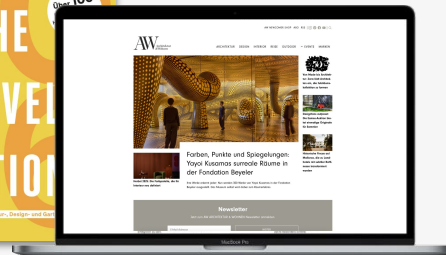
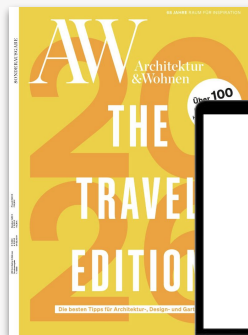
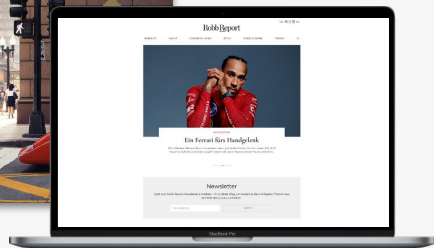


- 2026 -
(January 2026)

JAHRES
ZEITEN
VERLAG

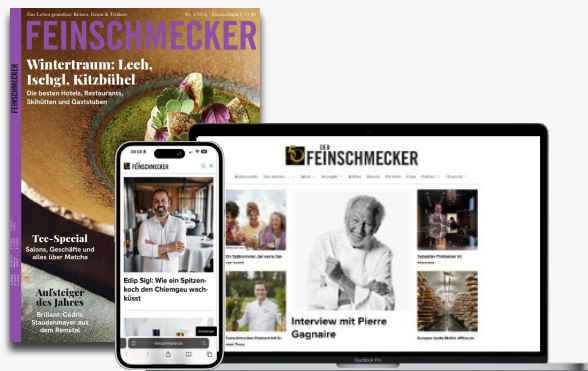
PRODUCT PORTFOLIO

Our digital channels for curated content and service in the luxury segment



DER FEINSCHMECKER

Facts



The icon of culinary art

FEINSCHMECKER.de is an online portal for gourmets and foodies that specializes 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 dining.



Target group

Discerning gourmets and gourmet lovers with a keen 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 | Instagram | Facebook | YouTube | Podcast | Pinterest | Newsletter



Reach

Website Visits | 809.463*
Website page views | 1.2 Mio.*
Website user | 567.628*
Podcast streams | 42.721***
Newsletter recipients 11.623 | Open rate 24%****
Instagram followers 64.500 | reach 980.458**
Facebook followers 31.165
Sold circulation | 53.437****

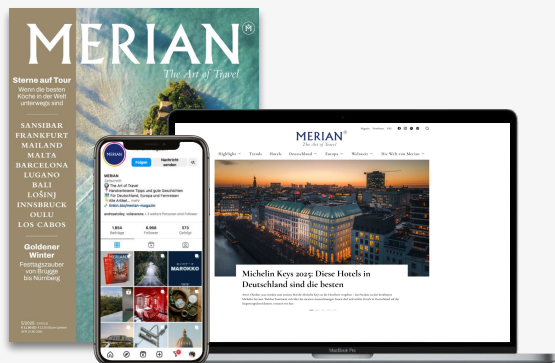
*Oct - Dec 2025 | analytics.google

** Dec 2025 | Meta

*** Oct- Dec 2025 | Podigee

****Dec 2025

*****IWW III/2025



The art of travel

The editors' best tips 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, as yet unknown vacation destinations: merian.de combines established digital standards with content innovations for an optimal user experience.



Target group

Travel enthusiasts who are interested in discoveries, culture and travel experiences. The users of merian.de are curious about different types of travel such as city breaks, beach vacations, adventure trips or wellness stays. They are interested in travel tips, sights, hotels, restaurants, culture and local events.



Channels

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



Reach

Website Visits | 1,4 Mio.*
 Website Page Views | 1,7 Mio.*
 Website User | 1 Mio.*
 Podcast Streams | 29.799***
 Newsletter recipients 10.363 | Open rate 27%****
 Instagram Follower 8.292 | reach 14.105**
 Facebook Follower 18.115**
 Print run | 50.000

*Oct - Dec 2025 | analytics.google

** Dec 2025 | Meta

*** Oct- Dec 2025 | Podigee

****Dec 2025

AW ARCHITEKTUR & WOHNEN

Facts



Room for inspiration

AW is the outstanding German media brand in the premium home magazine segment. For more than six decades, "Raum für Inspiration" (Space for Inspiration) has covered the exclusive topics of design and living culture, architecture and architecture, garden design and travel. In lively portraits and reports, the magazine looks deep 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 enjoy a sophisticated and varied 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 | Newsletter

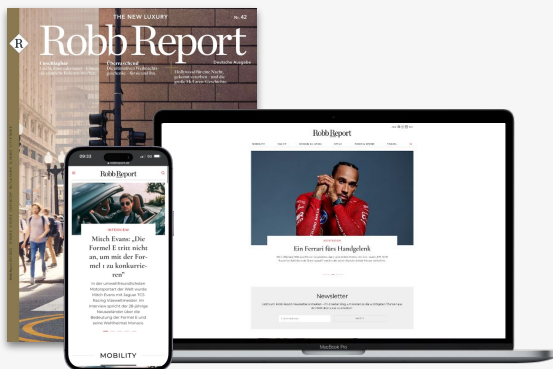


Reach

Website Visits | 77.305*
Website Page Views | 118.261*
Website User | 61.142*
Instagram Follower 29.100 | reach 26.100**
Newsletter recipients 2.338 | open rate 27%****
Facebook Follower 7.930**
Sold circulation | 67.535***

*Oct - Dec 2025 | analytics.google
** Dec 2025 | Meta
****Dec 2025
***IWW III/2025

Facts



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.



They appreciate luxury goods such as luxury cars, watches, fashion, yachts and property. In search of inspiration, they want to be informed about first-class products and services to further enrich their luxurious lifestyle. Our platform provides information on the latest luxury trends, exclusive destinations, fine dining, art and culture.



[Online](#) | [Print](#) | [Instagram](#) | [Facebook](#) | [YouTube](#) | [Newsletter](#)



Website Visits | 97.789*
Website Page Views | 121.410*
Website User | 86.529*
Instagram Follower 4.193 | reach 9.856**
Newsletter recipients 5.306 | opening rate 28%***
Facebook Follower | 896**
Print run | 55,000 Exemplare

*Oct - Dec 2025 | analytics.google
** Dec 2025 | Meta
*****Dec 2025

TEASER AD

TEASER AD EXAMPLE

Desired Landingpage

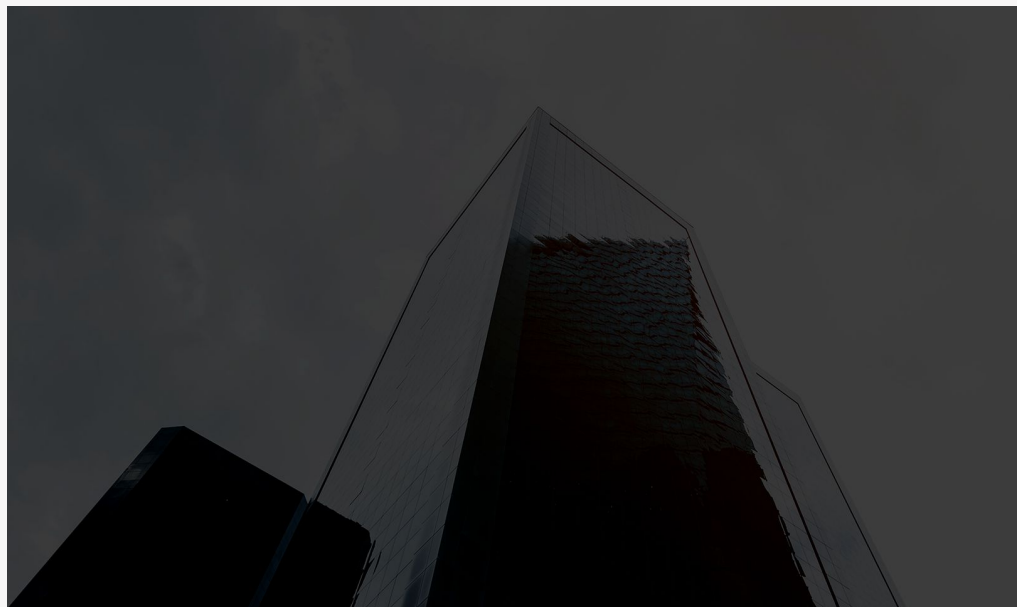


Brandneul MEATER 2 Plus
Von Spitzenköchen empfohlen:
Perfekter Genuss der nächsten
Generation von den Pionieren der
smarten Fleischthermometer.

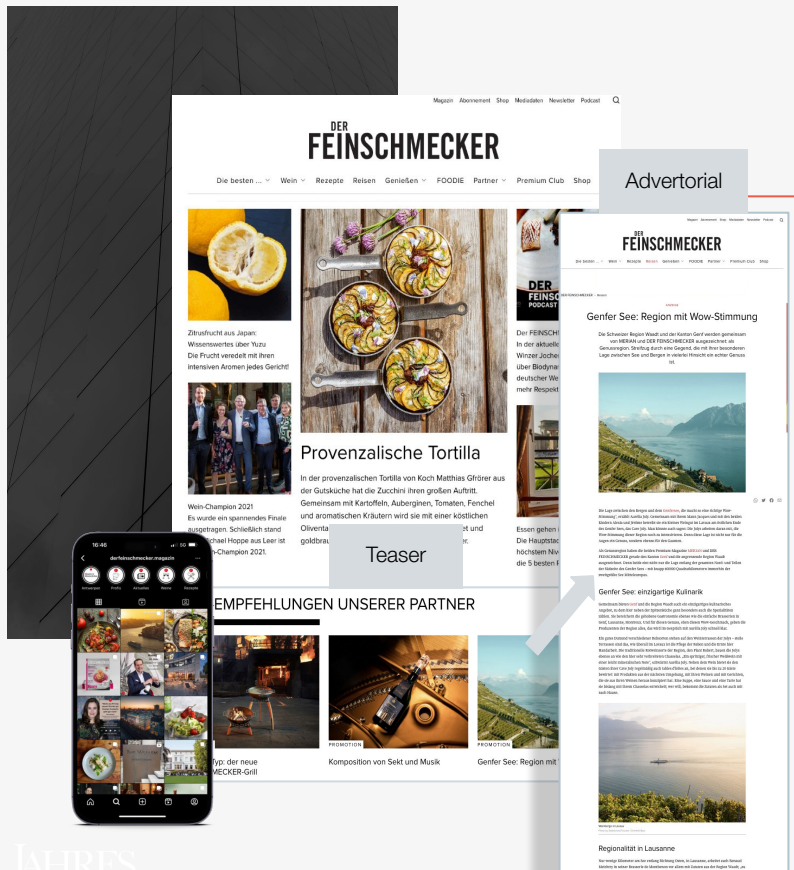


Native integration of your campaign with a direct link to the desired landing page. Reserve an exclusive editorial tile. With a 1-month term and weekly change of motif, the best-performing placement on our pages.

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



ADVERTORIAL + TEASER



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

Advertorial/partner

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

Traffic driver

Permanent editorial teaser

Optional traffic driver

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

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

presentation

*No further deductible.

**Plus VAT, eligible for discount and AE.

THEME SPECIAL

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

You can also 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 (with a link to the desired website).

Traffic driver: Permanent editorial teaser

Banner and/or social media posts (on Facebook & Instagram) with a 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	€ 15.700,-	€ 2.500,-

The collage displays several pages from the 'DER FEINSCHMECKER' website. The primary focus is on an article titled 'Oliventourismus: Auf den Spuren von Mallorcas flüssigem Gold'. Other visible content includes a 'Provenzalische Tortilla' recipe, a 'Wein Champion 2021' announcement, and a 'Teaser' section. The website's navigation bar at the top lists categories like 'Die besten', 'Wein', 'Rezepte', 'Reisen', 'Genießen', 'FOODIE', 'Partner', 'Premium Club', and 'Shop'.

*No further deductible.
**Plus VAT, eligible for discount and AE.

PARTNER PACKAGE ONLINE

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

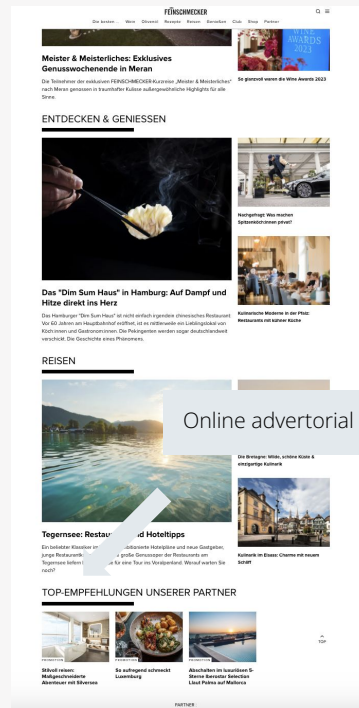
Partner logo

Integration of the partner logo permanently on every page of the website.

Traffic driver

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



PRODUCT

RUNTIME

PRICE**

PRODUCTIONS-/ TECHNICAL COSTS*

Partner Package

12 months

€ 30.400,-

€ 2.900,-

*No further deductible.
**Plus VAT, eligible for discount and AE.

PARTNER PACKAGE CROSSMEDIA

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

Online advertorial

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

Partner logo

Integration of the partner logo permanently on every page of the website.

1/1 print advert Issue freely selectable in the following 12 months

Traffic driver

Permanent editorial teaser on the home page, Instagram feed post and Facebook post with link to the advertorial included.

Possible brands: DER FEINSCHMECKER, MERIAN

PRODUCT

RUNTIME

PRICE**

PRODUCTIONS-/ TECHNICAL COSTS*

Partner Package

12 months

€ 30.400,-

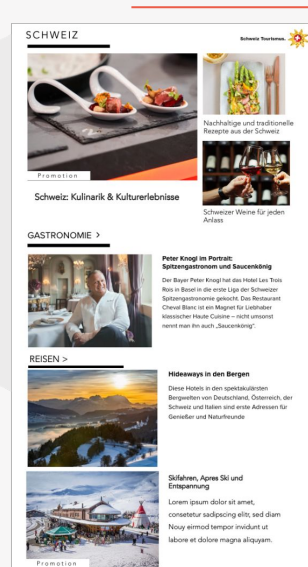
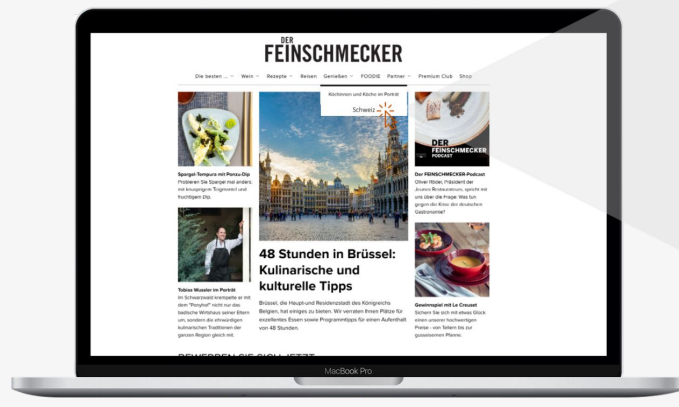
€ 2.900,-

*No further deductible.
**Plus 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 generated via teaser ads on the homepage, extension in the social media channels and integration in the newsletter. The landing page can be advertised independently, or the individual articles and advertorials 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, DER FEINSCHMECKER, MERIAN, Robb Report



← CUSTOMER LOGO

← NEWLY PRODUCED EDITORIAL
ARTICLES MATCHING THE TOPIC

← EXISTING ARTICLES

← CUSTOMER ADVERTORIALS

SOCIAL MEDIA



INSTAGRAM

feed

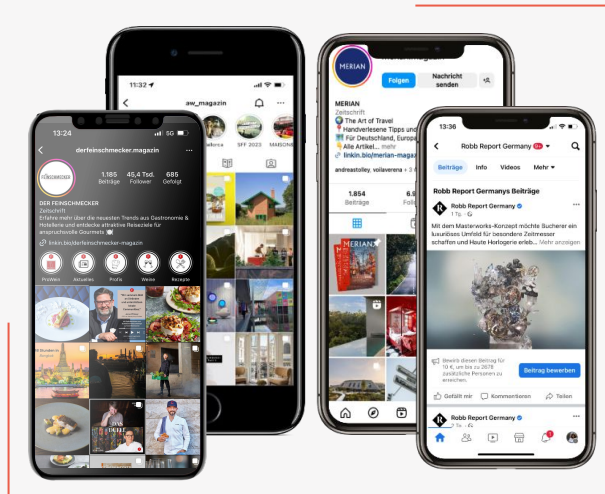
Advertorial extension
Carousel Post
Stand Alone

Story

Advertorial extension
Carousel Post
Stand Alone Campaign in Snippets

Reels

Stand Alone Customer Campaign
Content video production



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



FACEBOOK

Feed

Extension of the advertorial
Stand alone with direct link

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.

DER FEINSCHMECKER podcast invites you to take part in highly entertaining, delicious table talks. We talk to well-known chefs, producers and personalities from the food scene, innovative hoteliers and winemakers who are breaking new ground.

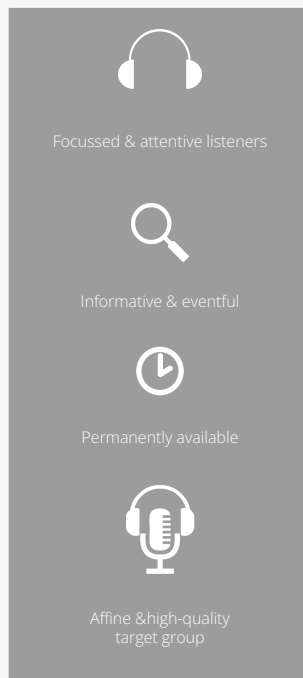
In the **MERIAN** podcast, Inka Schmeling and Kathrin Sander guide you through a perfect weekend in the most beautiful cities in Germany and the world every fortnight. Stroll in your head to sights, exciting museums and charming neighbourhoods.

Discount scale from 3 episodes

From 3 podcast placements: 20% discount

From 5 podcast placements: 24% discount

From 10 podcast placements: 28% discount



Possible brands: DER FEINSCHMECKER, MERIAN

NEWSLETTER



Land your advertising message directly in the mailbox of your target group. Whether with a competition, an advertorial extension or a stand-alone block. Is your topic perfectly suited to your target group? Then we would be happy to send a sponsored stand-alone newsletter to newsletter recipients.

The **FEINSCHMECKER** offers three exclusive newsletters tailored to different aspects of gourmet living:

Post from the Chef's Kitchen – The latest news from the gastronomy and wine scene, exciting profiles of top chefs, and handpicked culinary addresses. **The Editor-in-Chief's Newsletter** – Exclusive insights, curated recommendations, and personal tips from our editor-in-chief – perfect for all culinary enthusiasts. **The Recipe Newsletter** – Inspiring gourmet recipes for every occasion, from creative classics to refined ideas that make you want to try something new.

Reisefieber – the MERIAN Newsletter: Discover a piece of this world – a city, a region, or a country. Read about the latest news from our editorial team, current topics, travel recommendations, and everything related to the MERIAN editions.

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

Robb Report - The New Luxury, the newsletter for luxury lifestyle

Experience the world of Robb Report: fascinating destinations, visionary design, inspiring personalities, innovative gadgets and exclusive trends. Look forward to selected highlights from Germany and the international Robb Report world - for everyone who appreciates style and excellence.

AW Architecture & Living – Design, Style and Architectural Visions

Discover the world of AW: extraordinary architecture, innovative design, and inspiring living concepts. The newsletter showcases highlights of international style trends, creative spatial solutions, and visionary building projects – for a community with a keen sense of aesthetics and an affinity for premium brands.

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

07

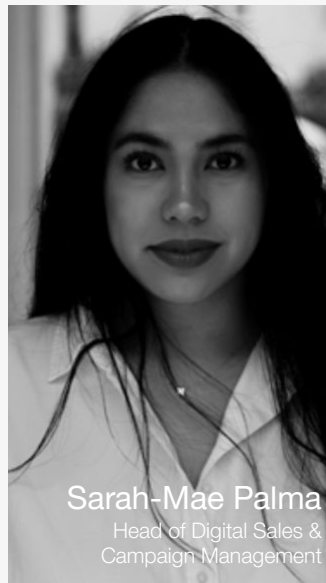
PRICELIST

PRICELIST

PRODUCT	RUNTIME	PRICE**	PRODUCTION-/ TECHNICAL COSTS*	GUARANTEED CONTACTS	POSSIBLE BRAND
Teaser Ad	4 weeks	€ 5.200,-	Incl.		FE, AW, ME, RR
Online Advertorial + Teaser	3 months	€ 9.400,-	€ 1.500,-	4.500 page impressions	FE, AW, ME, RR
Content Home	6 months	€ 51.000,-	€ 5.000,-	20.000 page impressions	FE, (AW), ME, RR
Themenspecial	6 months	€ 15.700,-	€ 2.500,-	5.000 page impressions	FE, AW, ME, RR
Partner Package	12 months	€ 30.400,-	€ 2.900,-	10.000 page impressions	FE
Brand Lexicon	24 months	€ 3.500,-	€ 1.500,-		AW
Instagram Feedpost	Lifetime	€ 1.000,-	Incl.		FE, AW, ME, RR
Instagram Story (up to 3 Snippets)	24 hrs.	€ 500,-	Incl.		FE, AW, ME, RR
Facebook Feedpost	Lifetime	€ 1.500,-	Incl.		FE, AW, ME, RR
Newsletter Stand Alone	1 frequency	€ 3.500,-	Incl.		FE, ME, RR, AW
Newsletter Teaser	1 frequency	€ 1.000,-	Incl.		FE, ME, RR, AW
Newsletter competition	1 frequency	€ 1.500,-	Incl.		FE, ME, RR, AW
Podcast - Native Spot	1 episode	€ 2.500,-	Incl.		FE, ME
Podcast - Sponsored Episode	1 episode	€ 7.900,-	individual		FE, ME
Video - Transverse; full concept	Lifetime	Starts at € 10.500,-	individual		FE, AW, ME, RR
Video - upright, social	Lifetime	Starts at € 7.300,-	individual		FE, AW, ME, RR

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

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TECHNICAL SPECIFICATIONS

ADVERTORIAL

Images:

- at least 4 images
- JPEG; PNG; TIFF
- 16:9 (merian.de, awmagazin.de, robbreport.de)
1:1 (feinschmecker.de)

Text:

- 2,500 - 3,000 characters (complete text content)
- ☐ Text should be adopted 1:1
- ☐ Text should be rewritten and not copied 1:1
- ☐ Text should be SEO-optimised and keywords checked

TEASER AD

Images:

- at least 4 images
- JPEG; PNG; TIFF
- 16:9 (merian.de, awmagazin.de, robbreport.de)
1:1 (feinschmecker.de)

Text:

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

Delivery period: 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.

TECHNICAL SPECIFICATIONS

NEWSLETTER TEASER

Images:

- At least 2 images
- JPEG; PNG; TIFF
- 16:9 format

Text:

- 500 characters (complete text content) + Link

STAND ALONE NEWSLETTER “Special”

Images:

- Example: Recipe Newsletter, Travel Newsletter, Sponsored topic
- JPEG; PNG; TIFF
- Format 16:9, maximum of 5 images

Text:

- 3 Content Pieces: max 1.500 characters (complete text content)
 - ☐ Thematically: Culinary / Travel / Luxury
 - ☐ The cover letter is from Jahreszeiten Verlag

Delivery period: 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.