



MERIAN – A UNIQUE AND UPSCALE TRAVEL MAGAZINE



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 Thailand, Trier, Andalusia or Paris – every issue has interesting surprises in store for readers and showcases outstanding images by top photographers and articles by well-known authors.

www.merian.de

Frequency monthly
Paid circulation 60.000 copies
Ad rate full page 4c € 17,100
Copy price € 9.90

READERSHIP

MERIAN is the magazine for the discerning and inquisitive person who enjoys travel and full-on holiday experiences.
According to AWA 2019 MERIAN reaches 830,000 readers in Germany.

% breakdown | Index

Sex
Men 47 | 96
Women 53 | 104

Age
20–29 years 5 | 36
30–39 years 10 | 72
40–49 years 12 | 83
50–59 years 26 | 138

Net household income (in EURO)
4.000 and more 40 | 166
5.000 and more 26 | 210
6.000 and more 15 | 233

Financial scope (in EURO)
1.000 and more 27 | 187

Socio-economic status
High (level 1+2) 48 | 213

Consumer typology
Mainly luxury-oriented consumers 23 | 217

Interest in topics (particularly interested)
Holidays and travel 64 | 148
Art and cultural scene 32 | 313
Modern architecture 17 | 346
Books 52 | 195

Source: AWA 2019

ADVERTISING RATES 2019

Format	4c / EURO
Full page	17,100.-
Full page IFC / OBC	19,100.-
2/3 page	13,600.-
Half page	12,000.-
1/3 page	8,500.-
1/4 page	6,800.-
Double page	34,200.-
Double page IFC + page 3	37,200.-

DISCOUNTS

Turnover scale (gross)

from 34,200 Euro – 3%	from 136,800 Euro – 13%
from 68,400 Euro – 6%	from 171,000 Euro – 17%
from 102,600 Euro – 10%	from 205,200 Euro – 20%

CIRCULATION

Single Sales	20,000 copies
Subscribers	20,000 copies
Reader Circle	10,000 copies
Miscellaneous Sales	10,000 copies

publisher's imprint

SCHEDULE 2019 / Topics

Issue	Topic*	Publication date	Booking deadline	Copy deadline
02/2019	Costa Rica	24.01.2019	26.11.2018	03.12.2018
03/2019	Trier	21.02.2019	27.12.2018	07.01.2019
04/2019	Thailand	28.03.2019	04.02.2019	11.02.2019
05/2019	Paris	25.04.2019	28.02.2019	07.03.2019
06/2019	Portugal	23.05.2019	27.03.2019	03.04.2019
07/2019	Hamburg	27.06.2019	30.04.2019	08.05.2019
08/2019	The Alps	25.07.2019	29.05.2019	06.06.2019
09/2019	Naples / Amalfi Coast	22.08.2019	28.06.2019	05.07.2019
10/2019	Tansania	26.09.2019	02.08.2019	09.08.2019
11/2019	Brandenburg	24.10.2019	30.08.2019	06.09.2019
12/2019	Marrakech	21.11.2019	25.09.2019	02.10.2019
01/2020	Bonn	19.12.2019	24.10.2019	04.11.2019

* Topics are subject to change for editorial reasons

TECHNICAL DATA

Magazine format: 192 x 270 mm + 4 mm trim-reserve
 Type area: 170 x 247 mm

Printing process: Offset
 Artwork: Please deliver a print-PDF with 300 dpi resolution.
 Color-management: CMYK

Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: www.duon-portal.de
 Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50.

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