

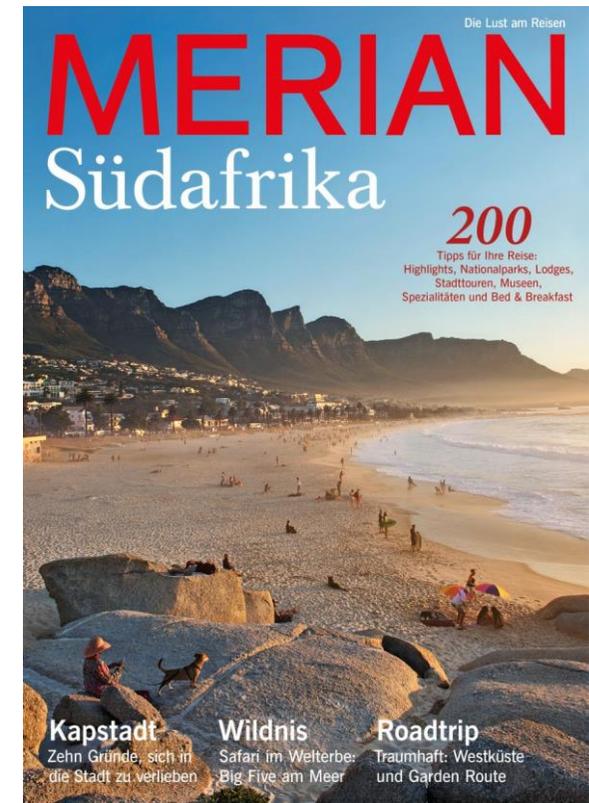


BRAND MEDIA

MERIAN

## Magazine profile

Hamburg, September 2017





# 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 New York, the Black Forest, Crete or Thailand – every issue has interesting surprises in store for readers and showcases outstanding images by top photographers and articles by well-known authors.

**Target group** MERIAN is the magazine for the discerning and inquisitive person who enjoys travel and all-out holiday experiences.

<b>Publication frequency</b>	monthly
<b>Ad rate 1/1 4c</b>	€ 16,500.00
<b>Coverage</b>	0.85 m
<b>Paid circulation</b>	66,653 copies
<b>Website</b>	<a href="http://www.merian.de">www.merian.de</a>



- A leading magazine in the premium sector for more than 69 years .
- Convinces with journalistic standards & unique imagery.
- Successfully established line-extensions and website.



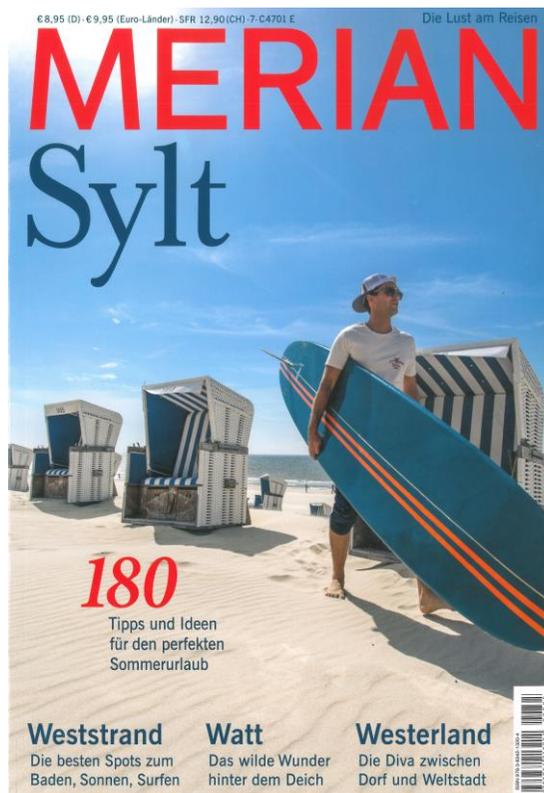
# Brand cosmos MERIAN

## Print and Digital





## The concept



For more than 69 years, MERIAN has been the epitome of competence in travel journalism. Whether Australia, Paris, Hesse or Augsburg – **each issue boasts a wealth of entertaining and informative texts by renowned authors. In thrilling imagery and fascinating shots, top-class photographers capture the atmosphere of each country, city or landscape.**

Interviews and home stories with famous personalities provide readers with intriguing insights. Additional features in every issue of MERIAN include no end of background information, travel tips and recommendations.

By highlighting characteristic cities, countries or landscapes, MERIAN transforms the everyday into something special and the commonplace into something unique.



# MERIAN

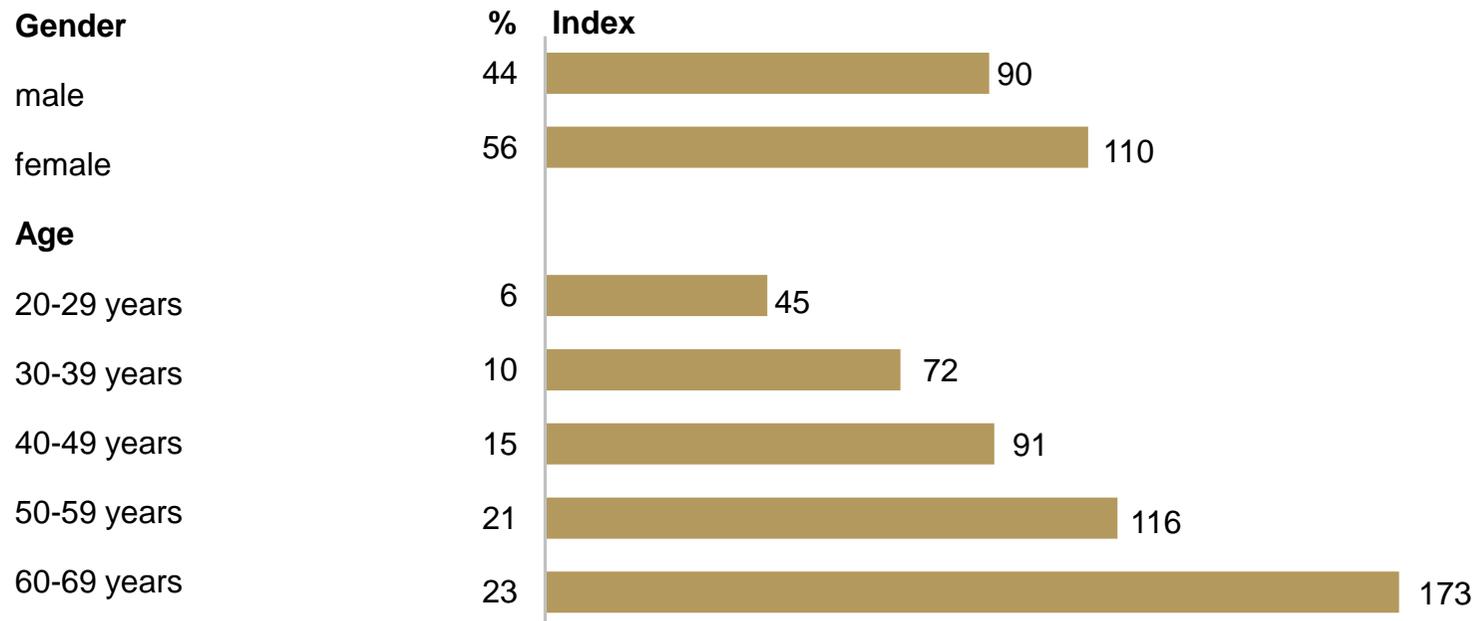
Readership





## Socio demographic – Age

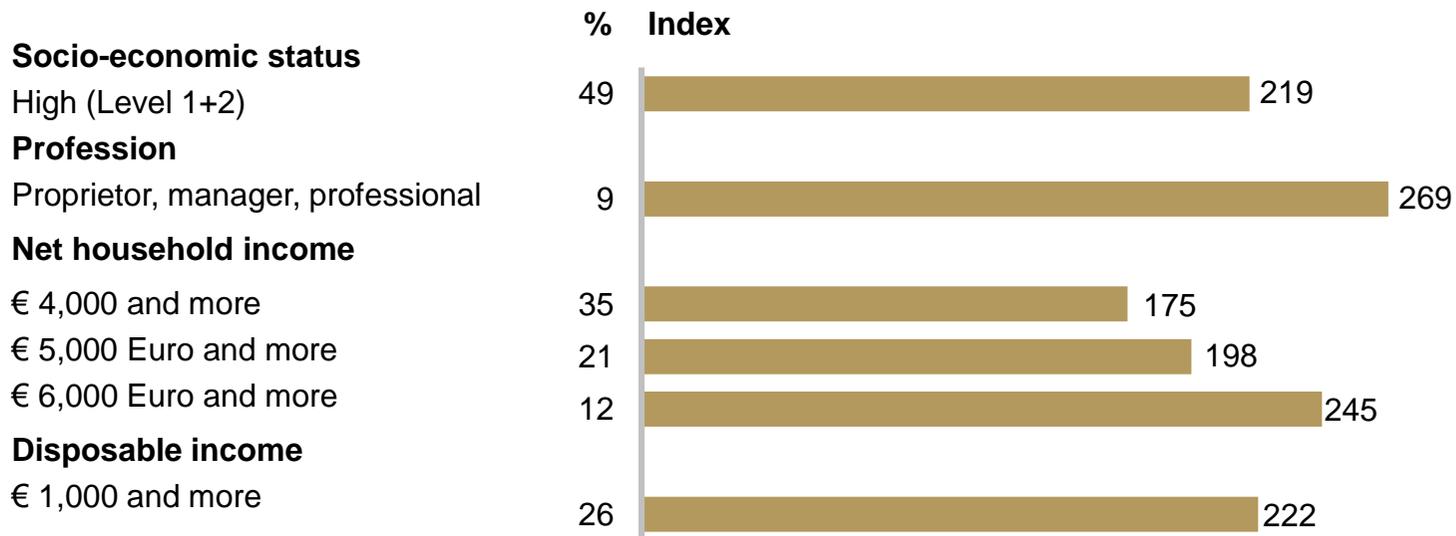
56% of the 850,000 MERIAN-readers are female, 44% are male. More than 45% of MERIAN-readers belong to the relevant age-group of 30 to 59 years-olds.





# Socio demographic – Income

MERIAN readers are well-educated and work in high level positions, their overall economic status is at the highest level 1+2 (49%). Furthermore, 35% of MERIAN readers have a net household income in excess of € 4,000.

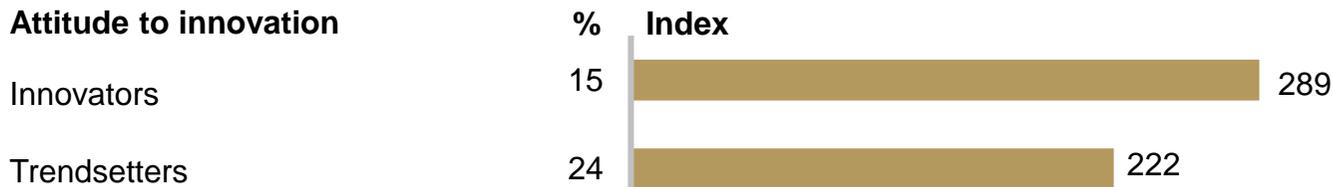




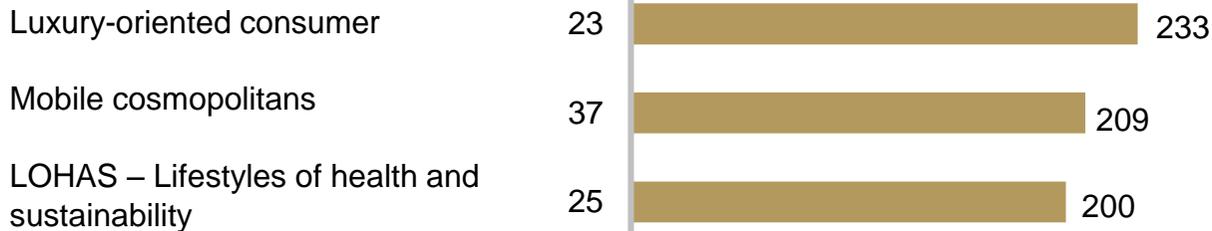
# Shared values and consumer typology

As trendsetters and innovators, MERIAN readers are interested in "modern" values such as health and sustainability. These luxury-oriented consumers enjoy their life, take pleasure in high-end brands and have an eye for new trends. As active and well-traveled cosmopolitans, they are discerning in their travel choices.

### Attitude to innovation



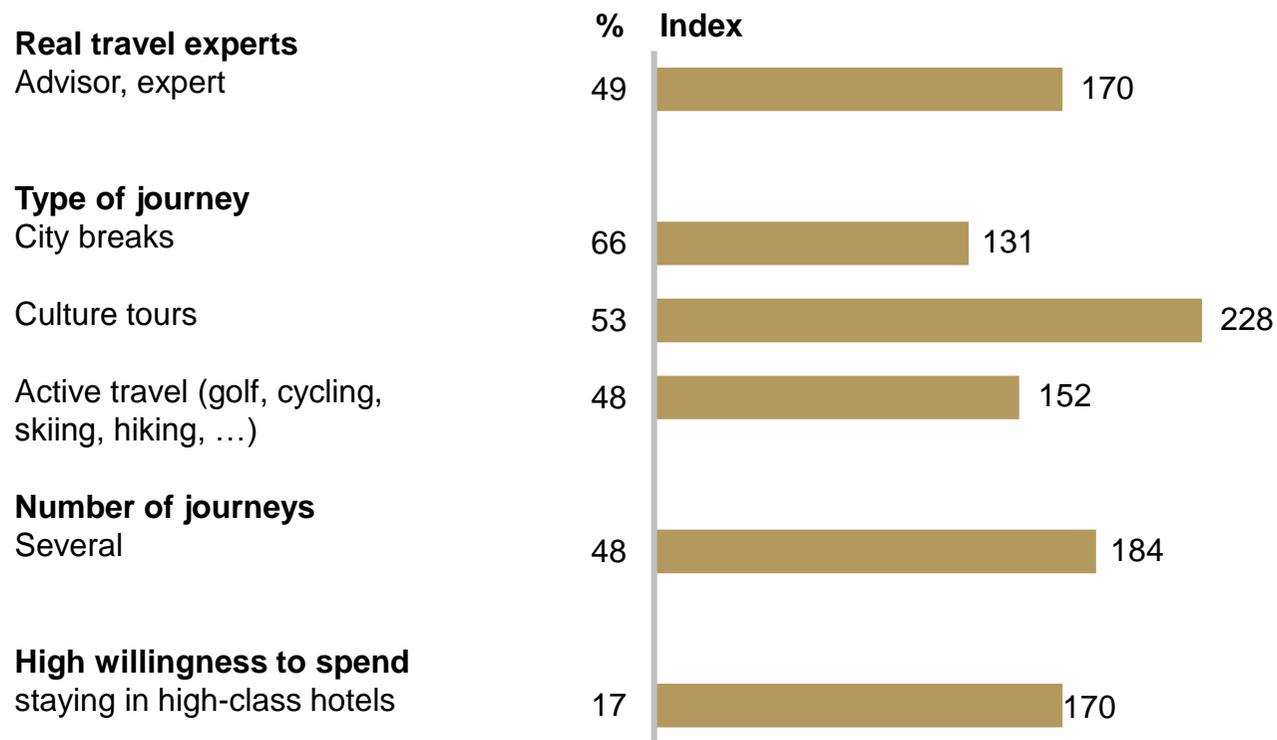
### Consumer typology





## Reader profiles – travel experts

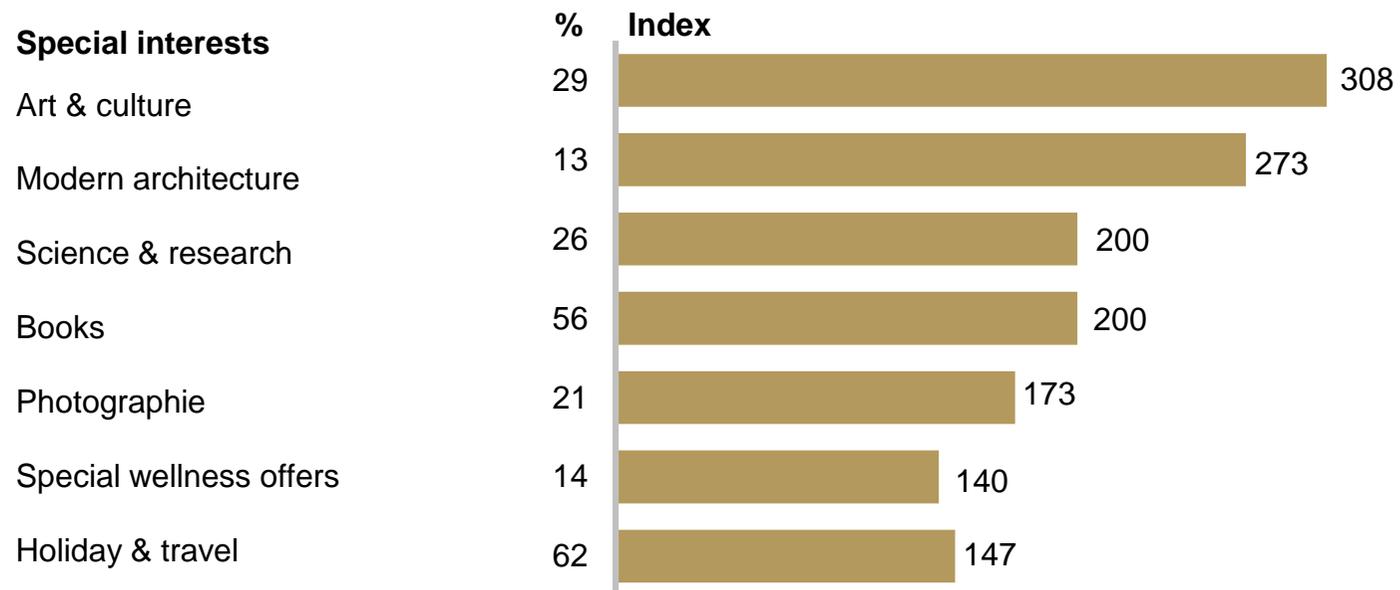
MERIAN readers like to escape from everyday life – preferably several times a year. They favour active travel, city breaks and cultural tours. They are experts in their field and keen to take up and give advice.





# Reader profile – special interests

MERIAN readers are interested in a variety of issues -- from art & culture to investment. MERIAN readers are always well-informed.





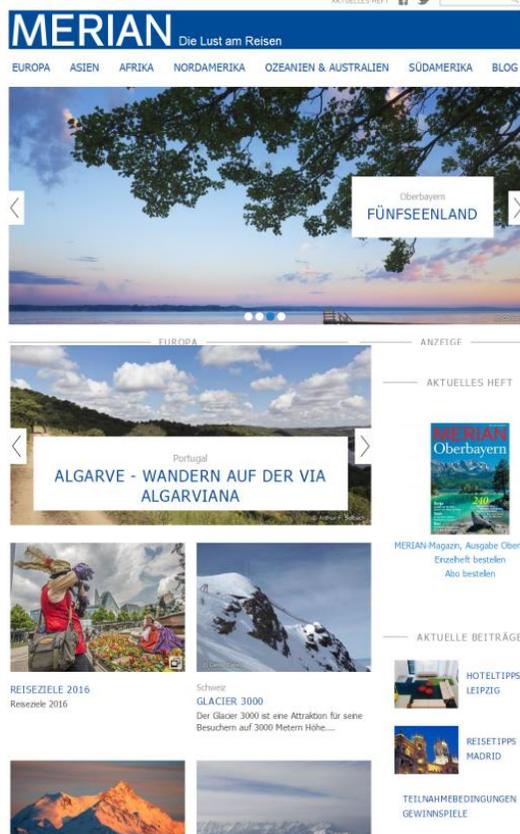
# MERIAN

Online





# MERIAN online – encourages wanderlust



MERIAN.de is one of the leading online travel magazines. A transparent, journalistic approach combined with high user value aspects make this website a uniquely competent online travel adviser for those who have particular expectations of travel and are seeking high-quality information. Destinations across the globe are brought to life by means of lavish picture galleries, exciting travel reports and travel videos.

**Facts:**

<b>Unique User<sup>1)</sup></b>	70.000 per month
<b>Visits<sup>2)</sup></b>	142.253 per month
<b>Page Impressions<sup>2)</sup></b>	489.311 per month
<b>Newsletter subscribers<sup>3)</sup></b>	approx. 13.000 subscribers



Awarded with the quality seal of the VDZ for top online medium!!

Sources: 1) AGOF digital facts 2016-11 single month, 14 years and older  
2) IVW January 2017; 3) publisher's information