

Merian Select – Cooperation offer

Hamburg, November 2025



MERIAN® Select

LUGANO Region

EXPERIENCE,
EXPLORE, ENJOY:

149

TIPPS FÜR
SCHÖNE TAGE

Wie Sie die
Region mit allen Sinnen
erleben können

Sommer am See · Wandertouren für jeden
Geschmack · Die besten Grotti · Wo Köner und
Genießer radeln · So gelingt der Risotto · Auf
Hesses Spuren · Schöner träumen

Merian Select – magazine cooperation

Concept

Merian, Germany's most traditional culture and travel magazine, founded in 1948, has published more than 850 different Merian issues over the years, including special topics such as automotive and culinary topics and, of course, tourist destinations.

The editorial team develops Merian **Select** for such special topics, which is published additionally to the regular issues.

As part of the Merian Select series, topics are realised in cooperation with partners. **A Merian Select acts both as an ambassador and as a communication tool for new target groups.**

We are pleased to offer you the following **cooperation**:

Together we will realise a Merian Select that presents all facets of your region to the Merian readership on 84 pages. **Useful recommendations** and **exciting information** will stimulate the readers' appetite for a trip to your destination

The Merian Select would be included in the annual planning on a date to be agreed jointly.

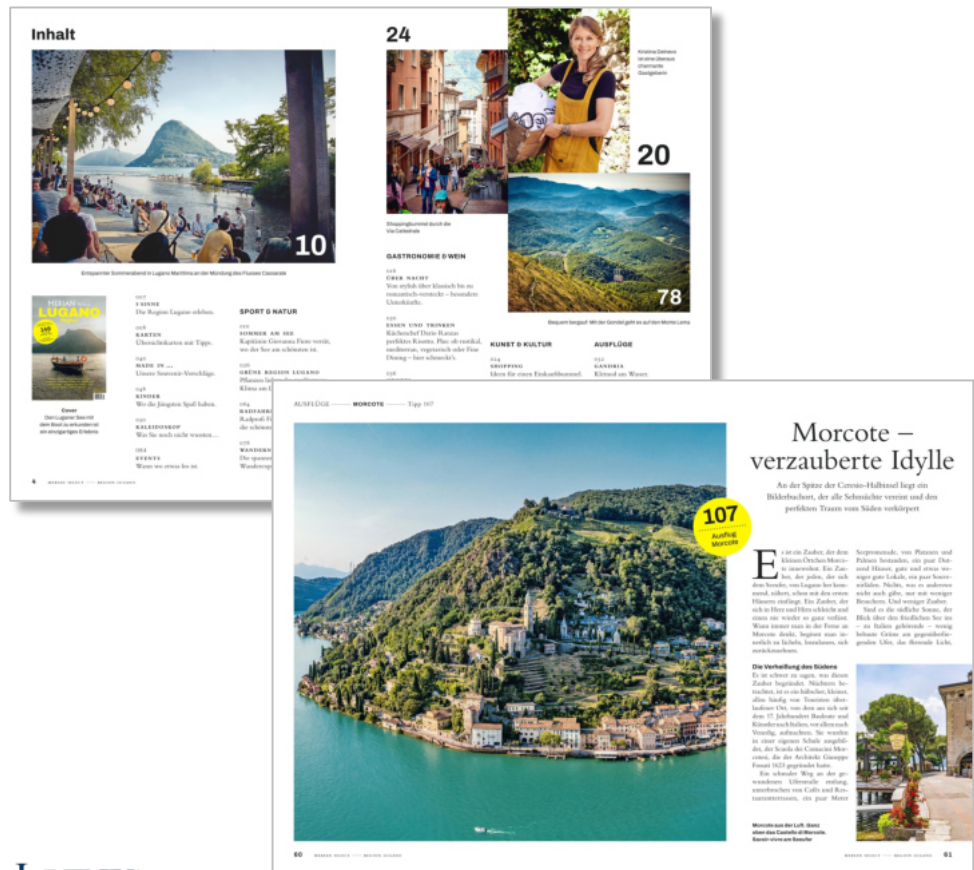
Further key data can be found on the following pages.

[Click here to
read the
issue](#)



Merian – The Art of Travel

7 reasons for your own Merian Select issue



The leading premium magazine for travel and culture since 1948



84 pages (incl. Cover pages) exclusively created and curated content in a magazine format of 192 mm width x 270 mm height and a print run of 40,000 copies



Impressive photo material and exclusively researched content, Adoption of selected content in Merian main issues and on merian.de.



Copy price € 7,90 / Nationwide distribution in traditional newsagents, railway station bookshops, airports and to Merian subscribers.



Sophisticated, interested readership with high income*

- disposable income € 1.000,- and more
- mobile cosmopolitans
- several journeys per year



Your refinancing option : 8 ad pages (worth € 177.600,-**), As well as 1.000 copies for reselling (worth 7.900,- Euro)



Exclusive package price for you: € 99.000,- agency net

Bonus: publishing of the complete magazine on [readly](https://www.readly.com) and [sharemagazines](https://www.sharemagazines.com)

Merian Select – additional booking options

Customise your cross-media content project



- + **Additional circulation** through a **magazine bundle** with Feinschmecker, AW Architektur & Wohnen, Robb Report Germany and/or Merian main issues
- + Additional distribution via our **readers circle** Leserkreis Daheim
- + **Language versions** of your edition in a circulation to be agreed
- + **Imagefilm** (approx. 3-5 minutes)
- + **Mini-Moments**, Films suitable for social media (10 seconds)
- + **Making Of**, Collage format with reportage/interview elements (60-90 seconds)
- + **Merian Podcast** „[Reisen beginnt im Kopf](#)“ – Sponsoring of a 30-35 minute episode exclusively about your destination
- + **Merian.de** – individual advertorial package (3 months or 12 months runtime incl. editorial teaser)
- + **Social Media Campaign**, Merian [Instagram](#)-channel
- + **Stand alone version** of our Merian Newsletter „[Reisefieber](#)“

Merian Select



Merian offers you the possibility of an exclusive marketing-cooperation.

1. Merian Select issue in high print- and paper-quality, minimum volume of 84 pages (incl. 4 cover pages) in magazine format of 192 x 270 mm.
2. The copyprice (retail price) is € 7,90 (incl. VAT).
3. Starting circulation are 40.000 copies.
4. The content is customised to your wishes, there is an intensive exchange during the development of the magazine together with you.
5. Der Jahreszeiten Verlag guarantees a nationwide distribution and sales via regular Merian distribution channels in German speaking countries in Europe: newsstand sale, airports, station bookstores, Internet, special sales.
During the first month of sale, selected articles of the print issue will be published online on merian.de. Additionally an associated campaign takes place on all social media channels of Merian to promote the magazine.

Bonus: The digital magazine version will be published on [readly](#) and [sharemagazines](#).

Merian Select



6. To secure the project, you ensure a total budget of **€ 99.000,00** agency net plus VAT.

In return for the refinancing budget € 99.000,00 (agency net) you receive up to **8 advertising pages** in this Merian Select issue (counter value: € 177.600,-), as well as up to **1.000 copies** (counter value: € 7.900,00)

These 8 ad pages may be used for own communication- or marketing purposes or marketed to local companies situated in the region (individual ad rates will be coordinated beforehand) to refinance the investment. Therefore needed sales documents can be provided by us. Potential partners are e.g. travel providers, airlines, tourism associations, hotels, restaurants and local cultural institutions. A coordination of clients with Jahreszeiten Verlag in advance, is required and will be worked out in a joint kick-off-meeting.

If these 15 ad spaces cannot be filled by you or your partners, additional editorial costs will apply.

In addition to classical advertisements, advertorials and advertorial spreads are possible, with a surcharge for layout costs.

Merian Select



7. You may order a contingent of magazines for your own purposes at a special price of € 3,60 plus VAT. That partial edition can be used as a free incentive or advertising gift for different recipient groups or sold to stores and organisations other than bookstores or newstands for the retail price of € 7,90.
8. Approval and final deadlines (as communicated at the start of production) must be met to ensure timely completion and adherence to the mutually agreed publication date.
9. The production includes two correction rounds per story/chapter; each additional round will incur extra costs.
10. Both parties agree to maintain confidentiality about the details of this offer. Both parties undertake to keep all details of the cooperation confidential and not forward information to any third parties. All rates (except copyprice) are quoted exclusive of VAT.
11. You may use the images produced exclusively for this issue and published in the magazine for a period of one year for your own marketing and PR purposes to promote this issue. Other uses and usage rights must be clarified separately.

Merian Select

Foreign language edition



For some years now, internationally active companies and cities with strong international relations and tourist flows in particular have been requesting English-language editions of Merian.

If you are also interested in a **foreign-language version of this Merian Select issue**, we would be pleased to offer this in addition.

The language edition is suitable for **addressing foreign visitors**, but also as a **giveaway** when travelling abroad and for **location marketing**.

Costs depend on the print run and are available on request.

An aerial photograph of a tropical beach. The top half shows a dense line of green palm trees on a white sandy beach, with their long shadows cast across the sand. The bottom half shows the turquoise ocean with white foam from waves breaking onto the shore. A few small figures of people are visible on the beach and in the water.

www.merian.de

Details of additional digital booking options

merian.de

Online on five-star level

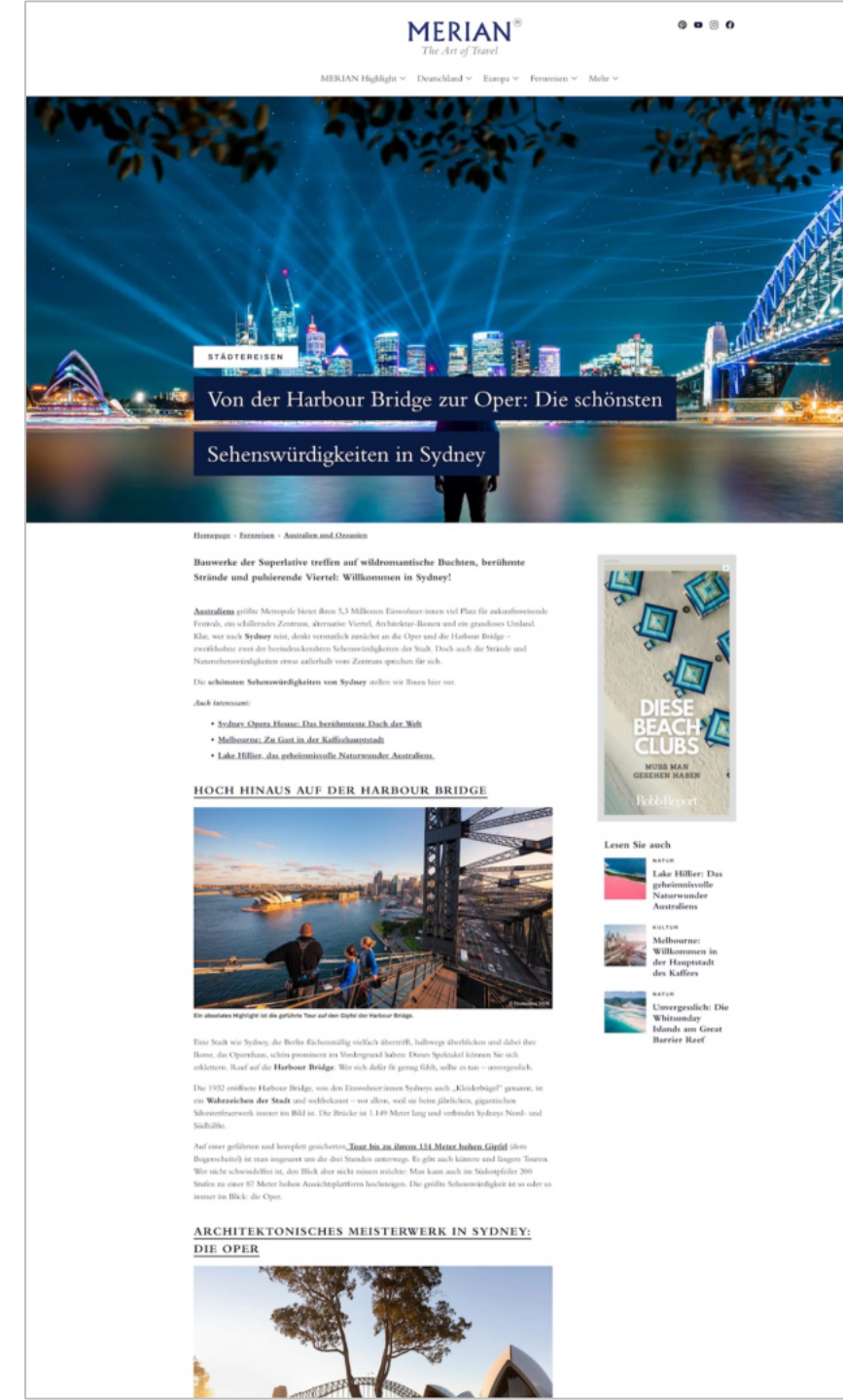
Comprehensive coverages combined with user value, current moving image content, opulent picture galleries and audio formats – that’s Merian **digital**.

The best recommendations of our editorial team as a digital service including travel trends and all information on the most popular destinations: merian.de combines established digital standards with content-innovations.

Picture galleries and detailed texts show our users the highlights and special destinations for vacations in the mountains, at the sea or in the city, worldwide. users let themselves inspire and inform profound.

The Merian [podcast “Reisen beginnt im Kopf”](#) is inspiration and planning aid for everyone yearning for the next city trip – and of course half an hour break from daily routine.

Our [newsletter "Reisefieber"](#) offers the latest news from our editorial team, current topics, travel recommendations, and everything you need to know about the Merian editions.



Merian „Reisen beginnt im Kopf“

The Podcast



The Merian podcast team takes you on a journey to **a perfect weekend in the most beautiful cities and regions.**

Let the podcast „Reisen beginnt im Kopf“ („Travel starts in the mind“) guide you to sights and exciting museums, stroll through charming quarters inside your head and enjoy the personal tips for a night out, shopping and other experiences.

The podcast, made by Merian chief editor Tinka Dippel and Silvia Tyburski, is inspiration and planning aid for everyone yearning for the next city trip – and of course **half an hour break from daily routine.**

The Podcast reaches more than 10.963 Downloads/Streams per month (Average Jan.-Sept. 2025) overall, a new episode usually has 1.000+ Downloads/Streams within the first day after publication.

You will find a new episode of the Merian-Podcast „Reisen beginnt im Kopf“ on itunes, Spotify, Google Play, deezer, RTL+ and of course on [Merian.de](https://www.merian.de), as well as Instagram ([@Merian.magazin](https://www.instagram.com/Merian.magazin)).

Merian „Reisen beginnt im Kopf“

Offer: sponsoring episode



sponsoring of a complete podcast-episode about your destination

Upon consultation the Merian editorial department will produce a approx. 30-35 minute podcast episode about your city/region, that we will also supply as embed code for implementation on your website.

The subsidy for production costs is **€ 7.900,-*** for the concept, research and production (no production on site) for 1 episode.

The content focus of the episode and a possible publication date will be agreed with you.

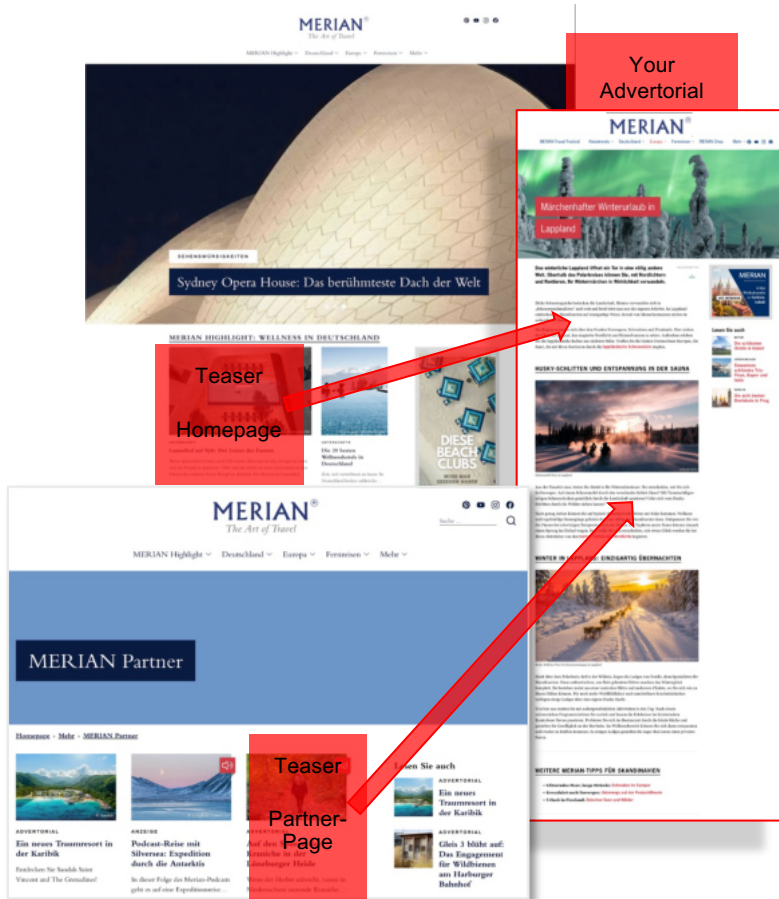
frequency discounts

booking of 3 episodes = 10% discount

booking of 5 episodes = 15% discount

Teaser ad + advertorial-package

3 months runtime



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 with link to the advertorial (social media posts Instagram, Facebook can be added)

Runtime:

3 months

Advertorial:

4.500 guaranteed contacts
(Page Impressions)

Media costs (gross*):

9.400,- EURO

Productions costs**:

1.500,- EURO

Premium-Partner package

12 months runtime, advertorial incl. logo-integration on all pages



Place **your brand message on merian.de** 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 (social media posts on Instagram additional bookable on request) with link to the advertorial included.

Runtime:

12 months

Advertorial:

**10.000 guaranteed contacts
(Page impressions)**

Media costs (gross*):

30.400,- EURO

Production costs:**

2.900,- EURO

Rate Card - merian.de

Product	Runtime	Rate**	Production-/technical costs*
Teaser Ad	4 weeks	€ 5.200,-	Incl.
Online Advertorial + Teaser	3 months	€ 9.400,-	€ 1.500,-
Content Home	6 months	€ 51.000,-	€ 5.000,-
Topic special	6 months	€ 15.700,-	€ 2.500,-
Partner Package	12 months	€ 30.400,-	€ 2.900,-
Instagram Feedpost	Lifetime	€ 1.000,-	Incl.
Instagram Story (up to 3 Snippets)	24 hrs.	€ 400,-	Incl.
Facebook Feedpost	Lifetime	€ 1.500,-	Incl.
Newsletter Stand Alone	1 frequency	€ 3.500,-	Incl.
Newsletter Teaser	1 frequency	€ 800,-	Incl.
Newsletter competition	1 frequency	€ 1.000,-	Incl.
Podcast - Native Spot	1 spot	€ 2.500,-	Incl.
Podcast - Sponsored Episode	1 episode	€ 7.900,-	individual
Display - Half Page Ad	50.000 AI's	€ 90 CPM	€ 150,-
Display - Wide Skyscraper	50.000 AI's	€ 80 CPM	€ 150,-
Display - Medium Rectangle	50.000 AI's	€ 40 CPM	€ 150,-
Display - Mobile Content Ad	50.000 AI's	€ 85 CPM	€ 150,-
Video - Transverse; full concept	Lifetime	Starts at € 10.500,-	individual
Video - upright, social	Lifetime	Starts at € 7.300,-	individual



Back-up

Your contacts

Merian

Your contacts



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