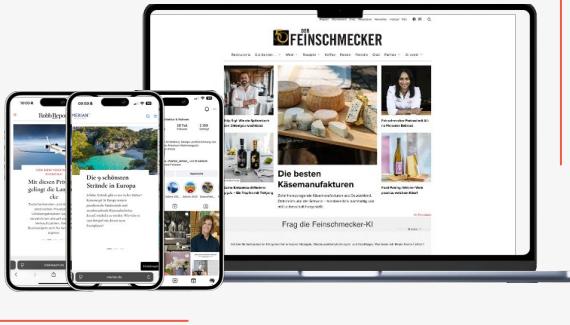


# DIGITAL MEDIA PRICE LIST

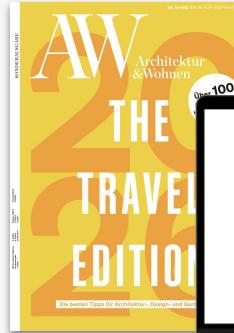
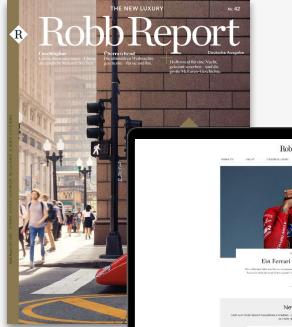
- 2026 -  
(January 2026)

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\*\*\*\*

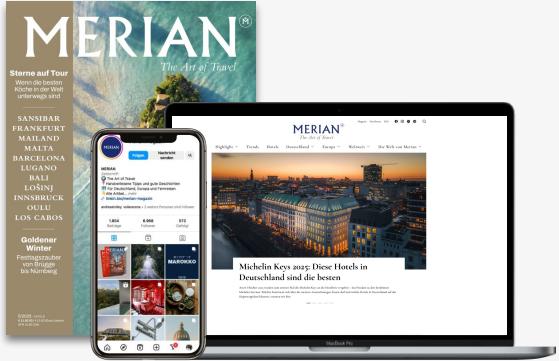
\*Oct - Dec 2025 | analytics.google

\*\* Dec 2025 | Meta

\*\*\* Oct- Dec 2025 | Podigee

\*\*\*\* Dec 2025

\*\*\*\*IVW 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

## 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

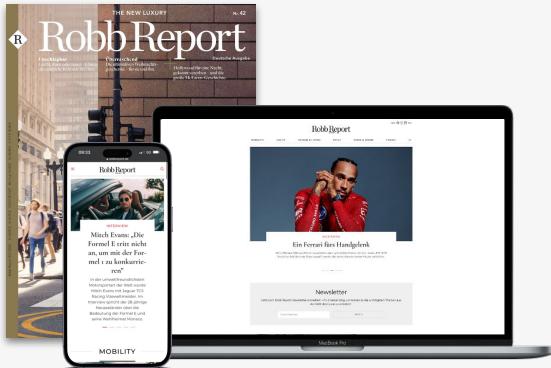
\*\* Dec 2025 | Meta

\*\*\*\*Dec 2025

\*\*\*IVW III/2025

# 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

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.



## Channels

Online | Print | Instagram | Facebook | YouTube | Newsletter



## Reach

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\*\*

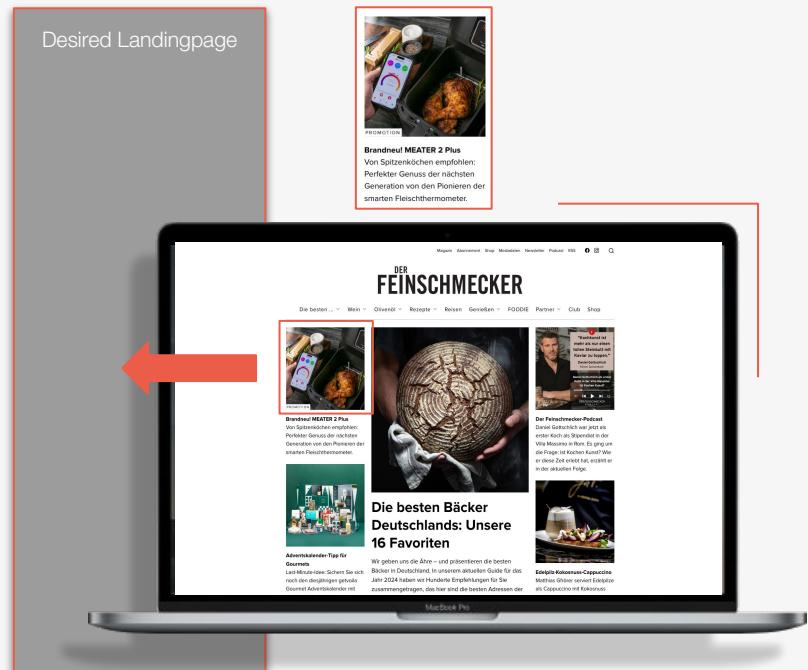
Print run | 55.000 Exemplare

\*Oct - Dec 2025 | analytics.google

\*\* Dec 2025 | Meta

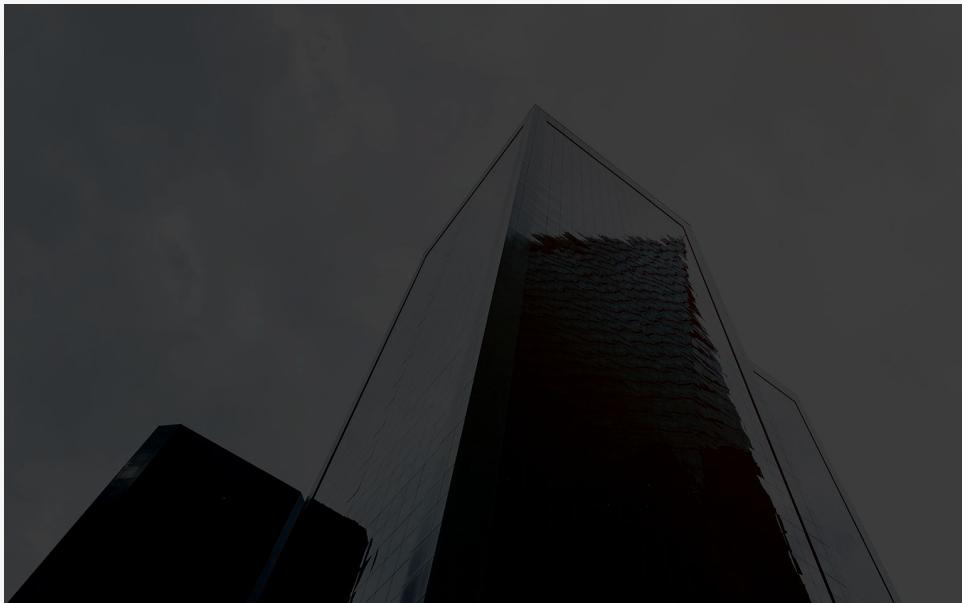
\*\*\*\*Dec 2025

# TEASER AD



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

The image displays a composite of three digital devices. On the left is a smartphone showing the 'derfeinschmecker-magazin' app interface with various food and travel sections. In the center is a tablet showing the 'DER FEINSCHMECKER' website homepage. The homepage features a large image of a Provencal Tortilla, a sidebar with a 'Teaser' section, and a main content area with an 'Advertorial' section. The advertorial is titled 'Genfer See: Region mit Wow-Stimmung' and discusses the beauty of the Lake Geneva region. On the right is another tablet showing a 'Teaser' section for the 'Genfer See: Region mit Wow-Stimmung' advertorial, which includes a smaller image of the lake and text about the region's unique atmosphere.

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.

## 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

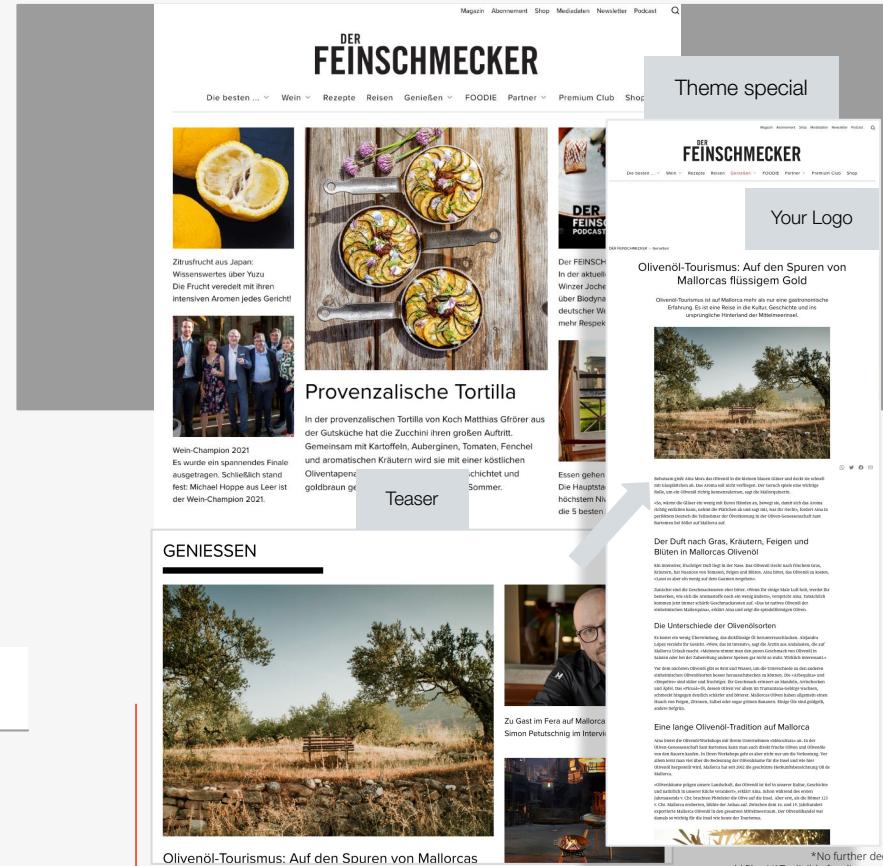
Texts, images, video: Materials are supplied by you and integrated by us (with a link to the desired website).

## 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 screenshot shows the DER FEINSCHMECKER website with a prominent 'Theme special' banner. The banner features the text 'Theme special' and 'Your Logo'. Below the banner, there are several sections including a large image of a lemon, a dish of Provençal Tortilla, and a group of people. The main content area has a large image of a landscape with olive trees. Text on the page includes 'Provençal Tortilla', 'Teaser', 'GENIESSEN', and 'Olivenöl-Tourismus: Auf den Spuren von Mallorcas flüssigem Gold'. The website has a navigation bar with links like 'Magazin', 'Abonnement', 'Shop', 'Mediadaten', 'Newsletter', 'Podcast', and a search bar.

# 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.

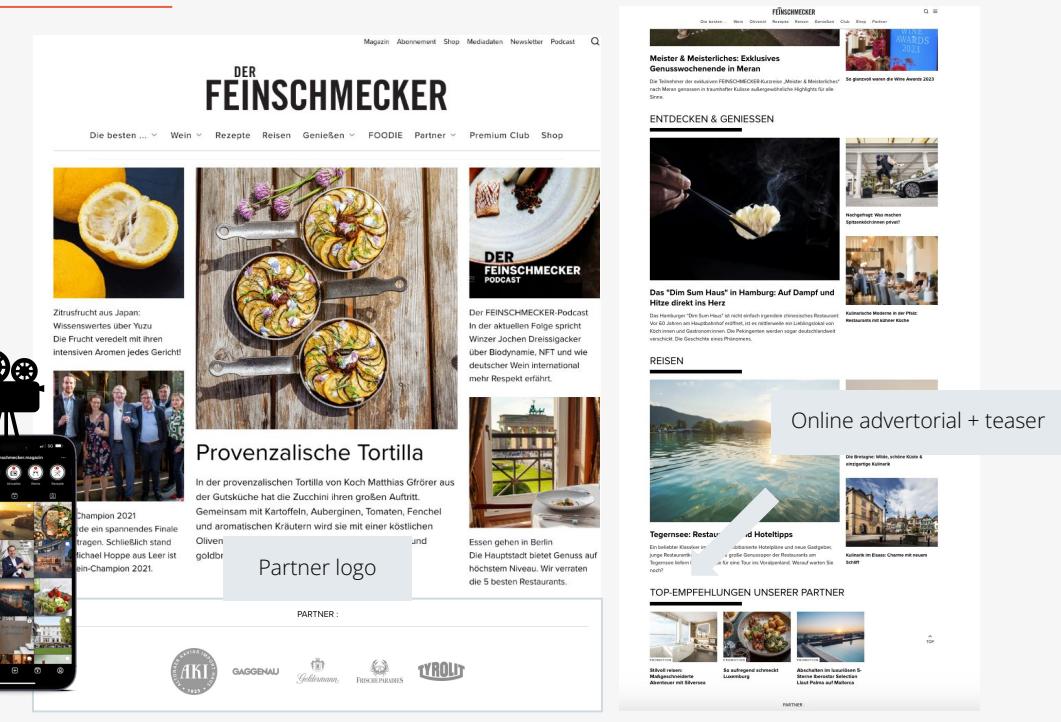
## Partner logo

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



The screenshot displays the DER FEINSCHMECKER website. At the top, there is a navigation bar with links to Magazin, Abonnement, Shop, Mediadaten, Newsletter, Podcast, and a search bar. The main header is 'DER FEINSCHMECKER'. Below the header, there is a sub-navigation bar with links to 'Die besten ...', Wein, Rezepte, Reisen, Genießen, FOODIE, Partner, Premium Club, and Shop. The main content area features a large image of a lemon, a dish of Provençal Tortilla, and a small image of a dessert. Below these images, there is a video player showing a group of people, with the caption 'Champion 2021' and the text 'Sie sind ein spannendes Finale tragen. Schließlich stand Michael Hoppe aus Leer ist ein Champion 2021.' To the right of the video player, there is a section titled 'Provençalische Tortilla' with a description of the dish and a photo of a restaurant interior. Further down, there is a section titled 'Partner logo' with the text 'Essen gehen in Berlin' and 'Partner logo' repeated. At the bottom of the page, there are logos for AKI, Gaggenau, Goldmann, Fuerst Patisserie, and Tyrolit. To the right of the main content, there are two columns: 'ENTDECKEN & GENIESSEN' and 'REISEN'. The 'ENTDECKEN & GENIESSEN' column features images of a person eating, a car, and a restaurant interior. The 'REISEN' column features images of a lake and mountains, and a section titled 'Online advertorial + teaser' with a photo of a lake and mountains. The overall layout is clean and professional, designed to showcase the partner's branding and content.

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



## DER FEINSCHMECKER

Magazin Abonnement Shop Mediadaten Newsletter Podcast

Die besten ...
Wein
Rezepte
Reisen
Genießen
FOODIE
Partner
Premium Club
Shop



Zitrusfrucht aus Japan:  
Wissenswertes über Yuzu  
Die Frucht vereidigt mit ihren intensiven Aromen jedes Gericht



Provenzalische Tortilla

In der provenzalischen Tortilla von Koch Matthias Größer aus der Gutsküche hat die Zucchini ihren großen Auftritt. Gemeinsam mit Kartoffeln, Auberginen, Tomaten, Fenchel und aromatischen Kräutern wird sie mit einer köstlichen Oliven- und goldbr



DER FEINSCHMECKER PODCAST

Der FEINSCHMECKER-Podcast. In der aktuellen Folge spricht Wanda Jochen Dreisigacker über Bioökonomie, NFT und wie deutsches Wein international mehr Respekt erhält.



Das "Dim Sum Haus" in Hamburg: Auf Dampf und Hitze direkt ins Herz

Das Hamburger "Dim Sum" ist nicht einfach irgendein chinesisches Restaurant, sondern ein wahnsinnig leckeres und mittlerweile das Lieblingslokal von Koch Innen und Gastroexperten. Die Portionen werden sogar abzweckbar verschoben. Die Geschichte eines Pioniers.



Kulinarische Meister in der PRAC: Reisebericht von Karina Käfer

REISEN
Online advertorial + teaser



Tegernsee: Restaurant Hotelopsis

Ein wahnsinnig schönes und feierndes Highlight, ein großes Restaurant mit einem Panoramablick am Tegernsee befindet sich in einer ehemaligen Villa. Es hat eine Fassade im Vierstöckig. Wenn erwarten Sie



Kulinarische Meister in der PRAC: Reisebericht von Karina Käfer

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Partner Package	12 months	€ 30.400,-	€ 2.900,-

\*No further deductible.

\*\*Plus VAT, eligible for discount and AE.

JAHRZEITEN  
VERLAG

DIGITAL MEDIA DATA & PRICE LIST | 2026

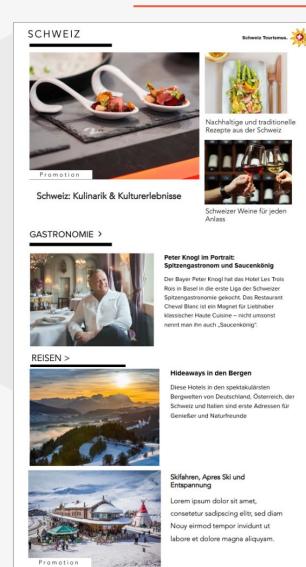
**AW**  
Architektur & Wohnen  
**DER FEINSCHMECKER MERIAN**® Robb Report

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# 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



# 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

Possible brands: DER FEINSCHMECKER, MERIAN, Robb Report



## FACEBOOK

### Feed

Extension of the advertorial  
Stand alone with direct link

# 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.

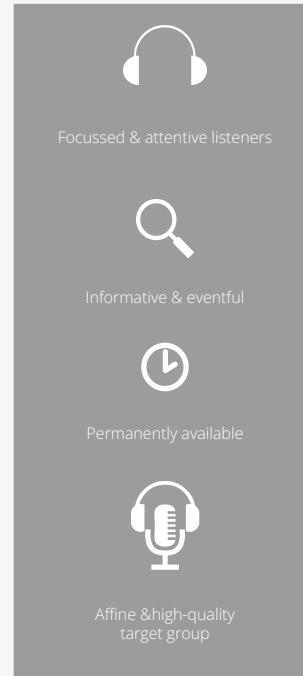
In the **MERIAN** podcast, Inka Schmeling and Kathrin Sander guide you through a perfect weekend in the most beautiful cities in Germany and the world every fortnight. Stroll in your head to sights, exciting museums and charming neighbourhoods.

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



DIGITAL MEDIA DATA & PRICE LIST | 2026

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

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## 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.

# NATIONAL CONTACT



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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.