



## 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 Vietnam, Allgäu, Tuscany or London – 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 | € 17,100      |
| Copy price           | € 8.95        |

### READERSHIP

MERIAN is the magazine for the discerning and inquisitive person who enjoys travel and full-on holiday experiences.  
According to AWA 2018 MERIAN reaches 800,000 readers in Germany.

*% breakdown | Index*

| Sex  |    |     |
|--|----|-----|
| Men  | 45 | 91  |
| Women  | 55 | 109 |
| Age  |    |     |
| 20–29 years                                  | 6  | 43  |
| 30–39 years                                  | 10 | 73  |
| 40–49 years                                  | 14 | 85  |
| 50–59 years                                  | 23 | 128 |
| Net household income (in EURO)               |    |     |
| 4.000 and more                               | 38 | 173 |
| 5.000 and more                               | 23 | 205 |
| Financial scope (in EURO)                    |    |     |
| 1.000 and more                               | 24 | 222 |
| Socio-economic status                        |    |     |
| High (level 1+2)                             | 46 | 205 |
| Consumer typology                            |    |     |
| Mainly luxury-oriented consumers             | 23 | 216 |
| Interest in topics (particularly interested) |    |     |
| Holidays and travel                          | 66 | 154 |
| Art and cultural scene                       | 30 | 314 |
| Modern architecture                          | 15 | 318 |
| Books  | 52 | 196 |

Source: AWA 2018

### 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 | <b>Costa Rica</b> | 24.01.2019       | 26.11.2018       | 03.12.2018    |
| 03/2019 | <b>Trier</b>      | 21.02.2019       | 27.12.2018       | 07.01.2019    |
| 04/2019 | <b>Thailand</b>   | 28.03.2019       | 04.02.2019       | 11.02.2019    |
| 05/2019 | <b>Paris</b>      | 25.04.2019       | 28.02.2019       | 07.03.2019    |
| 06/2019 | <b>Portugal</b>   | 23.05.2019       | 27.03.2019       | 03.04.2019    |
| 07/2019 | <b>Hamburg</b>    | 27.06.2019       | 30.04.2019       | 08.05.2019    |
| 08/2019 | <b>The Alps</b>   | 25.07.2019       | 29.05.2019       | 06.06.2019    |
| 09/2019 | N.N.              | 22.08.2019       | 28.06.2019       | 05.07.2019    |
| 10/2019 | N.N.              | 26.09.2019       | 02.08.2019       | 09.08.2019    |
| 11/2019 | N.N.              | 24.10.2019       | 30.08.2019       | 06.09.2019    |
| 12/2019 | N.N.              | 21.11.2019       | 25.09.2019       | 02.10.2019    |
| 01/2020 | N.N.              | 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](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.

Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>



## YOUR CONTACTS

### Head Office Germany

Contact: Dagmar Hansen  
BM Brand Media GmbH  
Harvestehuder Weg 45  
20149 Hamburg  
phone: +49/40/2717 2030  
e-mail: [dagmar.hansen@bm-brandmedia.de](mailto:dagmar.hansen@bm-brandmedia.de)

### France & Monaco

Contact: Laurent Briggs  
Affinity Media  
53 rue de Maubeuge  
75009 Paris  
phone: +33/1 53 05 94 04  
e-mail: [laurent.briggs@affinity-media.fr](mailto:laurent.briggs@affinity-media.fr)

### Scandinavia & Finland

Contact: Finn Greve Isdahl  
International Media Sales  
P.O. Box 44 Fantoft  
5899 Bergen  
phone: +47/55/ 92 51 92  
fax: +47/55/ 92 51 90  
e-mail: [fgisdahl@mediasales.no](mailto:fgisdahl@mediasales.no)

### Belgium, Netherlands & Luxembourg

Contact: Anita Rodwell  
Mediawire International  
Plein 1945 nr. 27  
1251 MA, Laren  
phone: +31/651/48 01 08  
fax: +31/35/533 59 85  
e-mail: [info@mediawire.nl](mailto:info@mediawire.nl)

### Great Britain & Ireland

Contact: Stefanie Stroh-Begg  
Mercury Publicity Ltd.  
99 Grays Inn Rd.  
London WC1X 8TY  
phone: +44/20/7611 1900  
e-mail: [stefanie@mercury-publicity.com](mailto:stefanie@mercury-publicity.com)

### Spain & Portugal

Contact: David Castelló  
K.Media  
Calle Santa Egracia, 18, Esc.4, 2 izq.  
28010 Madrid  
phone: +34/91/702 34 84  
fax: +34/91/702 34 85  
e-mail: [info@kmedianet.es](mailto:info@kmedianet.es)

### Switzerland & Liechtenstein

Contact: Eva Favre  
Affinity-PrimeMEDIA Ltd  
Case postale 20  
Route de Mollie-Margot 1  
1073 Savigny  
phone: +41/21/781 08 50  
fax: +41/21/781 08 51  
e-mail: [e.favre@affinity-primemedia.ch](mailto:e.favre@affinity-primemedia.ch)

### Italy

Contact: Meike Belloni  
Media & Service International Srl  
Via Giotto, 32  
20145 Milano  
phone: +39/02/ 48 00 61 93  
fax: +39/02/ 48 19 32 74  
e-mail: [info@it-mediaservice.com](mailto:info@it-mediaservice.com)



**BRAND MEDIA**