

Merian Podcast „Reisen beginnt im Kopf“

Hamburg, August 2026



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**.

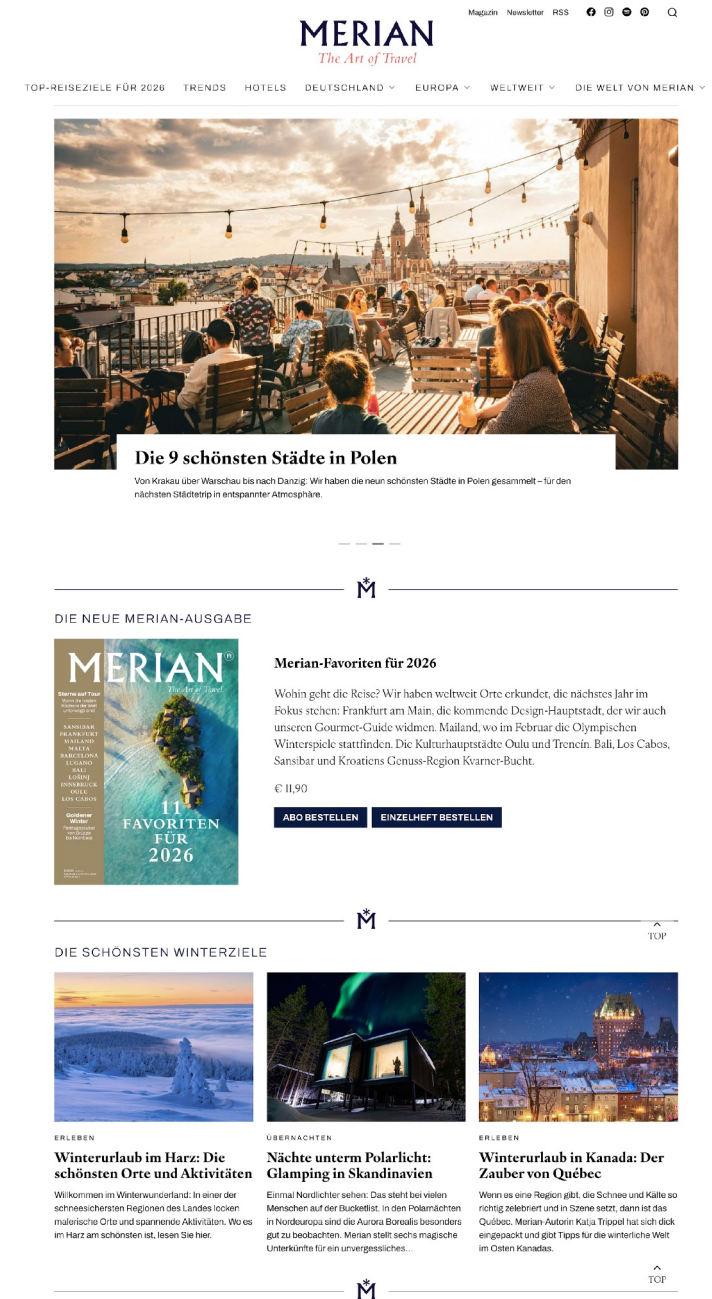
the best tips of our editorial team as a digital service including travel trends and all information on the most popular destinations: Merian.de combines established digital standards with content-innovations.

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 „Reisen beginnt im Kopf“

The Podcast



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 15.160 Downloads/Streams per month (Average Jan. - July 2026) overall, a new episode usually has 1.000+ Downloads/Streams within the first two days after publication.



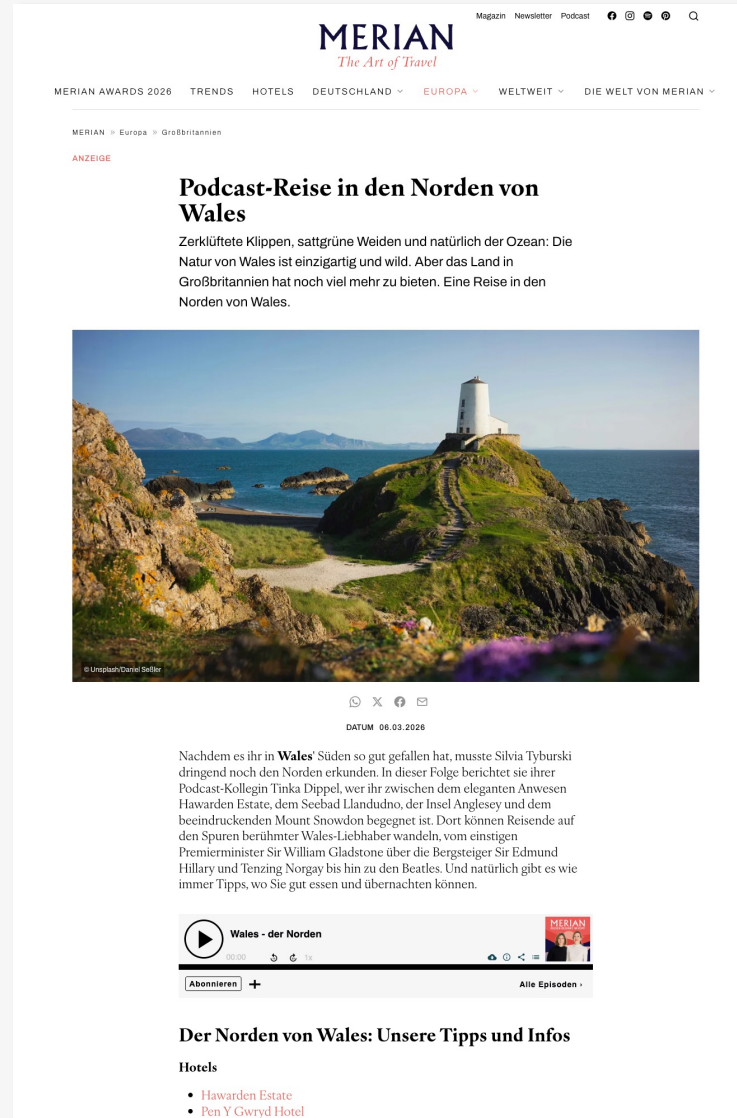
Discover the latest podcast episodes
now on merian.de.



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://merian.de), as well as Instagram ([@Merian.magazin](https://www.instagram.com/Merian.magazin)).

Merian „Reisen beginnt im Kopf“

Offer – Sponsoring



The screenshot shows a Merian website article titled "Podcast-Reise in den Norden von Wales". The article features a large image of a lighthouse on a rocky coastline. Below the image, there is a text block describing the podcast episode, followed by a date "DATUM 06.03.2026". Below the text, there is a podcast player interface with a play button, a progress bar, and a "Abonnieren" button. At the bottom, there is a section titled "Der Norden von Wales: Unsere Tipps und Infos" with a sub-section "Hotels" listing "Hawarden Estate" and "Pen Y Gwryd Hotel".

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**.

Perfect Match: Podcast and Advertising

Podcasts are becoming increasingly popular!



Affine & high-quality target group

75 %
Advertising acceptance



Informative & eventful



Permanently available

Source RMS: In the population-representative online survey conducted by Bonsai Research from August 30, 2024, to September 16, 2024, a total of 15,911 people were surveyed. Among them, 5,314 people listen to podcasts at least once a month. 75% of *daily* podcast listeners accept advertising as a trade-off for free usage.

Podcast advertising works!

Podcast users don't just hear, they listen

Listeners of podcasts are usually **extremely attentive and focussed**, as most users use headphones to isolate themselves from their surroundings and create an **intimate experience between speakers and listeners**. The wide variety of topics covered by podcasts makes it possible to reach **a very specialised and high-quality target group**.

High advertising acceptance

Listeners are hardly bothered by integrated advertising. Overall, the acceptance of advertising has increased across all age groups: **75 per cent of respondents (who daily listen to podcasts) say they accept advertising in podcasts so that they can be offered free of charge.**



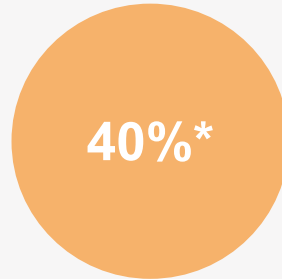
46%*

...of listeners consider audio advertising in the podcast environment to be **contemporary**.



50%*

...of daily listeners find relevant advertising **interesting**.



40%*

state that they consciously notice the advertising there and **perceive it positively**.

Source RMS: In the population-representative online survey conducted by Bonsai Research from August 30, 2024, to September 16, 2024, a total of 15,911 people were surveyed. Among them, 5,314 people listen to podcasts at least once a month. 75% of *daily* podcast listeners accept advertising as a trade-off for free usage.

Pricelist digital 2026

Product	Runtime	Price**	Production-/technical Costs*	Possible brand
Teaser Ad	4 Weeks	€ 5.200,-	Incl.	FE, AW, ME, RR
Online Advertorial + Teaser	3 Months	€ 9.400,-	€ 1.500,-	FE, AW, ME, RR
Content Home	6 Months	€ 51.000,-	€ 5.000,-	FE, (AW), ME, RR
Topic special	6 Months	€ 15.700,-	€ 2.500,-	FE, AW, ME, RR
Partner package	12 Months	€ 30.400,-	€ 2.900,-	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 hours	€ 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, AW, ME, RR
Newsletter Teaser	1 Frequency	€ 1.000,-	Incl.	FE, AW, ME, RR
Newsletter Sweepstake	1 Frequency	€ 1.500,-	Incl.	FE, AW, ME, RR
Podcast - Native Spot	1 Spot	€ 2.500,-	Incl.	FE, ME
Podcast - Sponsored Episode	1 Episode	€ 7.900,-	individual	FE, ME
Banner - Halfpage Ad	from 50.000 AI's	€ 40/CPT ROS	€ 150,-	FE, ME
Banner - Wide Skyscraper	from 50.000 AI's	€ 40/CPT ROS	€ 150,-	FE, ME
Banner - Medium Rectangle	from 50.000 AI's	€ 20/CPT ROS	€ 150,-	FE, ME
Mobile Banner: Content Ad 2:1	from 50.000 AI's	€ 45/CPT ROS	€ 150,-	FE, ME
Mobile Banner - GW Interstitial	from 50.000 AI's	€ 70/CPT ROS	€ 150,-	FE, ME
Video - landscape, full concept	Lifetime	up from € 10.500,-	individual	FE, AW, ME, RR
Video - portrait, Social	Lifetime	up from € 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.

Media options



21.08.26

MERIAN PODCAST

MERIAN®

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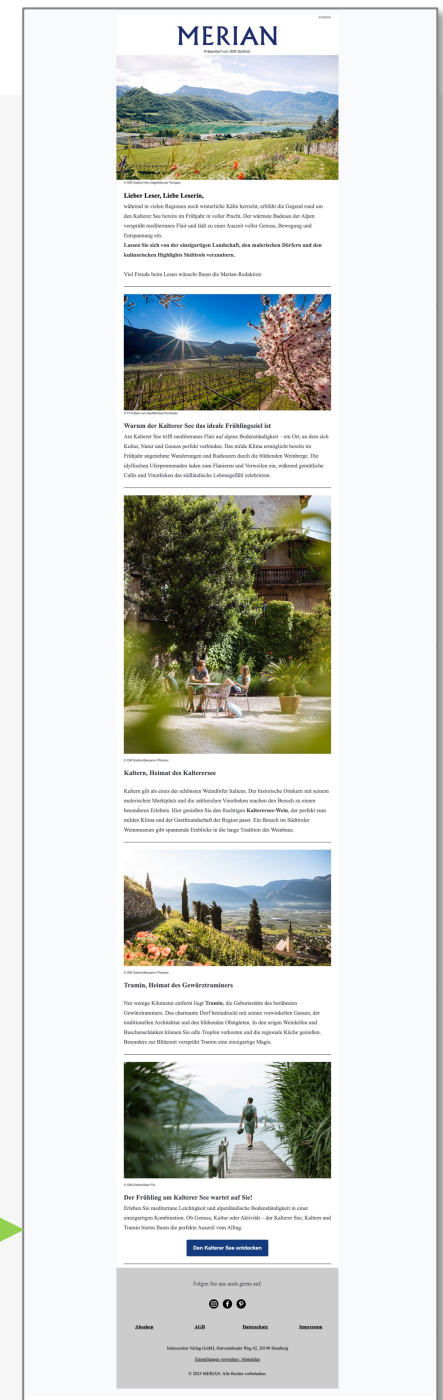
Whether with a competition, an advertorial extension or a stand-alone block. Is your topic perfectly suited to your target group? Then we would be happy to send a sponsored stand-alone newsletter to newsletter recipients.

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“](#)



* June 2026, media costs are discountable and commissionable, all costs plus VAT.

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 | 16.805***

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

*** Jul 2026 | Podigee

**** Jun 2026