



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 | € 17,600 |
| 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 |
| Socio-economic status | | |
| High (level 1+2) | 46 | 207 |
| Consumer typology | | |
| Mainly luxury-oriented consumers | 23 | 216 |
| 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 2021

| Format | 4c / EURO |
|--------------------------|-----------|
| Full page | 17,600.- |
| Full page IFC / OBC | 19,600.- |
| 2/3 page | 14,000.- |
| Half page | 12,400.- |
| 1/3 page | 8,750.- |
| 1/4 page | 7,050.- |
| Double page | 35,200.- |
| Double page IFC + page 3 | 38,200.- |

DISCOUNTS

Turnover scale (gross)

| | |
|-------------------------|-------------------------|
| from 35,200 Euro – 3% | from 140,800 Euro – 13% |
| from 70,400 Euro – 6% | from 176,000 Euro – 17% |
| from 105,600 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 2021 / Topics

| Issue | Topic* | Publication date | Booking deadline | Copy deadline |
|---------|---------------------------|------------------|------------------|---------------|
| 02/2021 | Salzburg | 21.01.2021 | 20.11.2020 | 27.11.2020 |
| 03/2021 | Istria | 11.02.2021 | 11.12.2020 | 18.12.2020 |
| 04/2021 | South Tyrol | 11.03.2021 | 15.01.2021 | 22.01.2021 |
| 05/2021 | Eifel | 15.04.2021 | 17.02.2021 | 24.02.2021 |
| 06/2021 | Rhine | 20.05.2021 | 22.03.2021 | 29.03.2021 |
| 07/2021 | Rediscover France | 17.06.2021 | 19.04.2021 | 26.04.2021 |
| 08/2021 | Rediscover Germany | 15.07.2021 | 19.05.2021 | 27.05.2021 |
| 09/2021 | tbd | 26.08.2021 | 02.07.2021 | 09.07.2021 |
| 10/2021 | tbd | 23.09.2021 | 30.07.2021 | 06.08.2021 |
| 11/2021 | tbd | 28.10.2021 | 03.09.2021 | 10.09.2021 |
| 12/2021 | tbd | 25.11.2021 | 28.09.2021 | 05.10.2021 |
| 01/2022 | tbd | 23.12.2021 | 26.10.2021 | 03.11.2021 |

* 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

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



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