



MERIAN

MERIAN Podcast „Reisen beginnt im Kopf“

Hamburg, November 2020

REISEN

BEGINNT

IM KOPF

MERIAN „Reisen beginnt im Kopf“

The Podcast



MERIAN editor Inka Schmeling and assistant editor-in-chief Kathrin Sander take 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 head“) 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 is inspiration and planning aid for everyone yearning for the next city trip – and of course **half an hour break from daily routine.**



You will find a new episode of the MERIAN-Podcast „Reisen beginnt im Kopf“ on itunes, Spotify, Google Play, deezer and of course on merian.de.

MERIAN „Reisen beginnt im Kopf“

Offer: sponsoring



[Click here for the current episode](#)

Sponsoring of a complete Podcast-episode about your destination

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

The subsidy for production costs is **€ 2.900,-*** valid for destinations with a printed MERIAN or MERIAN scout issue within the last 12 months.

The subsidy for production costs is **€ 5.900,-* valid** for destinations in Germany, which have to be researched and produced completely new.

The subsidy for production costs is **€ 5.900,-* plus travel costs** for *international* destinations, which have to be researched and produced completely new.

Frequency discounts

booking of 3 episodes = 10% discount

booking of 5 episodes = 15% discount

MERIAN „Reisen beginnt im Kopf“

Offer: native advertising spot



[Click here for the current episode](#)

Advertising-Integration in the podcast

You may book a native commercial (spoken by our MERIAN editor Inka Schmeling and assistant editor-in-chief Kathrin Sander). 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.

Minimum booking frequency is **3 episodes/spots**,
the costs for one spot are € 1.100,- Euro = **€ 3.300,- total**.

We will grant 15% discount for **5 booked episodes/spots**
= **4.675,- Euro total**.

We will grant 20% discount for **10 booked episodes/spots**
= **9.350,- Euro total**.



Click on the speaker-symbol on the left to listen to a current advertising spot, as an example for the integration of spots within the podcast.



Your international contacts

Head Office Germany + Austria

Contact: Dagmar Hansen
JAHRESZEITEN VERLAG GmbH
Harvestehuder Weg 42
20149 Hamburg
T 49/40/2717 2030
E dagmar.hansen@jalag.de

Italien

Kontakt: Meike Belloni
Media & Service International Srl
Via Giotto, 32
20145 Mailand
T +39/02/ 48 00 61 93
E info@it-mediaservice.com

Schweiz & Liechtenstein

Kontakt: Eva Favre
Affinity-PrimeMEDIA Ltd
Case postale 20
Route de Mollie-Margot 1
1073 Savigny
T +41/21/781 08 50
E info@affinity-primemedia.ch

Belgien, Niederlande & Luxemburg

Kontakt: Anita Rodwell
Mediawire International
Plein 1945 nr. 27
1251 MA, Laren
T +31/651/48 01 08
E info@mediawire.nl

Spanien & Portugal

Kontakt: David Castelló
K.Media
Calle Santa Engracia, 18,
Esc.4, 2 Izq.
28010 Madrid
T +34/91/702 34 84
E info@kmedianet.es

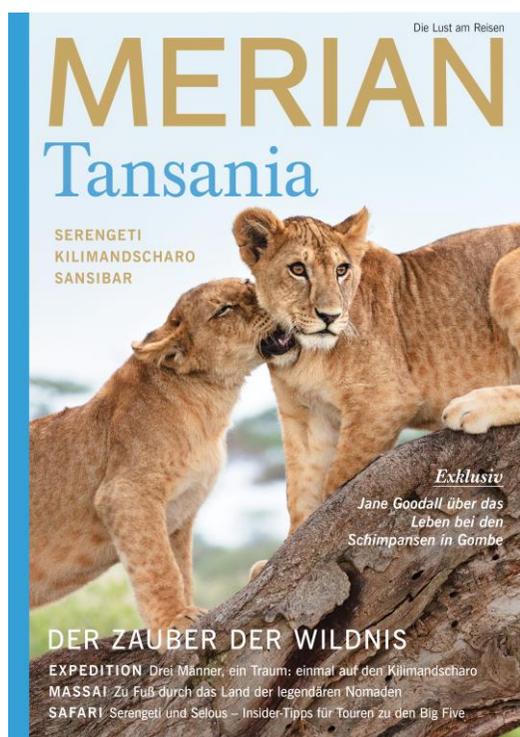
Skandinavien

Kontakt: Finn Greve Isdahl
International Media Sales
P.O. Box 44 Fantoft
5899 Bergen
T +47/55/ 92 51 92
E fgisdahl@mediasales.no

Grossbritannien & Irland

Kontakt: Stefanie Stroh-Begg
Mercury Publicity Ltd.
99 Grays Inn Rd.
London WC1X 8TY
T +44/ 7798-665-395
E stefanie@mercury-publicity.com

MERIAN – A UNIQUE AND UPSCALE TRAVEL MAGAZINE



Publication frequency
monthly

Copy price
€ 9,90

Ad rate 2020
full page 4c € 17.500,00

Formats
19,2 cm Width
27,0 cm Height

Paid circulation
60.000 copies

Coverage
730.000

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

MERIAN encourages wanderlust.

Every month, this premium magazine features a country, a region, a city or an island. Its key themes include culture, culinary experiences, entertainment and activities for holidaymakers.

Whether it's Tansania, Trier, Brandenburg or Finnland – every issue has interesting surprises in store for readers and showcases outstanding images by top photographers and articles by well-known authors.

MERIAN is a leading magazine in the premium sector for more than 70 years and convinces with journalistic standards & unique imagery.

Sources: AWA 2020; publisher's imprint, Ad rate 2020



The pleasure of traveling!

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



MERIAN

20-11-03

MAGAZINE PROFILE

Target group

Interests:

flight tickets

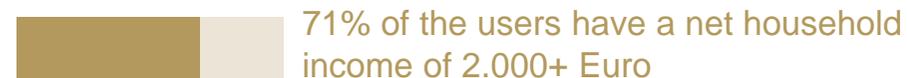
hotels

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