



## 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	€ 17,600
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*

<b>Sex</b>	
Men	44   89
Women	56   110

<b>Age</b>	
20–29 years	5   35
30–39 years	12   78
40–49 years	12   83
50–59 years	27   142

<b>Net household income (in EURO)</b>	
4.000 and more	42   158
5.000 and more	27   190
6.000 and more	16   221

<b>Financial scope (in EURO)</b>	
1.000 and more	28   184

<b>Socio-economic status</b>	
High (level 1+2)	46   207

<b>Consumer typology</b>	
Mainly luxury-oriented consumers	23   216

<b>Interest in topics (particularly interested)</b>	
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	Bremen	17.06.2021	19.04.2021	26.04.2021
08/2021	Rediscover Germany - Water	15.07.2021	19.05.2021	27.05.2021
09/2021	Franconia	26.08.2021	02.07.2021	09.07.2021
10/2021	Rediscover Germany	23.09.2021	30.07.2021	06.08.2021
11/2021	Rediscover France	28.10.2021	03.09.2021	10.09.2021
12/2021	Dresden	25.11.2021	28.09.2021	05.10.2021
01/2022	Valencia	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

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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