

MERIAN online, Advertorial-packages

Hamburg, 31. Juli 2020



Advertorial-possibilities

www.merian.de



Offer: Online-Advertorial “M”

3 months runtime, facebook & instagram posts

Website	Form of advertising	Runtime	Gross rate	Client net	15 % agency comm.	Agency net
Merian.de	1 article page incl. pictures, video, sweepstake or quiz	3 months	1.500 €	8.250 €	package rate	7.125 €
	Facebook-& Instagram Posts	3 posts	750 €			
Merian.de, Küchengötter.de	Promotion-Teaser	600.000	30.000 €			
Merian.de, Küchengötter.de	responsive AdBundle (AdBundle + MCA 4:1 o. 6:1)	on request	on request			
Total		600.000	32.250 €			

Agency commission applies when booking via media agency. Rates according to rate card 2020 and general terms and conditions Jahreszeiten Verlag. Offer is subject to change and non-binding. Subject to prior sale and availability.. Content for the advertorial will be delivered by the client at least 5 working days before the live date. The rate includes one correction loop. Facebook/Instagram posting can only be implemented if there's a page of the customer (handshake post). Rates plus VAT.

Offer: Online-Advertorial “L”

6 months runtime, facebook & instagram posts

Website	Form of advertising	Runtime	Gross rate	Client net	15 % agency comm.	Agency net
Merian.de	2 article pages incl. pictures, video, sweepstake or quiz	6 months	2.000 €	package rate		
	Facebook-& Instagram Posts	6 posts	1.500 €			
	Multiscreen-Media-Package	no guarantee	0 €			
AWmagazin.de, Merian.de, Küchengötter.de	Promotion-Teaser	1.250.000	62.500 €			
AWmagazin.de, Merian.de, Küchengötter.de	responsive AdBundle (AdBundle + MCA 4:1 o. 6:1)	on request	on request			
Total		1.250.000	66.000 €			

Agency commission applies when booking via media agency. Rates according to rate card 2020 and general terms and conditions Jahreszeiten Verlag. Offer is subject to change and non-binding. Subject to prior sale and availability.. Content for the advertorial will be delivered by the client at least 5 working days before the live date. The rate includes one correction loop. Facebook/Instagram posting can only be implemented if there's a page of the customer (handshake post). Rates plus VAT.

Offer: Online-Advertorial “XL”

12 months runtime, facebook & instagram posts

Website	Form of advertising	Runtime	Gross rate	Client net	15 % agency comm.
Merian.de	3 article pages incl. pictures, video, sweepstake or quiz	12 months	package rate		
	Facebook-& Instagram Posts	12 posts			
	Multiscreen-Media-Package	no guarantee			
	Promotion-Teaser	2.500.000			
AWmagazin.de, Merian.de, Küchengötter.de (RR.de on request)	responsive AdBundle (AdBundle + MCA 4:1 o. 6:1)	on request			
AWmagazin.de, Merian.de, Küchengötter.de (RR.de on request)					
Total		2.500.000	130.500 €	23.350 €	

Agency commission applies when booking via media agency. Rates according to rate card 2020 and general terms and conditions Jahreszeiten Verlag. Offer is subject to change and non-binding. Subject to prior sale and availability. Content for the advertorial will be delivered by the client at least 5 working days before the live date. The rate includes one correction loop. Facebook/Instagram posting can only be implemented if there's a page of the customer (handshake post). Rates plus VAT.



MERIAN.de

MERIAN

The pleasure of traveling!

MERIAN.de presents the insider tips and most beautiful travel destinations and gives advice, how to make your vacation memorable.



20-07-31

Advertorial packages Merian

Target group

Interests:

flight tickets

hotels

train travel

fashion

shoes

furniture



Reach (per month)

Unique User

170.110

Visits

185.596

Page Impressions

1.193.383

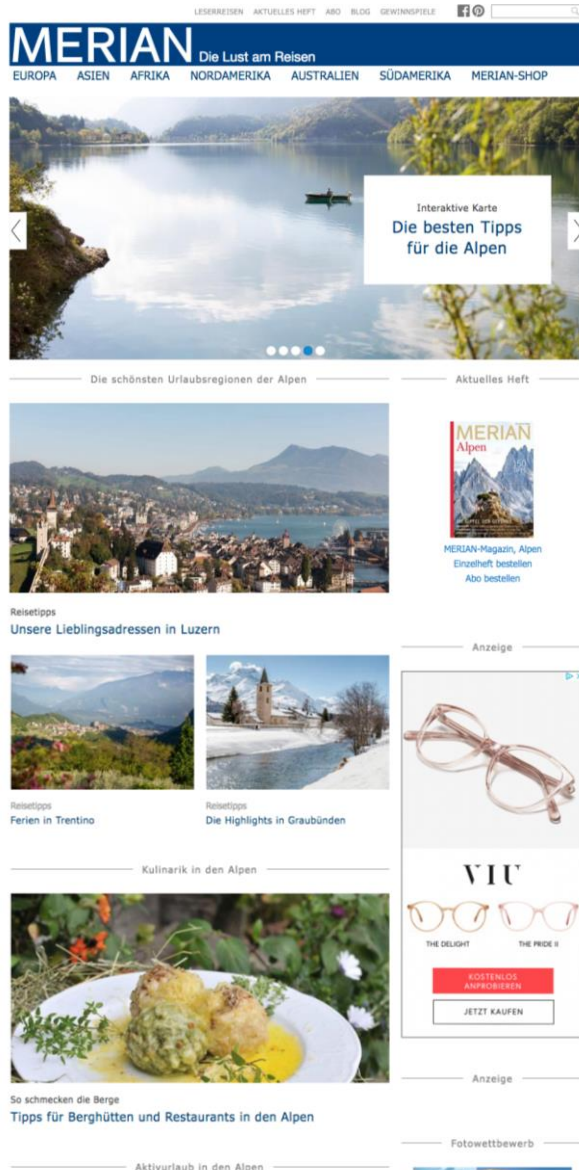
Social reach

17.786

260.000 clicks per month

3.012

Additional possibilities on www.merian.de



Here are further online-options we can offer on merian.de, just get in contact with us and tell us your ideas:

- ❖ Production und integration of videos on merian.de
- ❖ Implementation of interviews
- ❖ Production und integration of picture material
- ❖ Implementaion of interactive maps
- ❖ Classic display-ad formats



Your contacts

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