



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	€ 17,500
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
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Socio-economic status

High (level 1+2)	48 213
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Consumer typology

Mainly luxury-oriented consumers	23 217
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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 2020

Format	4c / EURO
Full page	17,500.-
Full page IFC / OBC	19,500.-
2/3 page	13,900.-
Half page	12,300.-
1/3 page	8,700.-
1/4 page	7,000.-
Double page	35,000.-
Double page IFC + page 3	38,000.-

DISCOUNTS

Turnover scale (gross)

from 35,000 Euro – 3%	from 140,000 Euro – 13%
from 70,000 Euro – 6%	from 175,000 Euro – 17%
from 105,000 Euro – 10%	from 210,000 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 2020 / Topics

Issue	Topic*	Publication date	Booking deadline	Copy deadline
02/2020	Georgia	23.01.2020	22.11.2019	29.11.2019
03/2020	Finland	27.02.2020	03.01.2020	13.01.2020
04/2020	Munich	19.03.2020	27.01.2020	03.02.2020
05/2020	Trentino	09.04.2020	17.02.2020	24.02.2020
06/2020	Rediscover Spain	28.05.2020	18.03.2020	25.03.2020
07/2020	Dream destinations	25.06.2020	28.04.2020	06.05.2020
08/2020	Rediscover Germany	24.07.2020	29.05.2020	08.06.2020
09/2020	Freiburg and the Breisgau	20.08.2020	29.06.2020	06.07.2020
10/2020	Die Burgenstraße	24.09.2020	03.08.2020	10.08.2020
11/2020	Eifel	22.10.2020	31.08.2020	07.09.2020
12/2020	Where to go in 2021	19.11.2020	25.09.2020	02.10.2020
01/2021	Cape Town	17.12.2020	22.10.2020	29.10.2020

* 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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