.000,- €



Release Date: 08.03. / 03.05. /
05.07. / 06.09. / 08.11.
Frequency: 7x per year
Costs 1/1 page: 25.400 €
Costs print advertorial:
up to 1/2 page +1.500,- €
up to 1/1 page +2.000,- €
up to 2/1 page +3.000,- €



Release Date: 09.02. / 15.03. /
12.04. / 10.05. / 07.06. / 12.07. /
09.08. / 13.09. / 11.10. / 08.11. /
13.12.
Frequency: monthly
Costs 1/1 page: 25.400 €
Costs print advertorial:
up to 1/2 page +1.500,- €
up to 1/1 page +2.000,- €
up to 2/1 page +3.000,- €



Release Date: 23.02. / 03.05. /
05.07. / 06.09. / 08.11.
Frequency: 5x per year
Cost 1/1 page: 20.500 €
Costs print advertorial:
up to 1/2 page +1.500,- €
up to 1/1 page +2.000,- €
up to 2/1 page +3.000,- €

CASES

08

ONLINE ADVERTORIALS

AW
 Living, Tisch, Kissenringel – das Sommerquartiers der Frühjahrskollektion "Tuscany Indoor-Outdoor" von JAB ANSTOETZ Fabricis weckt Urlaubsbegehren. Die modernen Belege und Dekorationsteile eignen sich für alle Lebensbereiche. Im beliebten Lounge-Möbel im Wohnzimmer, Liegen unter freiem Himmel, eignen sich für Kissen und Stühle in den Wintergarten.

01.02.2022

Die neue und farbtrohe Frühjahrskollektion von JAB ANSTOETZ Fabricis heißt nicht ohne Grund "Tuscany Indoor-Outdoor". Wir hatten ein modernes Land- oder Feriendesign im Auge", sagt Designer Tobias Michael, der mit seiner hohen Kompetenz und rechem Erfahrungsschatz den Look der neuen Kollektion bestiegte. Für das Leuchten der Belegstoffe die "Tuscany Indoor-Outdoor"-Kollektion sorgen intensive Farbpaletten.



Die neue Frühjahrskollektion "Tuscany Indoor-Outdoor" von JAB ANSTOETZ Fabricis ist ein modernes Land- oder Feriendesign im Auge, sagt Designer Tobias Michael, der mit seiner hohen Kompetenz und rechem Erfahrungsschatz den Look der neuen Kollektion bestiegte. Für das Leuchten der Belegstoffe die "Tuscany Indoor-Outdoor"-Kollektion sorgen intensive Farbpaletten.



JAB ANSTOETZ: Die neue Kollektion "Tuscany Indoor-Outdoor"

In sechs Farbvarianten unterwegs: "Tuscany Indoor-Outdoor" von JAB Anstoetz Fabricis

Die Kollektion "Tuscany Indoor-Outdoor" von JAB Anstoetz Fabricis gliedert sich in sechs Farbvarianten. Durch die Anordnung der Muster auf einem neutralen Fond treten diese farblich und visuell hervor. In Kombination mit weichen und warmen wie die Farbe Grau und Anthrazit.

Natürlich und ruhig kommen Leinen- und Belegstoffe daher, ähnlich das Schlangelb sowie die dunklen Grün-Peel-Abstraktionen. Von Nachtlila bis hin zum Hellblau reicht die Palette der Blauere.



Private Wohnzone inspiriert in der Villa, die die architektonische Vision.



Die gesamte Kollektion ist in sechs Farbvarianten erhältlich. Die

Client: JAB ANSTOETZ
 Campaign objective: Brand awareness
 Campaign duration: 3 months
 Channels: AWmagazin.de and Social

Merian - Europa
 Das winterliche Lappland öffnet die Tür in eine völlig andere Welt. Überhalb der Polarzonen können Sie, mit Nordlichtern und Rentieren, Ihr Wintermärchen in Wirklichkeit verwirklichen.

01.02.2022

Die Naturerlebnisse in Lappland sind ein unvergleichliches Erlebnis. Die Landschaft ist ein einzigartiges Schauspiel, das Sie in eine andere Welt entführt. Die Naturerlebnisse in Lappland sind ein unvergleichliches Erlebnis. Die Landschaft ist ein einzigartiges Schauspiel, das Sie in eine andere Welt entführt. Die Naturerlebnisse in Lappland sind ein unvergleichliches Erlebnis. Die Landschaft ist ein einzigartiges Schauspiel, das Sie in eine andere Welt entführt.

HUSKY-SCHLITTEN UND ENTSPANNUNG IN DER SAUNA

Die Naturerlebnisse in Lappland sind ein unvergleichliches Erlebnis. Die Landschaft ist ein einzigartiges Schauspiel, das Sie in eine andere Welt entführt. Die Naturerlebnisse in Lappland sind ein unvergleichliches Erlebnis. Die Landschaft ist ein einzigartiges Schauspiel, das Sie in eine andere Welt entführt.



WINTER IN LAPPLAND: EINZIGARTIG ÜBERNACHTEN

Die Naturerlebnisse in Lappland sind ein unvergleichliches Erlebnis. Die Landschaft ist ein einzigartiges Schauspiel, das Sie in eine andere Welt entführt. Die Naturerlebnisse in Lappland sind ein unvergleichliches Erlebnis. Die Landschaft ist ein einzigartiges Schauspiel, das Sie in eine andere Welt entführt.

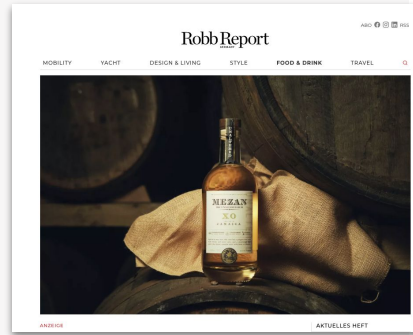


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MERIAN
 Märchenhafter Winterurlaub in Lappland

Client: Marussia Beverages
 Campaign objective: Consideration
 Campaign duration: 3 months
 Channels: RobbReport.com and Social



Client: NORDIC
 Campaign objective: Consideration
 Campaign duration: 3 months
 Channels: MERIAN.de and Social

Mit Mezan Rum die Karibik entdecken

Der Erfolg von Mezan beruht auf einer mutigen Entscheidung. Die Rum- oder Marke kommen ohne Zucker, Zuckeralkohol, künstliche Zusatzstoffe und ohne Kalorien aus. Das Ergebnis? Pure Rum, der dem Geschmack der Karibik unverfälscht weht.

Seit Jahrhunderten fließen die Rumproduktion in der Karibik und hat eine Reihe von Aromen und Süßholzgeschmack, die für jeden Charakter und jede Destille einzigartig sind. Die Rumarten von Mezan werden sorgfältig ausgewählt, um diese Vielfalt einzufangen. Dank des komplexen Aromas, auf natürlichen Zucker und Farbstoffe zu verzichten, wird der authentische Charakter jedes Rum bewahrt und verstärkt.



Rum als unverändertes Naturprodukt

Die Philosophie der Marke beruht auf ihrer Gründung im Jahr 2012 darin, ein reines, unverändertes Naturprodukt zu kreieren. Jedes Mezan Rum wird in den Tropen hergestellt und in absoluten Reinform aus dem natürlichen Rohmaterial geerntet. Die Fermentation findet in einer traditionellen Brauerei statt, um ein frisches, warmes Aroma zu erzeugen, das in einem reifen, reifen Klima reift. Dabei wird sichergestellt, dass die Identität jedes Rums gewahrt und der edelste Geschmack so wenig wie möglich verändert wird.

Die Mezan Vintage Rum Collection

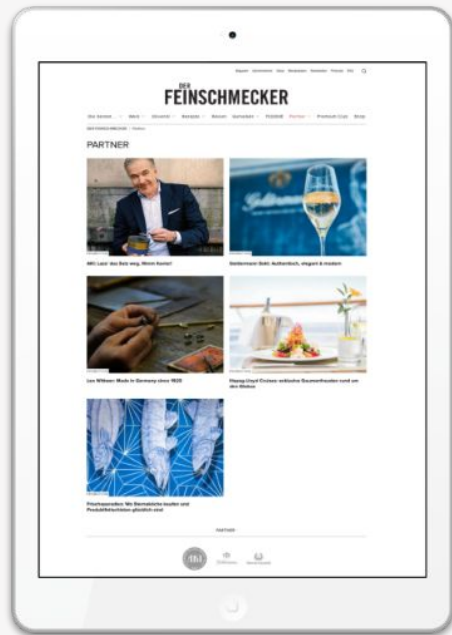
Von Belize bis Jamaica: Bei der Mezan Vintage Rum Collection nimmt jeder Rum von einer einzigen Destille in der Karibik und alle die unverwechselbaren Aromen des jeweiligen Landes wieder. Jedes Rum wird mindestens zehn Jahre lang in einem Eichenfass und wird in limitierten und nummerierten Auflagen abgefüllt.



Mezan Belize 2008

Ein vollmundiger Rum von Belize mit weichen Eichen- und Vanillenoten, die einem vollmundigen Charakter mit gut abgerundeten, eleganten Anklängen von Orange, Citrus, Bergklee und Haselnussnoten weichen. Komplett und endlos im Abgang.

PARTNER PACKAGE



Client: AKI, Frischeparadies, Hapag-Lloyd-Cruises,
Geldermann Sekt, Leo Wittwer
Campaign objective: Brand awareness
Campaign duration: 1 year
Channels: Feinschmecker.de, social media, newsletter

Geldermann Sekt: Authentisch, elegant & modern



Geldermann steht seit 1818 für deutsch-französische Handwerkskunst und wahre Leidenschaft. Die exklusiven Cuvées der Kellerer entstehen in traditioneller Flaschengärung im badischen Breisach.

Historie



Geldermann: Eine Traditionskellerei mit deutsch-französischer Seele

Breisach am Rhein – Heimat der Sektkellerei Geldermann

Am 18. Im Jahr 1818 die zwei Bürgermeister Wilhelm Drossel und Peter Geldermann auf den Weg nach Frankreich zu machen, um im Auftrag eines Elmsingergutsherrn Wein zu beschaffen, und die Fassfüller von der französischen Landschaft und Lebensart, die Essenz des Einzelnen und gründen im kleinen Städtchen. Als die Kellerer Drossel & Geldermann.

17 Jahre später, nach dem ersten Weltkrieg, ziehen der deutsche Jung und Drossel in Geldermann selbst-eingetragten Städtchen im badischen Breisach am Rhein. Der über 60 Jahre alte Keller unter dem Breisacher Schlossberg können bis heute optimale Bedingungen für die Sekelerei und die Herstellung der exklusiven Sektweine zu der Moderne.

"Wer heute eine Flasche Geldermann in seiner Hand hält, genießt ein Stück Tradition und Handwerkskunst" – Marc Gauchey

Drossel Keller ererbt, besuche in Jahr Zeit der Komposition, Zeit der Beile, Zeit der Förderung und Zeit des Genusses. Das ist Breisach Kellerer, die in wahre Handwerkskunst geschulten ist. Nur so können die Cuvées aus warmem, vermeintlich französischen Weizen für den Genuss des Breisacher Sektweines zu Weltkomposition der Premium-Klasse herauszuholen.

VIDEO PRODUCTIONS

Client: BMW
Campaign objective: PKZ,
image
Campaign duration: 3 months
Channels: Print & Online



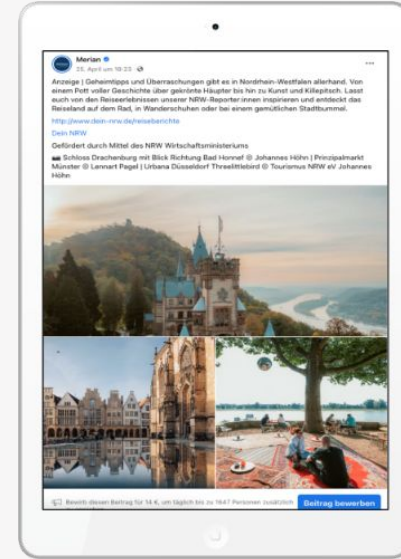
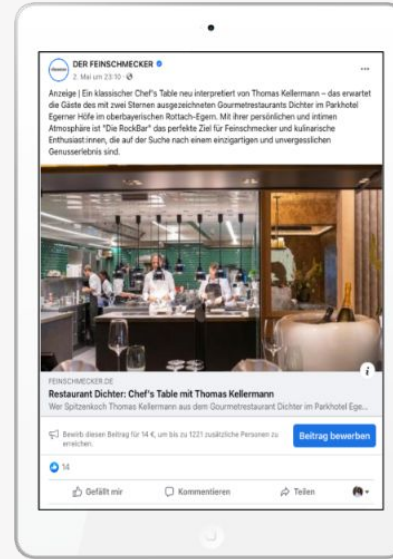
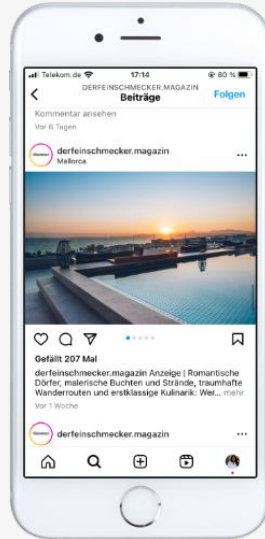
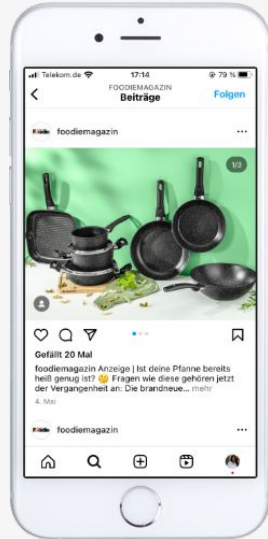
Client: Everdure
Campaign target: Interest
Campaign duration: 3 months
Channels: Print & Online

Client: Qatar
Campaign objective:
Awareness
Campaign duration: 3 months
Channels: Online



Client: Miele
Campaign target: Interest
Campaign duration: 3 months
Channels: Print & Online

SOCIAL MEDIA



Client: WMF
 Campaign objective: Customer education
 Campaign duration: 3 months
 Channels: Social Media

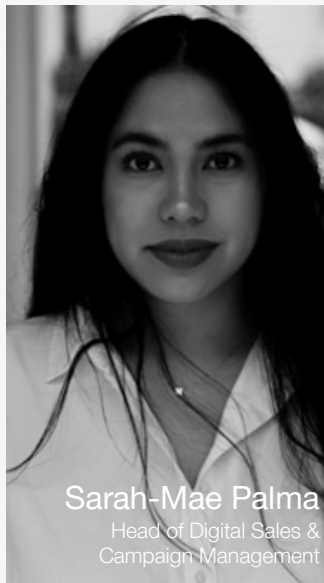
Client: Ballarini
 Campaign objective: Brand awareness
 Campaign duration: 3 months
 Channels: Online & Social

Client: Iberostar
 Campaign target: Interest
 Campaign duration: 3 months
 Channels: Online & Social

Client: the RockBar
 Campaign objective: Consideration
 Campaign duration 3 months:
 Channels: Online & Social

Client: the RockBar
 Campaign objective: Consideration
 Campaign duration 3 months:
 Channels: Online & Social

NATIONAL CONTACT



Sarah-Mae Palma
Head of Digital Sales &
Campaign Management

T +49 175 890 69 21
E sarah-mae.palma@jalag.de



Lina Malin Lilischkis
Digital Sales &
Campaign Management

T +49 40 2717 2601
E lina.malin.lilischkis@jalag.de



Carl Förster
Creative Producer
Strategische Partnerschaften
und Geschäftsfeldentwicklung

T +4915152490172
E carl.foerster@jalag.de

Head of Sales Region North

Jörg Slama
E joerg.slama@jalag.de
T +49 40 2285 92 99-2
M +49 163 20 23 43 2

Head of Sales Region Southwest

Marco Janssen
E marco.janssen@jalag.de
T +49 40 22 85 92 99-7
M +49 163 20 23 41 5

Head of Sales Region
Central/West/Austria

Michael Thiemann
E michael.thiemann@jalag.de
T +49 40 22 85 92 99-6
M +49 151 23 55 52 44

Head of Sales Region South

Jonas Binder
E jonas.binder@jalag.de
T +49 40 22 85 92 99-3
M +49 151 72 89 45 6

Publishing Director LUXURY /
Robb Report

Dagmar Hansen
E dagmar.hansen@jalag.de
T +49 40-2717-2030

Brand Manager CULINARY

Nadine Sturmat
E nadine.sturmat@jalag.de
T +49 40-2717-2338

Senior Brand Manager TRAVEL

Henning Meyer
E henning.meyer@jalag.de
T +49 40-2717-2496

Brand Manager LIVING & LUXURY

Petra Odemann
E petra.odemann@jalag.de
T +49 40-2717-2050

SPECS & INFOS

09

TECHNICAL SPECIFICATIONS

ADVERTORIAL

Pictures:

- at least 4 pictures
- JPEG; PNG; TIFF
- 16:9 (merian.de, awmagazin.de, robbreport.de)
4:3 (feinschmecker.de)

Text:

- 2.500 - 3.000 characters (complete text content)
- Text should be adopted 1:1
- Text should be rewritten and not adopted 1:1
- Text should be SEO-optimised and keywords checked

TEASER AD

Pictures:

- at least 4 pictures
- JPEG; PNG; TIFF
- 16:9 (merian.de, awmagazin.de, robbreport.de)
4:3 (feinschmecker.de)

Text:

- 55 characters (complete text content)
- Text should be adopted 1:1
- Text should be rewritten and not adopted 1:1

Delivery deadline: 10 working days before the start of the term

Social media products that serve as a supplement to the campaign are not subject to correction loops or approvals.

For a total amount of up to €2,999, including the media budget, one correction loop is included.
For a total amount of €3,000 or more, including the media budget, two correction loops per advertorial are included.
A fee of €150 is charged for each additional correction loop.