



## 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/>



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