

Jahreszeiten Verlag – Essenz 2026

Concept

Essenz 2026, edited by Robb Report editor-in-chief Sebastian Späth, brings together **the most readable, impressive, award-winning and beautiful reports of the year** from AW Architektur & Wohnen, Der Feinschmecker, Merian and Robb Report Germany in an opulent 200-page premium magazine.

A long essay by Sebastian Späth provides the overarching thematic framework.

The magazine's festive premiere will be celebrated on 14th November 2026 as part of the Feinschmecker Wine Awards (Germany's wine Oscars) in Hamburg. The official release date in shops and selected distribution channels is 13th November 2026.

With its premium magazines, Jahreszeiten Verlag offers direct access to contemporary topics relating to **design, living, travel, enjoyment, luxury and lifestyle**. They reach open-minded, affluent and pleasure-seeking target groups with distinct interests, desires and opportunities.

Essenz, a **timeless coffee table magazine**, invites readers with diverse interests to pick it up again and again to browse and leaf through in quiet moments. The lavishly produced prestige magazine is positioned as a collector's item.



non-binding cover sample

Jahreszeiten Verlag – Essenz 2026

Sales, schedule and ad rates

The print run of 50,000 copies will be presented **at first-class distribution points**, such as the suites of leading hotels in Germany, all major railway stations and airports (and there in particular in the first class and senator lounges), limousine services, the Feinschmecker Wine Awards and other luxury events organised by Jahreszeiten Verlag, as well as in digital form at readily.

Publication date: 13. November 2026
Booking deadline: 30. September 2026
Material deadline: 09. October 2026

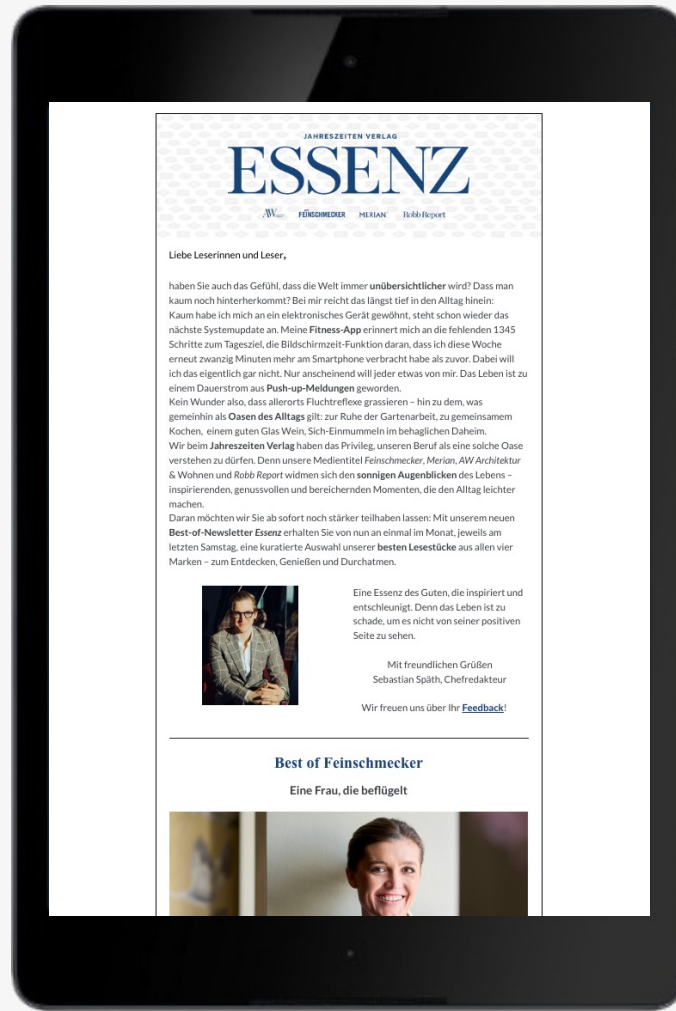
<u>Format* (Width x Height, bleed format)</u>	<u>Ad rate**</u>
full page (210 x 280 mm)	17.800,- Euro
double page (420 x 280 mm)	35.000,- Euro
Opening Spread (U2 + S.3)	41.000,- Euro
Inside front, outside back cover 210 x 280 mm)	21.000,- Euro

* For bleed ads, a bleed allowance (trim reserve) of 4 mm each at the top, bottom and outside must be added to the stated ad format.
 **ad rates plus VAT, commissionable and discountable



Jahreszeiten Verlag – Essenz – Newsletter

monthly highlights from our editorial teams delivered straight to your inbox



Deliver your advertising message directly to your target audience's inbox. Whether through a contest, a teaser ad, or a standalone block.

Essenz – the newsletter featuring four strong brand worlds

Essenz brings together the best content from Architektur & Wohnen, Der Feinschmecker, Merian and Robb Report Germany in a curated format.

Month after month, readers discover inspiring stories from the worlds of **design, art, and culture, extraordinary journeys**, exceptional culinary destinations, as well as hotels and experiences with character.

As an editorially curated compilation, Essenz stands for quality, style, and substance and is aimed at a discerning audience with an appreciation for the extraordinary.

At the same time, the newsletter (with currently approx. 10.000 subscribers) serves as a bridge to the yearbook of the same name (publication date: November 2026), in which the strongest content is presented in a permanent and high-quality coffee table book.

PRODUCT	FREQUENCY	PRICE	PRODUCTION-/ TECHNICAL COSTS
Newsletter Teaser	1	€ 1.000,-	incl.
Newsletter Competition	1	€ 1.500,-	incl.
Stand Alone Newsletter	1	€ 3.500,-	incl.

Media costs are eligible for discounts and agency commission. All costs plus VAT.

Jahreszeiten Verlag – Essenz 2026

The best of AW Architektur & Wohnen, Der Feinschmecker, Merian and Robb Report Germany



JAHRESZEITEN VERLAG

27.04.26

With its premium magazines, Jahreszeiten Verlag offers direct access to contemporary topics relating to design, living, travel, enjoyment, luxury and lifestyle: real estate, classic furniture, kitchen equipment, sound systems, manufacturers, watches, jewellery, art, champagne, spirits, rare wines, culinary insider tips, hotels, mobility, cruises, yachts, automobiles and much more.

JAHRESZEITEN VERLAG
ESSENZ

AW FEINSCHMECKER MERIAN Robb Report

Jahreszeiten Verlag

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[Click here for all international contacts and contact details.](#)

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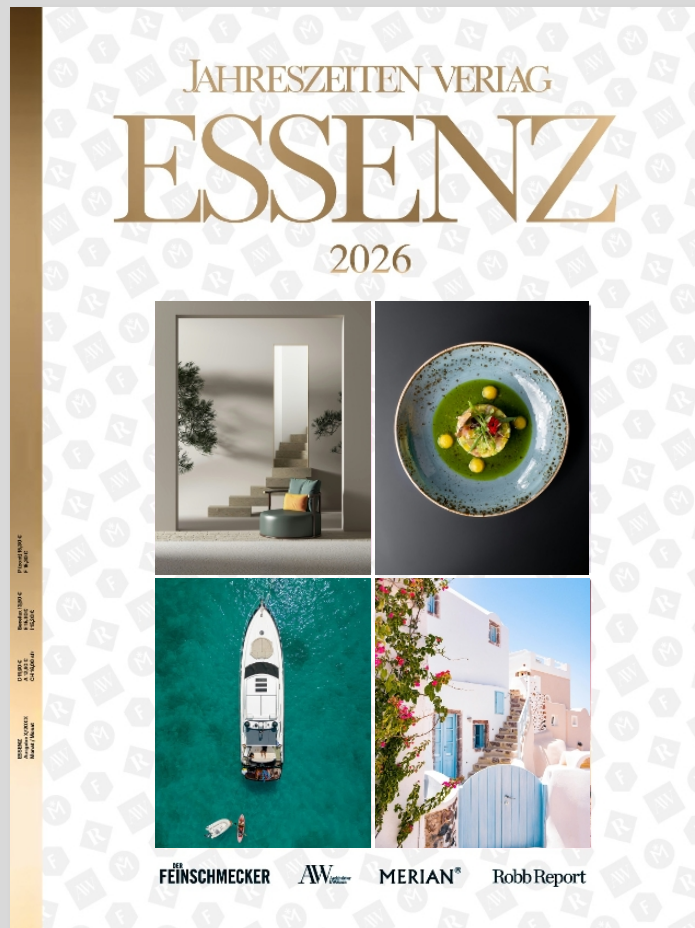
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non-binding cover sample
© unsplash

Publication frequency

1 x per year

Copy price

€ 18,00

Ad rates 2026

full page 4c € 17.800,00

double page 4c € 35.000,00

Format

21,0 cm width

28,0 cm height

Print run

50.000 copies

Volume

200 pages

Target group

Discerning, highly educated readers with an affinity for luxury

Essenz 2026, edited by Robb Report editor-in-chief Sebastian Späth, brings together the **most readable, impressive**, award-winning articles and beautiful reports of the year from AW Architektur & Wohnen, Der Feinschmecker, Merian and Robb Report Germany in an opulent 200-page magazine.

Readers with a wide range of interests in informative and entertaining articles as well as high-quality recommendations from the worlds of design, **living, travel, enjoyment, luxury and lifestyle** will find what they are looking for in Essenz, published by Jahreszeiten Verlag.

Essenz, a timeless coffee table magazine, invites readers with diverse interests to pick it up again and again to browse and read at leisure. This lavishly produced prestige magazine is positioned as a **collector's item**.

Please ask us about your tailor-made appearance in the Essenz premiere.

The monthly Essenz-newsletter started in April and complements the print product. It bundles the topics of design, living, travel, enjoyment, luxury and lifestyle – curated to a high standard for a discerning, quality-conscious target group with a sense of relevance and style. Print creates depth. The newsletter maintains the connection.

[Subscribe here.](#)