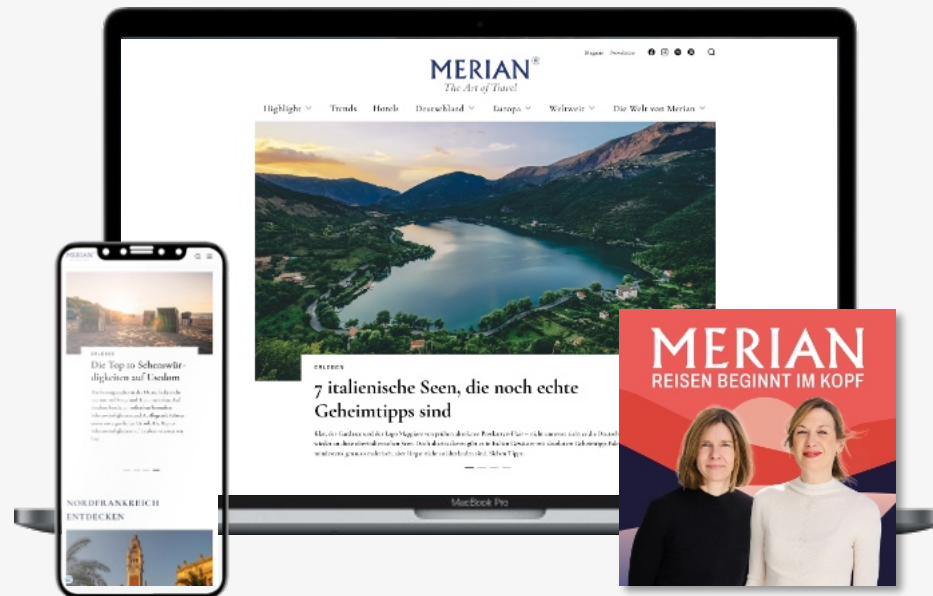


Merian Magazine Profile 2026

Hamburg, July 2026

The Art of Travel



NEWS



Most-read travel magazine of 2025 on Readly.

The digital platform for magazines and newspapers once again honoured the most-read magazines in 35 categories as „Readly Top Titles“. **Merian came out on top against its competitors in [the „Travel & Regional“ segment](#).**

The ranking is based on the average number of readers throughout the year, with **Merian issues from 2025 reaching over 12,300 readers per issue to date.**



Readly writes: „*The quality and appeal of MERIAN are also clearly reflected in its usage on Readly. This is a great achievement and impressively underlines the relevance and attractiveness of your title for our shared readership.*“



Travel Editorial Team of the Year.

Traditionally, the TravMedia Awards are presented during ITB in Berlin. TravMedia, the global network for the tourism industry, honours the best talent in travel journalism and tourism public relations. This year, **Merian secured the award for „Travel Editorial Team of the Year 2026“**. This is a great honour and recognition for the work of the entire Merian team.



Traveling at the highest level

The concept

Merian combines the market-leading expertise of 78 years of outstanding travel journalism with the **vision of a seductive and emotional luxury travel magazine**.

Merian is an opulent, high-quality and **innovative multi-thematic premium travel magazine with 188 pages**.

Topics such as individuality, sustainability, mobility and self-realization shape the leading travel brand.

High-class service orientation and creative, wide-ranging lifestyle offerings are in the spotlight.



Tinka Dippel, editor-in-chief Merian

MERIAN



The Art of Travel

Sterne auf Tour

Wenn die besten
Köche in der Welt
unterwegs sind

SANSIBAR
FRANKFURT
MAILAND
MALTA
BARCELONA
LUGANO
BALI
LOŠINJ
INNSBRUCK
OULU
LOS CABOS

Goldener Winter

Festtagszauber
von Brügge
bis Nürnberg

[Click here to read
issue 05/2025](#)

11
FAVORITEN
FÜR
2026



Merian

...more individual
...more eventful
...more authentic and
...more luxurious

Feuilletonistic seductive images characterize the Merian world just as much as a competent and holistically composed editorial offer. For every topic, Merian provides **exactly the information that the discerning individual traveler needs** – no less but also no more.

The core target group is discerning, **highly educated individual travelers** who want to **combine sustainability with high-quality, unique travel experiences** - and are not limited financially in any way. Everything is possible, the compass and guidance for this is provided by Merian.

Merian offers its unique and inspiring content equally on all communication channels (print, digital, social media).



Schedule 2026

Issue	Publication date	Week	Advertisements		AdSpecials/Cover	
			Booking and Cancellation date	Copy deadline	pages - Booking Cancellation date	Ad Specials delivery printery
01/2026	06.02.26	6	17.12.25	07.01.26	03.12.25	09.01.26
02/2026	10.04.26	15	25.02.26	10.03.26	11.02.26	12.03.26
03/2026	12.06.26	24	24.04.26	08.05.26	10.04.26	13.05.26
04/2026	07.08.26	32	25.06.26	08.07.26	11.06.26	10.07.26
05/2026	09.10.26	41	27.08.26	09.09.26	13.08.26	11.09.26
06/2026	04.12.26	49	20.10.26	02.11.26	06.10.26	05.11.26

Ad rates and formats 2026

Formats* (width x height, bleed format)

Ad rates**

Full page (210 x 280 mm)	22.200,- Euro
Double page (420 x 280 mm)	44.000,- Euro
Opening Spread (IFC + page 3)	51.800,- Euro
Cover pages IFC/OBC (210 x 280 mm)	24.600,- Euro
1/2 page landscape (210 x 137 mm)	15.700,- Euro
1/2 page portrait (100 x 280 mm)	15.700,- Euro
1/3 page landscape (210 x 88 mm)	11.200,- Euro
1/3 page portrait (71 x 280 mm)	11.200,- Euro
1/4 page (landscape, portrait or corner ad)	8.900,- 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



Advertorials

Our creative experts create the visual in the look and feel of Merian. Pictures and text elements are provided by the client. Advertorials are integrated harmoniously into their editorial environments. Advertorials need to be marked with the word „ANZEIGE“ / “ADVERTORIAL“ (min. in 8 Pt. in capital letters) and may be combined with an advertorial booking on merian.de.

Media costs of the respective ad format plus layout costs (not deductible)*:

up to 1/2 page*: 1.500,- €
per full page*: 2.000,- €
per double page*: 3.000,- €

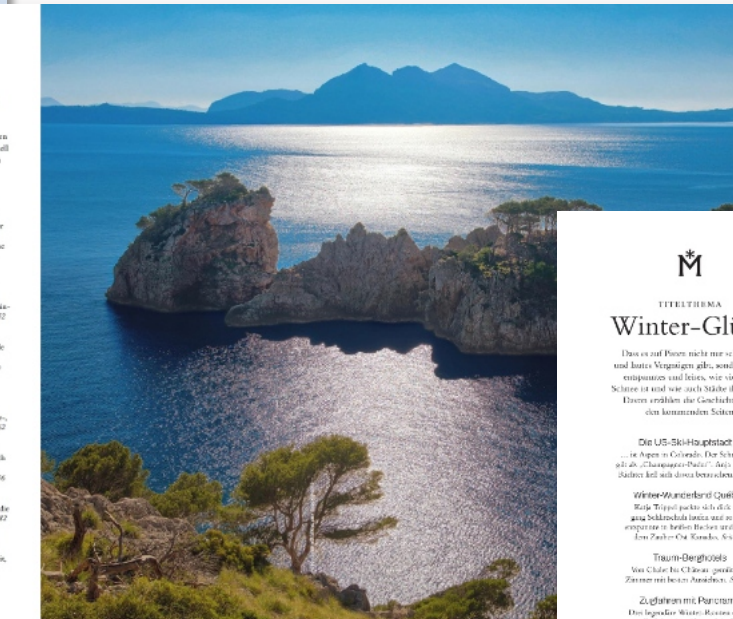
Requirements: Briefing on the content focus of your advertorial, 3-4 high-quality images and a fully formulated text (approx. 2,000 characters per full page)

If no fully formulated text is provided (e.g., only a web link, bullet points, lists, or non-German text), an additional fee of €500 will be charged on top of the design costs.

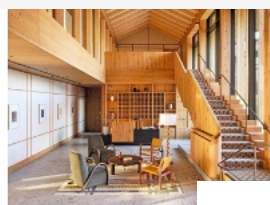
*) Layout costs are neither discountable nor commissionable. Photo- and textmaterial are to be delivered (3 weeks before off. booking deadline). Otherwise layout costs have to be revised.

Each issue of Merian is dedicated to a specific main topic

Diverse perspectives on a focus topic – from *Summer in the alps* to *Balearic Islands* to *winter delights*.



Lobby' section: New openings and highlights from the hotel industry.

[illegible]

Reduzierter Luxus am Chiemsee

Die Bezeichnung Retrait wird mittlerweile so verwendet, dass das Konzept missverständlich ist. Ein Ort, lediglich vom Alltag, um sich zurückziehen und auf das Wesentliche zu konzentrieren. Genau verstanden hat das Matteo Tassi, der mehrere Architektbüros hat: die neue Chinesische Filiale Retrait gestiftet. Das Haus aus überlegenen natürlichen Materialien, mit klaren Formen und Farben, haben wir zum Golf Course (Ferienort) am Meer in Sardinien bei Olbia gebaut. Hier gibt es keinen Luxus durch Überflüssiges, sondern Ruhe, Geistesfreiheit und Natur. Die Idee wurde als Bauwerksteilnehmer zum Gestaltungswettbewerb im Restaurant gewählt. Keine Regionalschicht serviert hier das Sushi mit Chinesischer-Fisch, aber ein wenig.

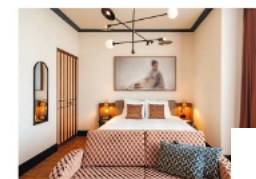
Die Kraft der Natur

Die emotionale Wirkung von Safari kennt Michael Polzella. Mit KEN/GEVITY geht der Fotograf und Reiseveranstalter (siehe S. 132) noch einen Schritt weiter. In Zusammenarbeit mit der Longevity-Experten Nils Behrmann findet vom 7. bis 13. November zum ersten Mal ein mit Safari kombiniertes Gesundheits-Retreat in der Segra Lodge in Ruanda statt.



**Landeplatz
in Den Haag**

Albert Plesman war der Gründer der niederländischen Airline KLM, die eine in dem Gebäude beheimatet war, in dem heute die 102 stylischen Zimmer und 20 Apartments dieses Hotels untergebracht sind. Der Name des Hauses war von neugierig: Die Plesman. Es lag im Viertel Scheveningen im Westen der Stadt knapp zweieinhalb Kilometer entfernt von Den Haag breiter Sandstrand.



■ Großstadt-Oase

Wer Ruhe sucht, ist in Bangkok über-
derweise genau richtig. Zwischen den
Serifen und glänzenden Wolkenkras-
sern thailändischen Hauptstadts ist gerade
neueste Mitglied der Armen-Familie et-
was amtierend. Das ist Bangkok. Im typi-
schen Stil der Gruppe strahlt das Haus eine
Ruhe und harmonische Klarheit aus.
Nur ein wenig, umgeben von Grün, um Nat Le
Wenn das die Ruhe nicht reicht, der in
Quadratkilometer großen Waldesbereich
www.bangkokhouse.com



Costa Color

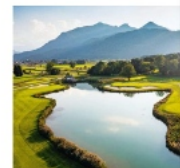
Beim Blick auf die bunten Poolschirme geht im Hinterkopf die Melodie an, die gerne unter Wes Anderson-Inspierte Videos geknast wird. **Freiheit und ständelmilde Leichtigkeit** verströmt die neue Rhythmus-Heldin **Los Marimera** in Marbella. Das gebrauchte Design des Hotels mit 195 Zimmern stammt von der spanischen Designerin **Cristina Caralla** und greift den vorwiegend stillen der 60er-Jahre auf. www.losmarimera.com



Neueröffnung im Fokus
Was Arbeit macht
Der schönste Schein



„Von, ah! 's sleeping rose“,
wirst Lautes, die zum
Horchstehen gebiet und mich
morgens durch die Heulflur
föhrt. „Ston“, so heißt die,
schreit ein Diva zu sein, die nach dem
Mantel schilt und Stunup-Gock
verschma. Der fiktive Charakter passt
dann in der rhythmischen Bar mit den schweren
Schnörkelchen und dem gold-prunkten
Konzept. Und auch der Rest des Hotels.
Die Mauer mit 97 Zimmern in New York
lung-schielem Stadeln-Spiel zinnern an
den Glanz aus Studio-54-Zeiten: leuchtend
Farben, glanz-lackierte Oberflächen, Spiegel
und Goldakzent. Dann Skulpturen an



Mitten in Prag

Das Sie Prager in eines dieser Hitzel, die sich nicht in den Vordergrund drängen müssen. Das Hotel liegt in einem historischen Gebäude von 1884, dessen historische Substanz bekommen als jetzt geholt wurde. Innen atmet ein dunkles Holz, Stimm- und kubistisches Muster prägte große Epochen. Wer die Stadt erkunden möchte, ist in wenigen Minuten zwischen Jugendstilfassaden und Mohlnäbik, es besteht eine große Auswahl.



Feinste Aussteiger-Kulisse

Die Halbinsel Papagayo im Costa Ricans nördwestlicher Pazifikraum ist eine Ausnahme-Schönheit – mit artreichem Trockenwald, versteckten Buchten und zur wenigen, ausgewählten Hotels. Neu unter diesen ist das Nelaqui, Rato-Carbon Reserve. Die Lage und die silbige Design mit viel Holz und offenen Strukturen erzeugen ein „Wohnen wie für immer bloßes“ Gefühl.



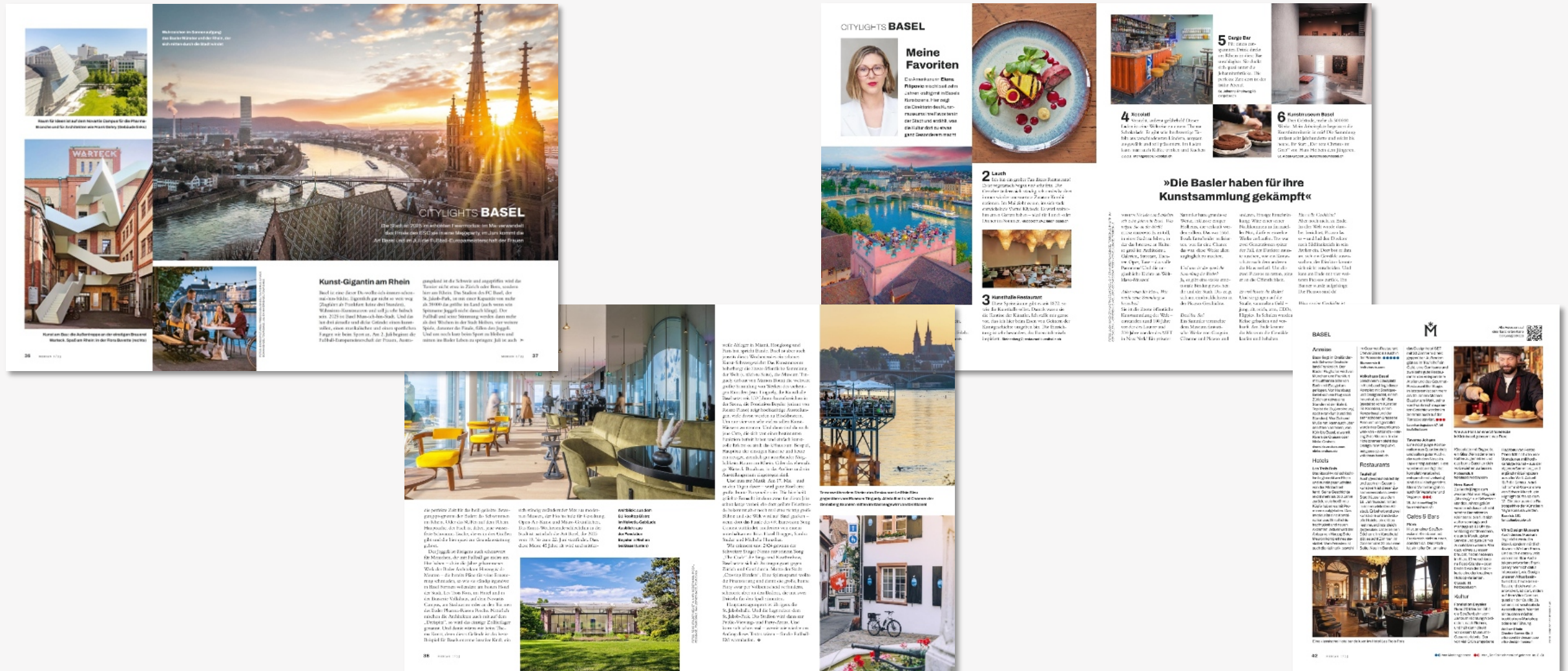
Auf die Spitze getrieben

Wenn Starchitektur: Philippe Starck fantasiiert, ist das Ergebnis ziemlich wahrscheinlich ziemlich großartig. So geschahen im französischen Metz, wo Jüngst das Manner Hotel eröffnet hat. Dessen acht Stockwerke mit 104 Zimmern sind von einem leidenschaftlichen Heremusen gekrönt. Inspiration für das Konzept war eine Geschichte über einen einsamen Erfinder, der Starck selbst ausgedacht hat. Der Erfindungsgeist



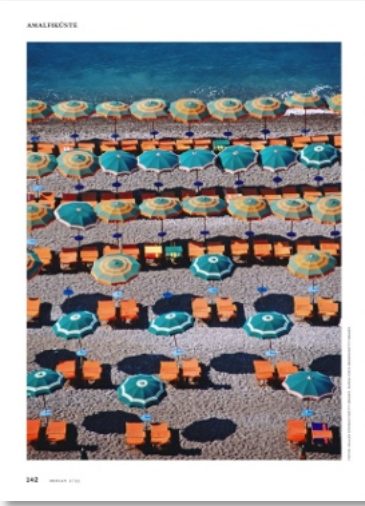
Merian recommends cities for your next cultural or shopping getaway

Column „Citylights“: Art and Culture, Culinary and Events.



Merian captivates readers with opulent portrayals of travel destinations.

A spotlight on countries and regions.



In the 'Manufaktur' section, experts offer a glimpse into their exceptional craftsmanship and artisanal processes.



Merian presents the most breathtaking hotel rooms

The 'ExcluSuite' section: truly out of the ordinary.



[Merian.de](https://www.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**.

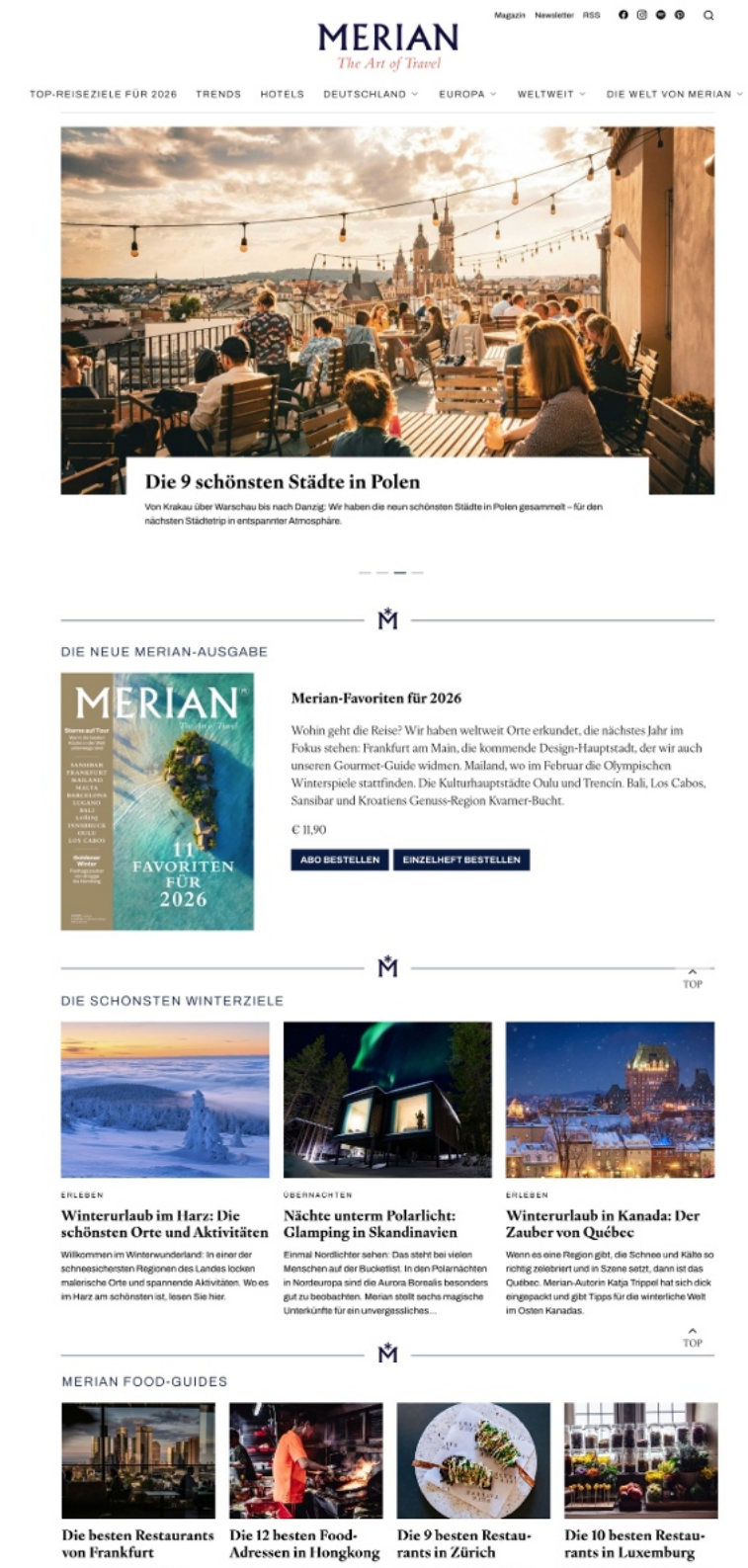
the best tips of our editorial team as a digital service including travel trends and all information on the most popular destinations: Merian.de combines established digital standards with content-innovations.

picture galleries and detailed texts show our users the highlights and special destinations for vacations in the mountains, at the see 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.

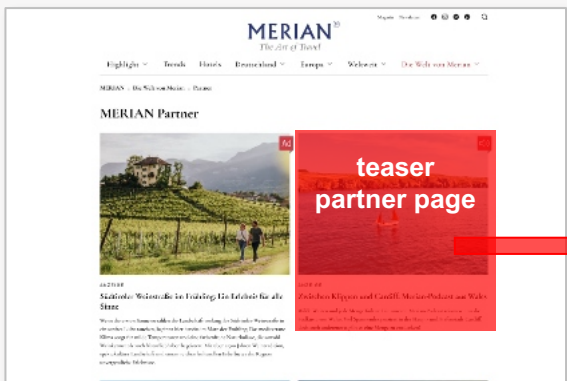
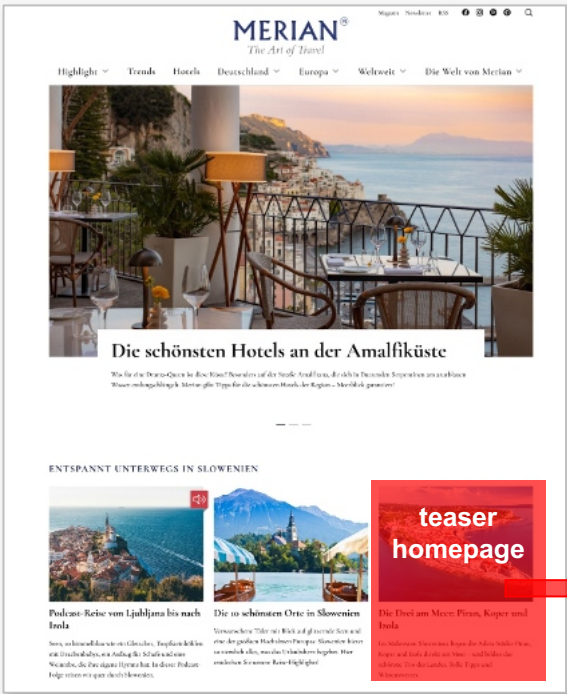
Our [newsletter "Reisefieber"](#) offers the latest news from our editorial team, current topics, travel recommendations, and everything you need to know about the Merian editions.

On our [Instagram](#) channel, you'll find the most beautiful locations, seasonal recommendations, and insights into the editorial team's latest research trips.

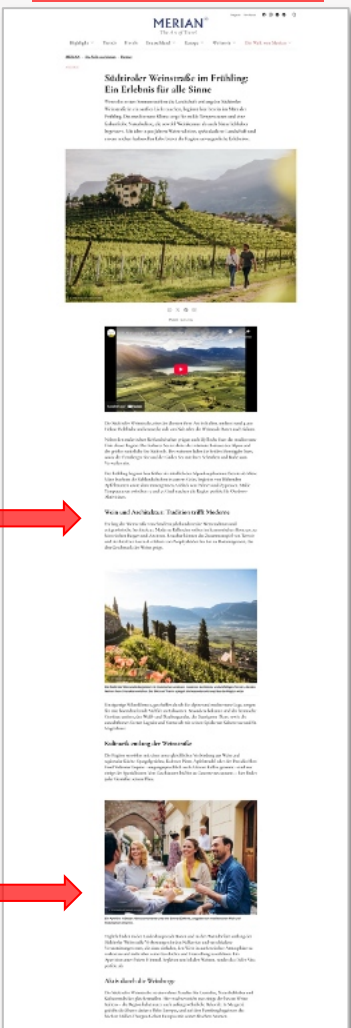


Merian.de – online-Advertorial + Teaser

3 months runtime



your advertorial



Place your brand message and present yourself to a relevant target group in an advertorial. The editorial teaser ad guarantees visibility on our homepage, as well as a teaser on our partner-page.

Advertorial/partner presentation

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

Optional traffic drivers

Co-branded medium rectangle or leaderboard (social media posts on Instagram and Facebook can be booked additionally if requested) with link to the advertorial can be added.

Runtime:	3 months
Media costs (gross):	9.400,- EURO
Production costs:	1.500,- EURO

media costs are discountable and commissionable, production costs are not discountable or commissionable.
all costs plus VAT.

Merian „Reisen beginnt im Kopf“

The Podcast



Discover the latest podcast episodes
now on [merian.de](https://www.merian.de).



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.

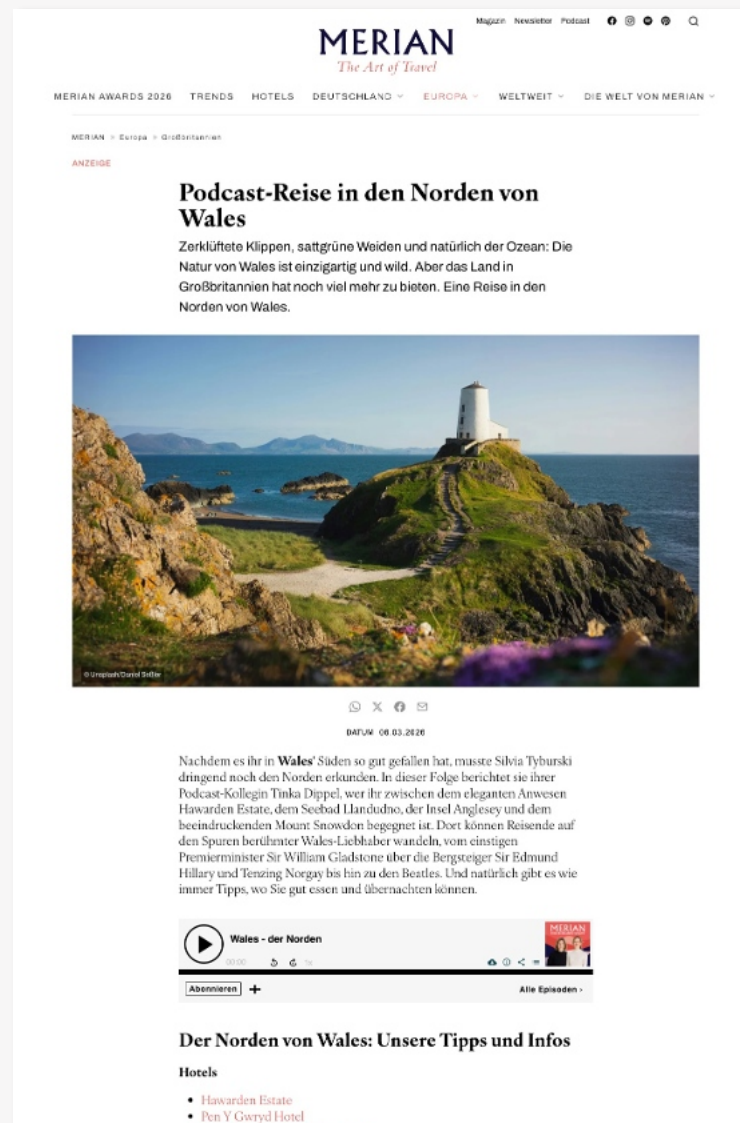
The podcast, made by Merian chief editor Tinka Dippel and Silvia Tyburski, is inspiration and planning aid for everyone yearning for the next city trip – and of course **half an hour break from daily routine**.

The Podcast reaches more than 14.885 Downloads/Streams per month (Average Jan. - June 2026) overall, a new episode usually has 1.000+ Downloads/Streams within the first two days 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



sponsoring of a complete podcast-episode about your destination

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

All mentioned places are integrated on the podcast-landing page (as seen on the left), including weblinks, and in the shownotes.

The subsidy for production costs is **€ 7.900,-***.

If the production should take place on site, additional travel costs apply.

frequency discounts

booking of 3 episodes = 10% discount

booking of 5 episodes = 15% discount

*media costs are discountable and commissionable, all costs plus VAT.
Each episode contains placements for 2 native advertising spots, which may be booked from all interested clients. There's no guaranteed advertising exclusivity.
There is no approval process for the entire episode prior to publication; the specific wording and content are subject to editorial discretion.

Merian „Reisen beginnt im Kopf“

Offer – native advertising spot



[Listen to the current episode here](#)

advertising-integration in the podcast

You may book a native commercial (spoken by our team). The content of the spot will be discussed directly with you, the specific wording remains editorial sovereignty. The spot is about 45 until max. 60 seconds long.

The costs for one spot are **2.500,- Euro**

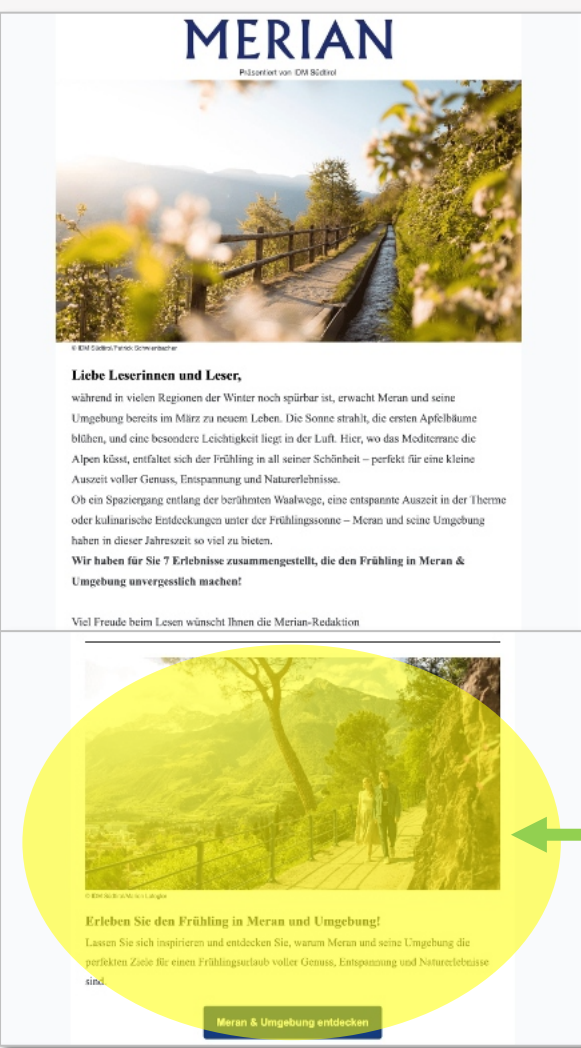
We will grant 20% discount for **3 booked episodes/spots**
= **6.000,- Euro total**.

We will grant 24% discount for **5 booked episodes/spots**
= **9.500,- Euro total**.

We will grant 28% discount for **10 booked episodes/spots**
= **18.000,- Euro total**.

Merian - Newsletter „Reisefieber“

Media options



Send your advertising message directly in the mailbox of your target group.

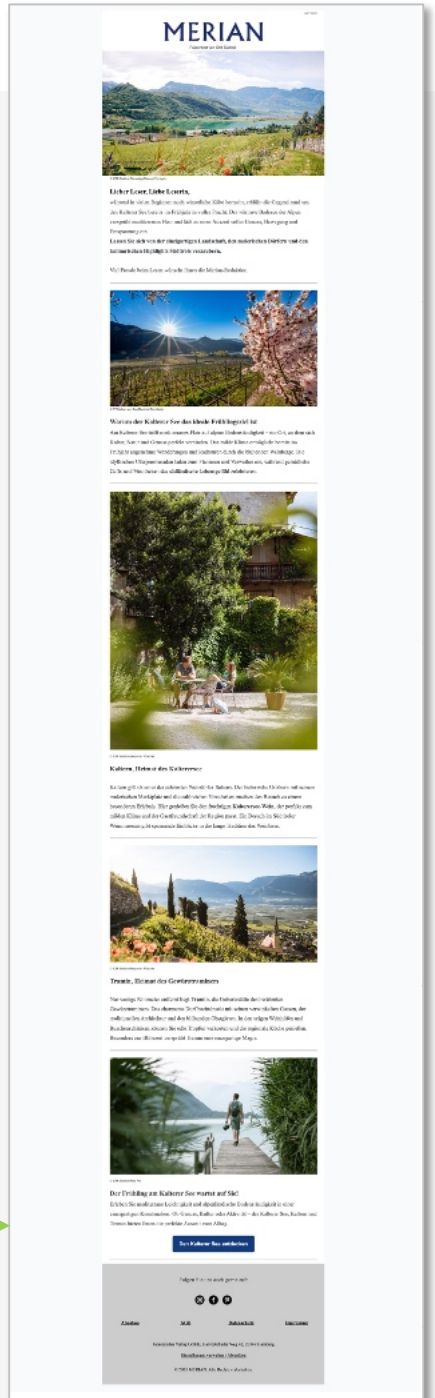
Whether with a competition, an advertorial extension or a stand-alone block. Is your topic perfectly suited to your target group? Then we would be happy to send a sponsored stand-alone newsletter to newsletter recipients.

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.

Recipients: 11.179* / open rate 20%

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

[Register here, to receive the Merian Newsletter „Reisefieber“](#)



Your contacts



Merian

Your contacts

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

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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

44.000 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.

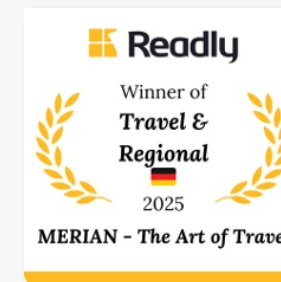
Merian tells of special experiences, visits the most exclusive hotels and the most innovative restaurants, travels through vibrant cities and fascinating landscapes.

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 Readly in the travel segment in 2025, with an average of over 12,300 readers per issue.

*Average IVW I-II/2026

merian.de

facts and figures



The Art of Travel

The best tips from the editorial team 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, yet unknown holiday destinations: merian.de combines established digital standards with content innovations for an optimal user experience.



Target Group

Travel enthusiasts who are interested in discovery, culture and travel experiences. Users of merian.de are curious about different types of travel, such as city breaks, beach holidays, adventure travel or wellness stays. They are interested in travel tips, sights, hotels, restaurants, cultural events and local.



Channels

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



Outreach

Website Sessions | 1,3 Mio.*
 Website Page Views | 1,7 Mio.*
 Website User | 1 Mio.*
 Podcast Streams | 14.943***
 Newsletter recipients 11.179 | Open rate 20%****
 Instagram Follower 8.664 | reach 38.000**
 Facebook Follower 17.981**
 Ø Print run | 47.300

Apr - Jun 2026 | analytics.google
 ** Jun 2026 | Meta
 **** Jun 2026 | Podigee
 **** Jun 2026