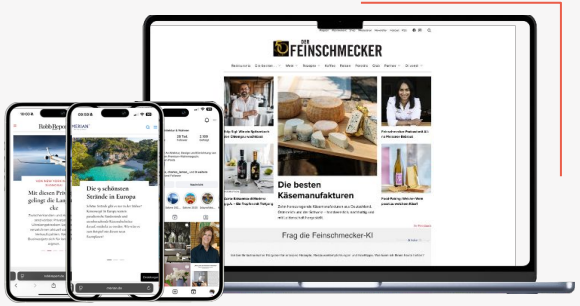


DIGITAL MEDIA PRICE LIST

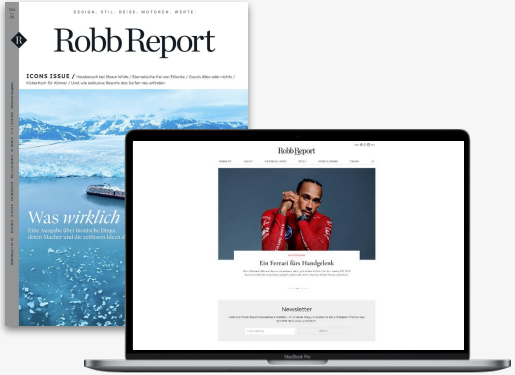
- 2027 -

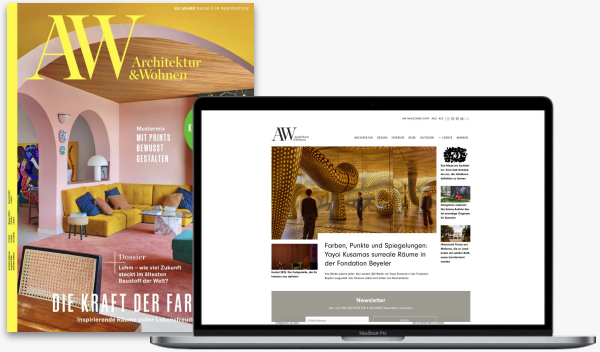
(October 2026)

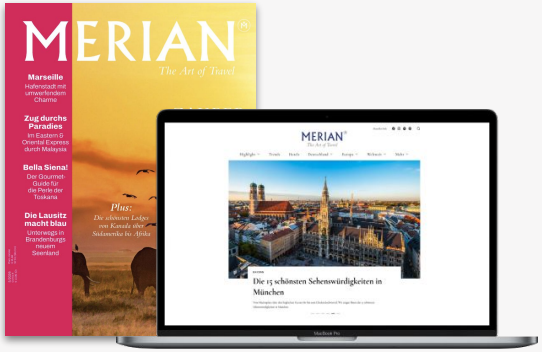
JAHRES ZEITEN VERLAG

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

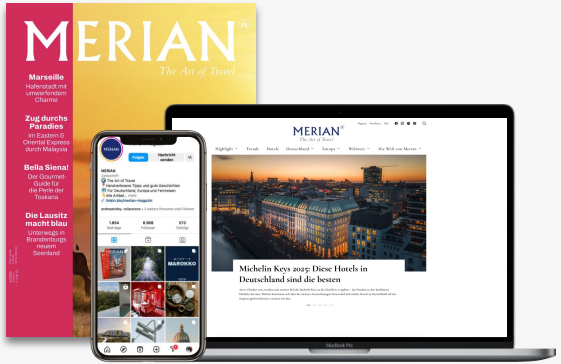
Reach

Website Sessions | 110.000*
Website page views | 185.000*
Website user | 80.000*
Podcast streams | 11.448****
Newsletter recipients 12.500 | Open rate 22%*****
Instagram followers 71.000 | reach 1.2 Mio.**
Facebook followers 31.000 | reach 300.000**
Sold circulation | 46.177****

*Ø / month 2026 | analytics.google
** Oct 2026 | Meta
**IVW II/2026
****Oct 2026 | Podigee
*****October 2026

MERIAN

Facts



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

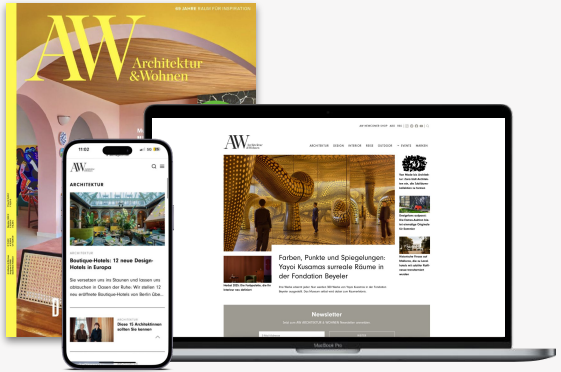
Reach

Website Sessions | 490.000*
Website Page Views | 600.000*
Website User | 375.000*
Podcast Streams | 13.523***
Newsletter recipients 11.406 | Open rate 20%****
Instagram Follower 9.300 | reach 160.000**
Facebook Follower 18.000** | reach 3.000
Sold circulation | 44.000*****

*Ø / month 2026 | analytics.google
** Oct 2026 | Meta
***Oct 2026 | Podigee
****Oct 2026
*****IVW II/2026

AW ARCHITEKTUR & WOHNEN

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

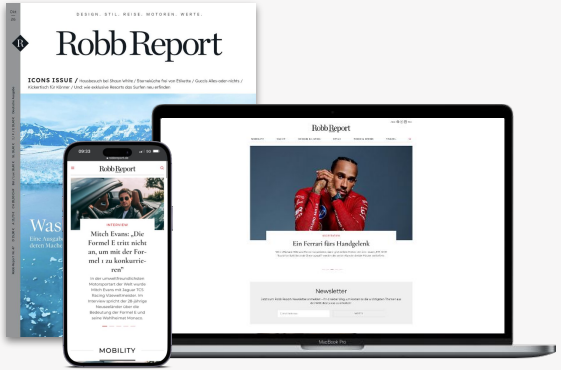
Reach

Website Visits | 23.000*
Website Page Views | 43.000*
Website User | 21.000*
Instagram Follower 30.700 | reach 18.000**
Facebook Follower 7.890** | reach 5.000
Newsletter recipients 4.500 | open rate 23%****
Sold circulation | 56.284***

**Ø / month 2026 | analytics.google
** Oct 2026 | Meta
***IVW II/2026
****Oct 2026

ROBB REPORT

Facts



What truly matters

RobbReport.de inspires and informs people who understand luxury as a conscious way of living. The website is dedicated to the defining moments of a life well lived – featuring exclusive stories and insightful perspectives across 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

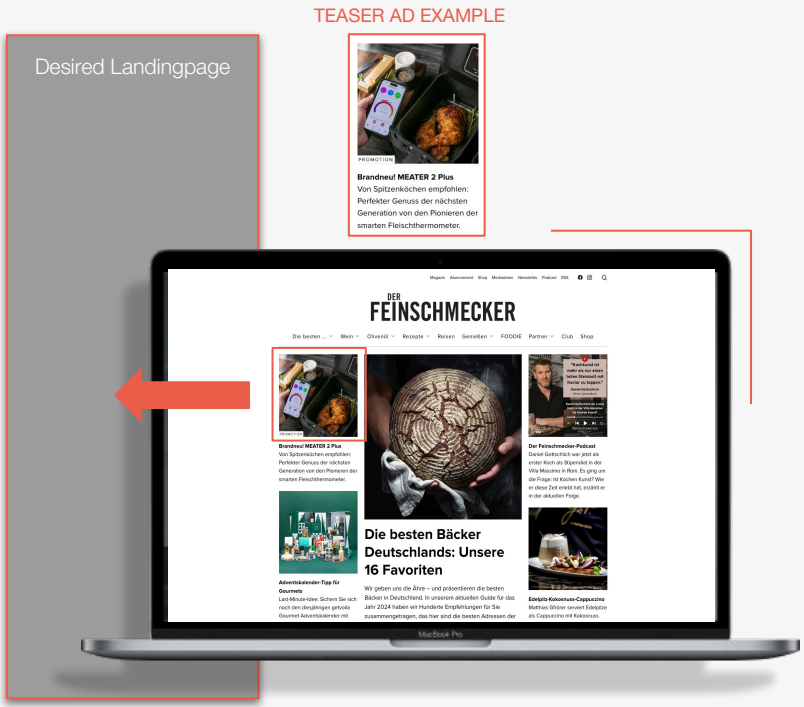
Online | Print | Instagram | Facebook | YouTube | Newsletter

Reach

Website Visits | 39.000*
Website Page Views | 44.000*
Website User | 34.000*
Instagram Follower 4.620 | reach 33.000**
Facebook Follower | 905**
Newsletter recipients 5.430 | opening rate 21%***
Print run | 55.000 issues

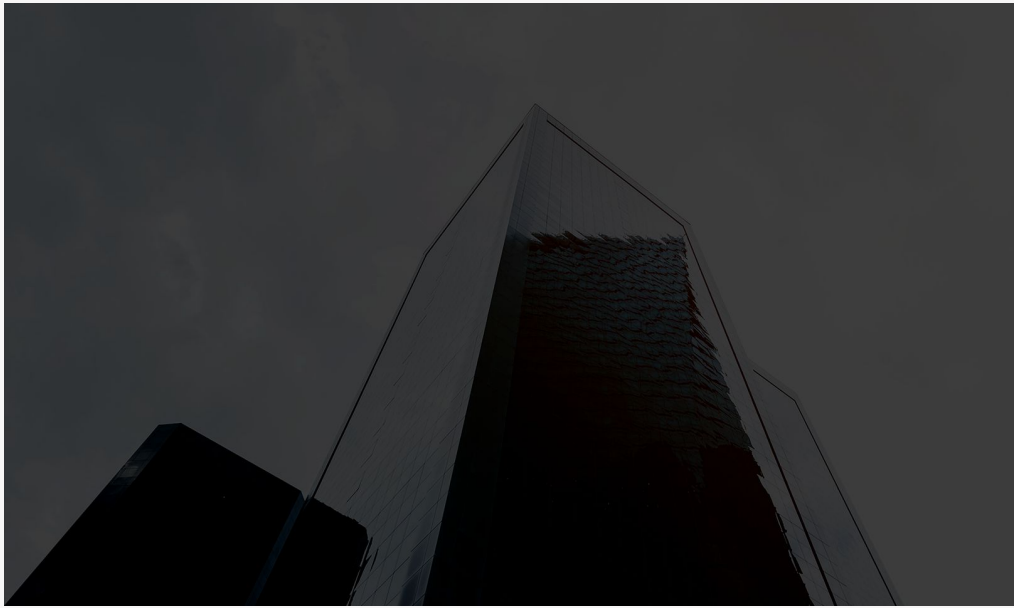
**Ø / month 2026 | analytics.google
** Oct 2026 | Meta
***Oct 2026

TEASER AD

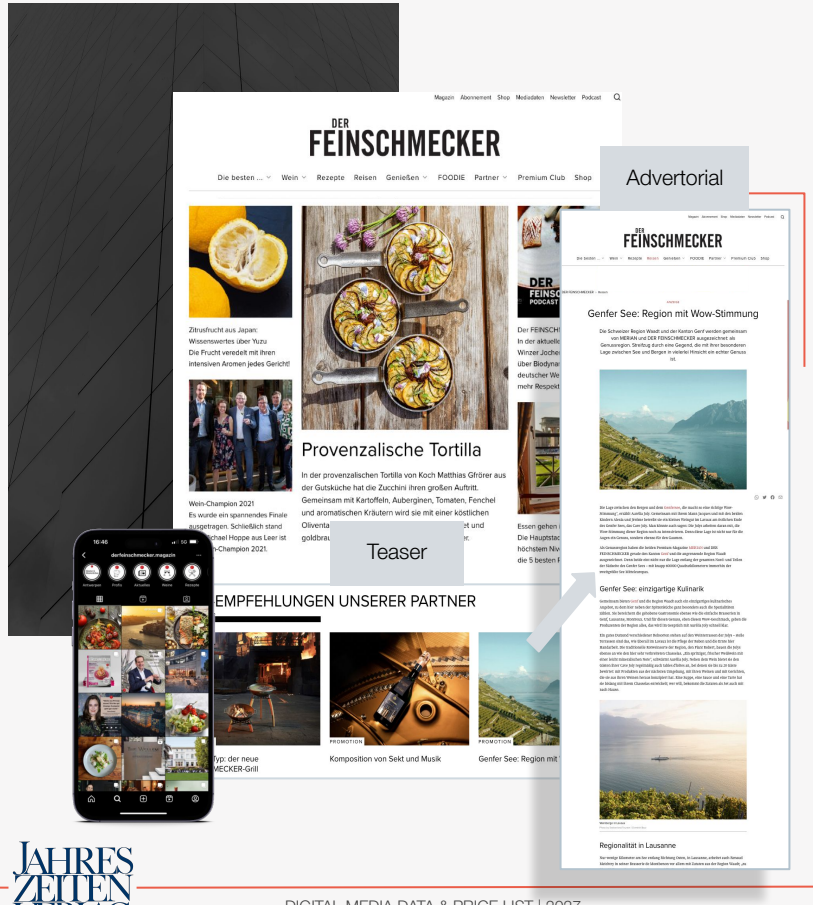


Native integration of your campaign with a direct link to the desired landing page. Reserve an exclusive editorial tile. With a 1-month term and weekly change of motif, the best-performing placement on our pages.

Available brands: AW Architektur & Wohnen, DER FEINSCHMECKER, MERIAN, Robb Report



ADVERTORIAL + TEASER



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 presentation
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.

Available brands: AW Architektur & Wohnen, DER FEINSCHMECKER, MERIAN, Robb Report

*No further deductible.
**Plus VAT, eligible for discount and AE.

THEME SPECIAL

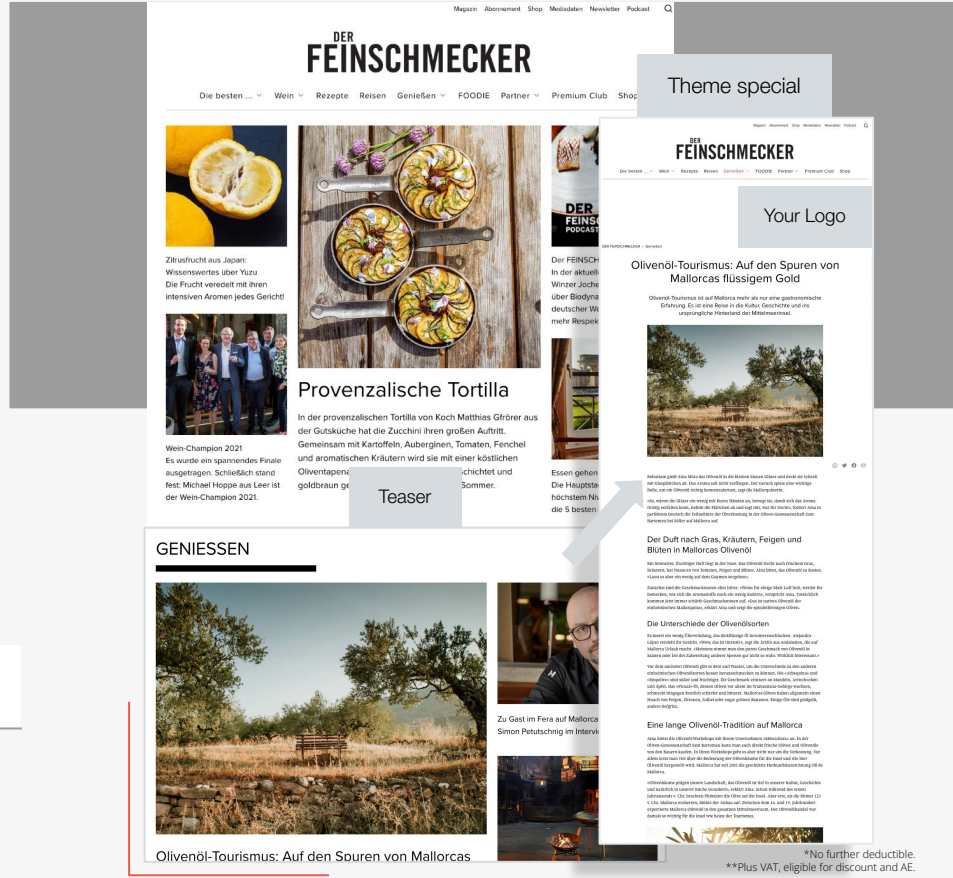
Place your brand message and present yourself to a relevant target group in an advertorial.

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.



Available brands: AW Architektur & Wohnen, DER FEINSCHMECKER, MERIAN, Robb Report

PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Theme special	6 months	€ 15.700,-	€ 2.500,-

*No further deductible.
**Plus VAT, eligible for discount and AE.

PARTNER PACKAGE ONLINE

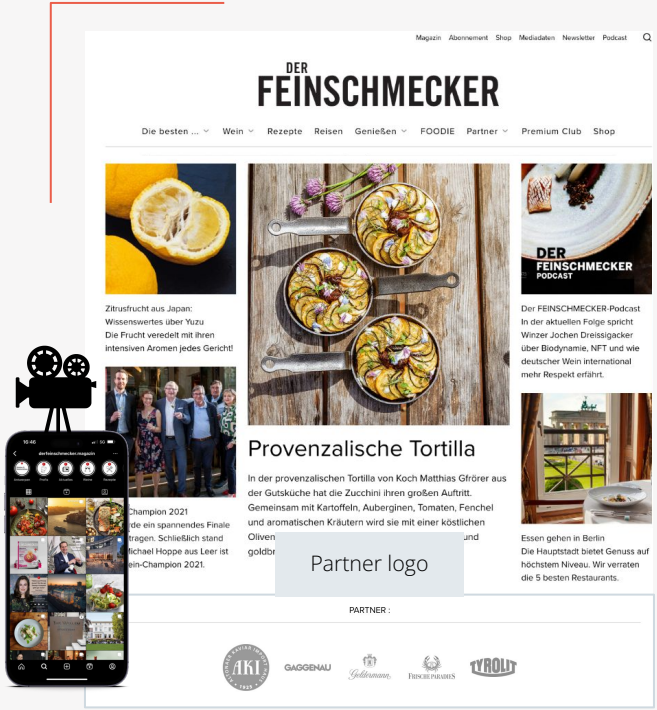
Place your brand message and present yourself to a relevant target group in an advertorial and in a video produced by us. In addition, you become an exclusive partner with a logo presence on all pages.

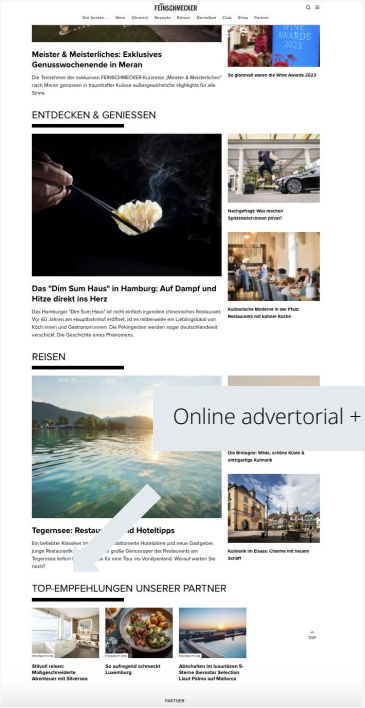
Content Creation + Online Advertorial
An image or product video produced by us on site: 3-5 minutes in portrait and landscape format. As well as an online advertorial. Materials for the advertorial are supplied by you and integrated by us to fit perfectly.

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.

Available brands: DER FEINSCHMECKER, MERIAN





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.

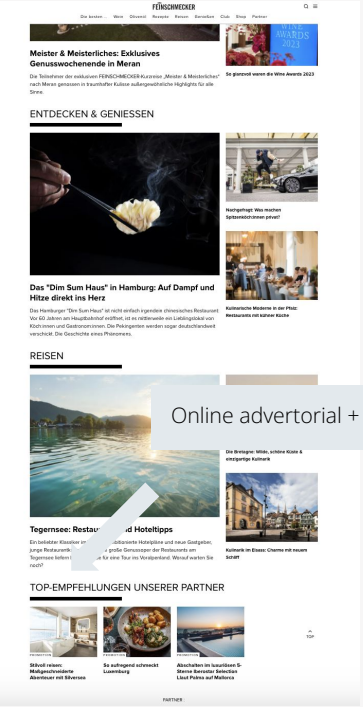
Online advertorial
Texts, images, video: Materials are supplied by you and integrated by us to fit perfectly.

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.

Available brands: DER FEINSCHMECKER, MERIAN



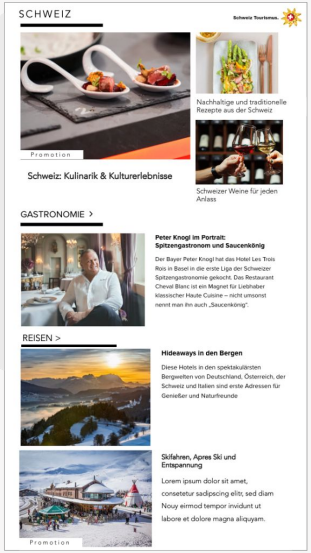
PRODUCT	RUNTIME	PRICE**	PRODUCTIONS-/ TECHNICAL COSTS*
Partner Package	12 months	€ 30.400,-	€ 2.900,-

*No further deductible.
**Plus VAT, eligible for discount and AE.

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.

Available brands: AW Architektur & Wohnen, DER FEINSCHMECKER, MERIAN, Robb Report



CUSTOMER LOGO

NEWLY PRODUCED EDITORIAL ARTICLES MATCHING THE TOPIC

EXISTING ARTICLES

CUSTOMER ADVERTORIALS

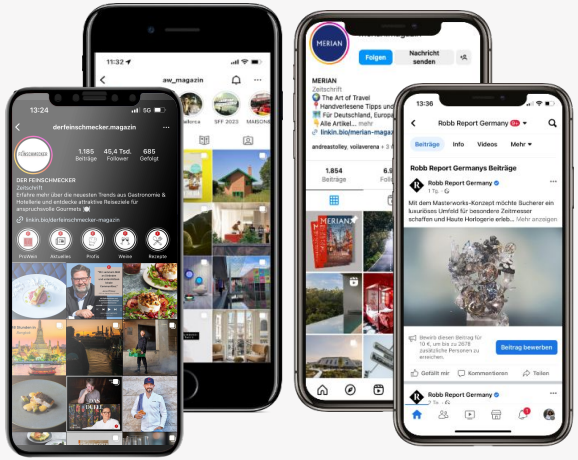
SOCIAL MEDIA

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



Available brands: DER FEINSCHMECKER, MERIAN, Robb Report, AW Architektur & Wohnen

FACEBOOK

Feed
Extension of the advertorial
Stand alone with direct link

Available brands: DER FEINSCHMECKER, MERIAN, Robb Report

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.

The **MERIAN** podcast “Travel Begins in the Mind” takes you every two weeks on a perfect weekend trip to the most beautiful cities and regions – hosted by MERIAN editor-in-chief Tinka Dippel and Silvia Tyburski.

Discount scale from 3 episodes

From 3 podcast placements: 20% discount

From 5 podcast placements: 24% discount

From 10 podcast placements: 28% discount

Focussed & attentive listeners

Informative & eventful

Permanently available

Affine &high-quality target group

Available brands: DER FEINSCHMECKER, MERIAN

NEWSLETTER

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.

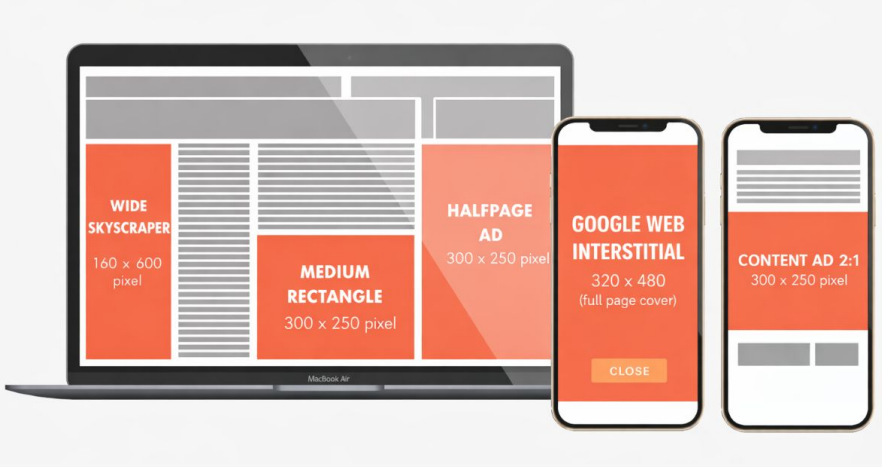
AW Architecture & Living – Design, Style and Architectural Visions
Discover the world of AW: extraordinary architecture, innovative design, and inspiring living concepts. The newsletter showcases highlights of international style trends, creative spatial solutions, and visionary building projects – for a community with a keen sense of aesthetics and an affinity for premium brands.

Essence – the newsletter uniting four leading brands
Essence brings together the best content from Robb Report, Merian, Architektur & Wohnen, and Der Feinschmecker in a curated format. Month after month, readers discover inspiring stories from the worlds of design, art, and culture, extraordinary travel experiences, exceptional culinary destinations, as well as hotels and experiences with true character.

Available brands: MERIAN, DER FEINSCHMECKER, Robb Report, AW - Architektur & Wohnen

DISPLAY & MOBILE BANNER

Selected high impact banners in a less promotional environment with premium content and a top target group ensure a low wastage of your campaign.



PRODUCT	RUN TIME from ... AI's	CPM**	PRODUCTIONS-/ TECHNICAL COSTS*
Display Banner - Half Page Ad	50.000	€ 40,-	€ 150,-
Display Banner - Wide Skyscraper	50.000	€ 40,-	€ 150,-
Display Banner - Medium Rectangle	50.000	€ 20,-	€ 150,-
Mobile Banner - Content Ad 2:1	50.000	€ 45,-	€ 150,-
Mobile Banner - GW Interstitial	50.000	€ 70,-	€ 150,-

Available brands: DER FEINSCHMECKER, MERIAN, AW - Architektur & Wohnen

**Plus VAT, eligible for discount and AE.

07

PRICELIST

PRICELIST

PRODUCT	RUNTIME	PRICE**	PRODUCTION-/ TECHNICAL COSTS*	AVAILABLE BRAND
Teaser Ad	4 weeks	€ 5.200,-	Incl.	FE, AW, ME, RR
Online Advertorial + Teaser	3 months	€ 8.900,-	€ 1.500,-	FE, AW, ME, RR
Content Home	6 months	€ 51.000,-	€ 5.000,-	FE, AW, ME, RR
Themenspecial	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	€ 1.500,-	Incl.	FE, AW, ME, RR
Instagram Story (up to 3 Snippets)	24 hrs.	€ 800,-	Incl.	FE, AW, ME, RR
Facebook Feedpost	Lifetime	€ 1.500,-	Incl.	FE, AW, ME, RR
Newsletter Stand Alone	1 frequency	€ 4.500,-	Incl.	FE, ME, RR, AW
Newsletter Teaser	1 frequency	€ 1.500,-	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
Display Banner: Half Page Ad	Ab 50.000 AI's	€ 40/CPM ROS	€ 150,-	FE, ME, AW
Display Banner: Wide Skyscraper	Ab 50.000 AI's	€ 40/CPM ROS	€ 150,-	FE, ME, AW
Display Banner: Medium Rectangle	Ab 50.000 AI's	€ 20/CPM ROS	€ 150,-	FE, ME, AW
Mobile Banner: Content Ad 2:1	Ab 50.000 AI's	€ 45/CPM ROS	€ 150,-	FE, ME, AW
Mobile Banner - GW Interstitial	Ab 50.000 AI's	€ 70/CPM ROS	€ 150,-	FE, ME, AW
Video - Transverse; full concept	Lifetime	Starts at € 10.500,-	individual	FE, AW, ME, RR
Video - upright, social	Lifetime	Starts at € 6.500,-	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.

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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: 14 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: 14 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.