



MERIAN – THE ART OF TRAVEL

JAHRESZEITEN
VERLAG

Merian is the brand for travel at the highest level – and always at eye level with its discerning readers and users. Anyone who travels with Merian knows the travel trends and the best ideas about how we will travel in the future. Merian knows where the best hotels are opening, how to make even the journey an experience, and which destinations are opening up new horizons.

Merian not only shows this world, Merian is part of it, and also sets high standards for texts, tips, images and layout, in print and online at Merian.de and the social media channels.

Merian is the key to a world of exclusive and very special experiences and combines the market-leading expertise from 78 years of outstanding travel journalism with the vision of a luxury travel magazine with its finger on the pulse.

Merian is inspiration, impulse and advice all in one.

Frequency 6x per year
Ad rate full page 4c € 22,200
Copy price € 11.90
Print run 50.000 copies

www.merian.de
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ADVERTISING RATES 2026

Format	4c / EURO
Full page	22,200.-
Full page IFC / OBC	24,600.-
2/3 page	17,500.-
Half page	15,700.-
1/3 page	11,200.-
1/4 page	8,900.-
Double page	44,000.-
Double page IFC + page 3	51,800.-

PAID CIRCULATION

Newsstand Sales	6,000 copies
Subscribers	10,120 copies
Reader Circle	7,000 copies
Miscellaneous Sales/Events	10.000 copies
Airport Lounges	7,000 copies
<i>publisher's imprint</i>	

SCHEDULE 2026

Issue / focus topic	Publication date	Booking deadline	Copy deadline
01/2026 Cruises	06.02.2026	17.12.2025	07.01.2026
02/2026 Balearics	10.04.2026	25.02.2026	10.03.2026
03/2026 Summer in the mountains	12.06.2026	24.04.2026	08.05.2026
04/2026 Europe	07.08.2026	25.06.2026	08.07.2026
05/2026 Into the wild	09.10.2026	27.08.2026	09.09.2026
06/2026 Favorites for 2027	04.12.2026	20.10.2026	02.11.2026

TECHNICAL DATA

Magazine format: 210 x 280 mm + 4 mm trim-reserve
Type area: 183 x 253 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
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