

Cover Pocket Guide „The best Bars in Europe“ 2026 AW Architektur & Wohnen, Der Feinschmecker and Merian

Hamburg, in June 2026



„The best Bars in Europe“

Jahreszeiten Verlag – Cover Pocket Guide 2026



non-binding cover sample



Unique cocktails, an exquisite wine selection, special whiskies, great service or simply a stunning atmosphere – **our new Cover Pocket Guide helps you find impressive bars throughout Europe.**

- **Total print run: 130.000 copies** (= single sales + subscriptions)

- **Reach: over 1,5 million readers.**

AW Architektur & Wohnen (0,32 million*), Der Feinschmecker (0,69 million*) and the Merian readership (0,67 million**).

- **Format:** 115 mm width x 192 mm height

- **Volume:** approx. 120 pages

- **Ad rates 2026**

full page 4c € 8.100,-

IFC or OBC € 10.100,-

Cooperation package** € 25.000,- (OBC, full page ad, Cover-Logo, integration in editorial, copies)

- **Schedule**

Booking deadline: 21. August 2026, material deadline: 02. September 2026

„The best Bars in Germany“ published **on the cover of** Der Feinschmecker 11/26, AW Architektur & Wohnen 09/26 and Merian 05/26 in **October 2026.**

rates are not discountable or commissionable, plus VAT. *AWA 2026, **AWA 2022

*** No exclusivity, additional advertising partners possible

Sponsoring-Package

Jahreszeiten Verlag – Cover Pocket Guide 2026



non-binding cover sample

The cooperation centres on a high-quality cover pocket guide on the topic „**The best bars in Europe**“ (on the cover of Der Feinschmecker, AW Architektur & Wohnen and Merian in October 2026).

Services provided by Jahreszeiten Verlag:

- Printing of the partner's logo on the front cover of the Cover Pocket Guide.
- The partner will be thanked for their support in the editorial section of the Cover Pocket Guide.
- The partner receives two advertising pages, the Outside Back Cover and a full page inside*, in the corresponding Cover Pocket Guide (total value: €18,200).
- The partner receives 100 copies of each of the 3 issues with the Cover Pocket Guide (Equivalent value: €3,770) for own sales purposes.

The services provided by the sponsorship partner:

- Partner contribution of €25,000, minus 15% commission when using an agency = €21,250 agency net

Schedule

„**The best Bars in Europe**“ published on the cover of
Der Feinschmecker 11/26: 09. October 2026
Merian 05/26: 09. October 2026
AW Architektur & Wohnen 09/26: 30. October 2026

Booking deadline: 21. August 2026, material deadline: 02. September 2026

* No exclusivity, additional advertising partners possible

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AW – 69 years of inspiration!

Success. Continuity. Development: AW now with 10 issues!



[Click here for schedule and further details.](#)

Frequency
10 x per year

Copy price
€11,90

Ad rate 2026
€ 27,300.00

Format
210 mm width
280 mm height

Paid circulation*
65,391 copies

Reach**
0.32 m

www.awmagazin.de

Digital Editions



AW Architektur & Wohnen is one of the multi-thematic and internationally recognised leading magazines on architecture, design, living culture and garden design with an emotional approach. The magazine stands for an exquisite selection of topics in top journalistic quality, for international trends and qualified analysis. That's why AW Architektur & Wohnen is appreciated equally by both its readers and industry professionals.

AW is the premium title for design, home living, architecture and garden in Germany.

AW Architektur & Wohnen presents its own editorial awards. The AW-Architect of the Year has developed into an important architecture prize for the entire magazine scene in Europe. This recognition confirms AW's position as one of the leading media.

[Click here to see a complete issue](#)

Source:
*) IVW I/2026
**) AWA 2026
2026 rates

DER FEINSCHMECKER

Enjoying life: Travel, food & drink



[Click here for schedule and further details.](#)

Publication frequency
monthly

Copy price
€ 13,90

Ad rate 2026
full page 4c € 27,300.00

Formats
21,0 cm Width
28,0 cm Height

Paid circulation
52,761 copies

Coverage
690.000 Mio.

www.feinschmecker.de

Digital issues on



DER FEINSCHMECKER is the leading compass for indulgence and lifestyle in the German-speaking world and offers discerning consumers the best orientation, decision-making aid and inspiration for unique moments of indulgence, both large and small, at home and on the road, from top cuisine to country inns, more reliably and comprehensively than any other medium.

DER FEINSCHMECKER is the definitive beacon in the premium segment of culinary media and remains the most renowned and sought-after brand in the world of indulgence, even in the face of growing competition and for future generations as a lead brand for B2C and B2B alike.

In the wide world of culinary enjoyment, DER FEINSCHMECKER is the infallible nose and the definitive source of inspiration for all those who love the good life.

[Click here to see a complete issue](#)

MERIAN – The Art of Travel



[Click here for schedule and further details.](#)

Publication frequency

6x per year

Copy price

€ 11,90

Ad rate 2026

full page 4c € 22,200.00

Formats

21,0 cm Width
28,0 cm Height

Print run

50.000 copies

Target group

sophisticated, highly educated individual travelers

www.merian.de

Digital magazines on



Merian is *the* brand for travel at the highest level - and always at eye level with its discerning readers and users.

Merian tells of special experiences, visits the most exclusive hotels and the most innovative restaurants, travels through vibrant cities and fascinating landscapes.

Merian combines market-leading expertise from 78 years of outstanding travel journalism with the vision of a **luxury travel magazine** with its finger on the pulse.

www.merian.de combines comprehensive coverages with user value, moving image content, opulent picture galleries and audio formats. Our [newsletter „Reisefieber“](#) keeps the users up to date regarding current travel offers and events.

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.

[Click here to read an entire issue](#)



Merian is the most widely read magazine on readyly in the travel segment in 2025, with an average of over 12,300 readers per issue.