



## 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](http://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 2020 MERIAN reaches 730,000 readers in Germany.

*% breakdown | Index*

#### Sex

Men	44   89
Women	56   110

#### Age

20–29 years	5   35
30–39 years	12   78
40–49 years	12   83
50–59 years	27   142

#### Net household income (in EURO)

4.000 and more	42   158
5.000 and more	27   190
6.000 and more	16   221

#### Financial scope (in EURO)

1.000 and more	28   184
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#### Socio-economic status

High (level 1+2)	46   207
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#### Consumer typology

Mainly luxury-oriented consumers	23   216
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#### Interest in topics (particularly interested)

Holidays and travel	67   158
Art and cultural scene	33   318
Modern architecture	18   363
Books	55   215

Source: AWA 2020

### 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	<b>Georgia</b>	23.01.2020	22.11.2019	29.11.2019
03/2020	<b>Finland</b>	27.02.2020	03.01.2020	13.01.2020
04/2020	<b>Munich</b>	19.03.2020	27.01.2020	03.02.2020
05/2020	<b>Trentino</b>	09.04.2020	17.02.2020	24.02.2020
06/2020	<b>Dream destinations</b>	28.05.2020	18.03.2020	25.03.2020
07/2020	<b>Rediscover Germany-culture</b>	25.06.2020	28.04.2020	06.05.2020
08/2020	<b>Rediscover Germany-nature</b>	24.07.2020	29.05.2020	08.06.2020
09/2020	<b>Rediscover Spain</b>	20.08.2020	29.06.2020	06.07.2020
10/2020	<b>Die Burgenstraße</b>	24.09.2020	03.08.2020	10.08.2020
11/2020	<b>Frankfurt &amp; Rhine-Main</b>	22.10.2020	31.08.2020	07.09.2020
12/2020	<b>Freiburg and the Breisgau</b>	19.11.2020	25.09.2020	02.10.2020
01/2021	<b>Around the Baltic Sea</b>	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](http://www.duon-portal.de)  
 Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50.

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