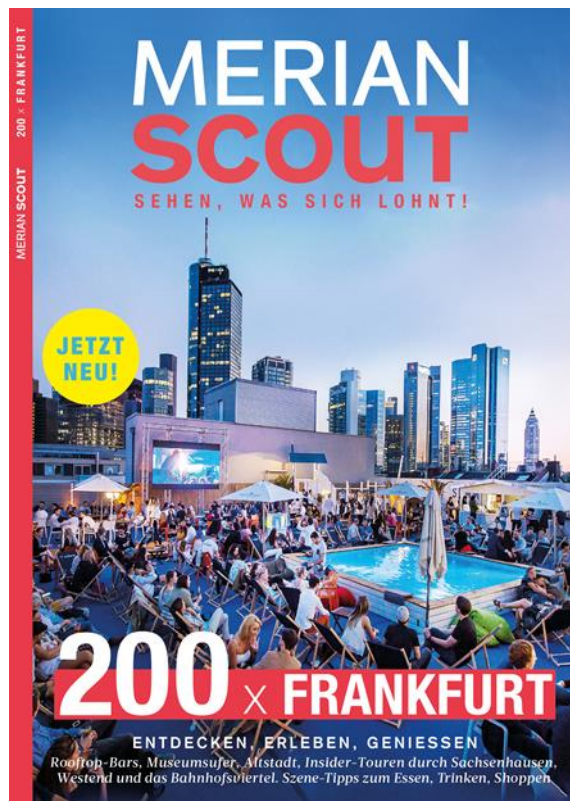


## MERIAN scout – see, what is worth seeing!



**MERIAN scout** closes a gap in the travel magazine market, to reach a young and modern target group. **MERIAN scout** serves the main interests of reading a magazine and is a symbiosis of guidebook and travel magazine.

**200 exclusive tips**, researched by the editorial team, show the colourful diversity of a city or region, with a combination of spectacular layout and pointed, knowledgeable texts.

**Target group** The travel habits of the MERIAN scout target group are characterised by the digitalisation. The target group has a very high travel competence and is looking for individuality, quality and authentic experiences.

<b>Frequency</b>	4 x per year
<b>Ad rate full page 4c</b>	€ 6.900,00
<b>Ad rate double page 4c</b>	€ 13.800,00
<b>Print run</b>	50.000 copies



- Convinces with journalistic aspiration & opulent visual imagery.
- Utility as top maxim.
- Spectacular layout and pointed, knowledgeable texts.