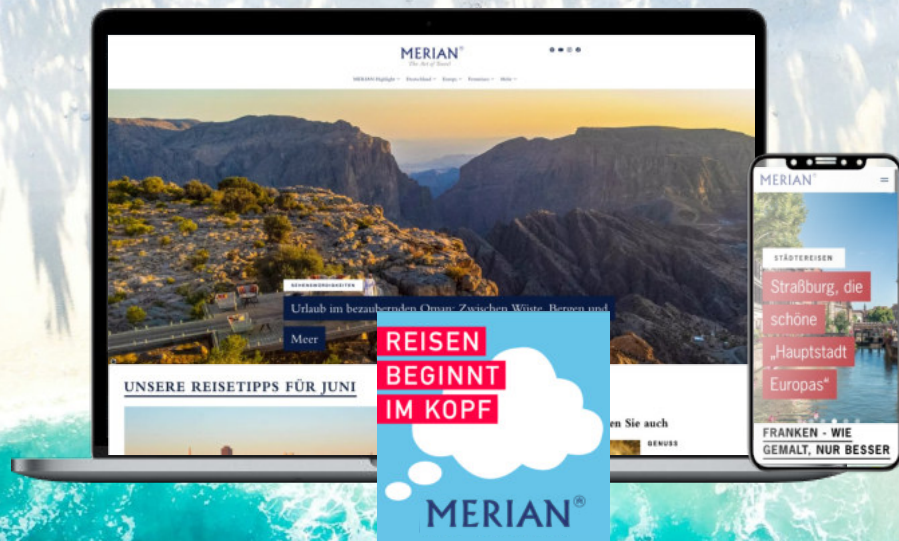


Merian – magazine profile – 2025

Hamburg, September 2024





Ein Faltdach der Luxusklasse

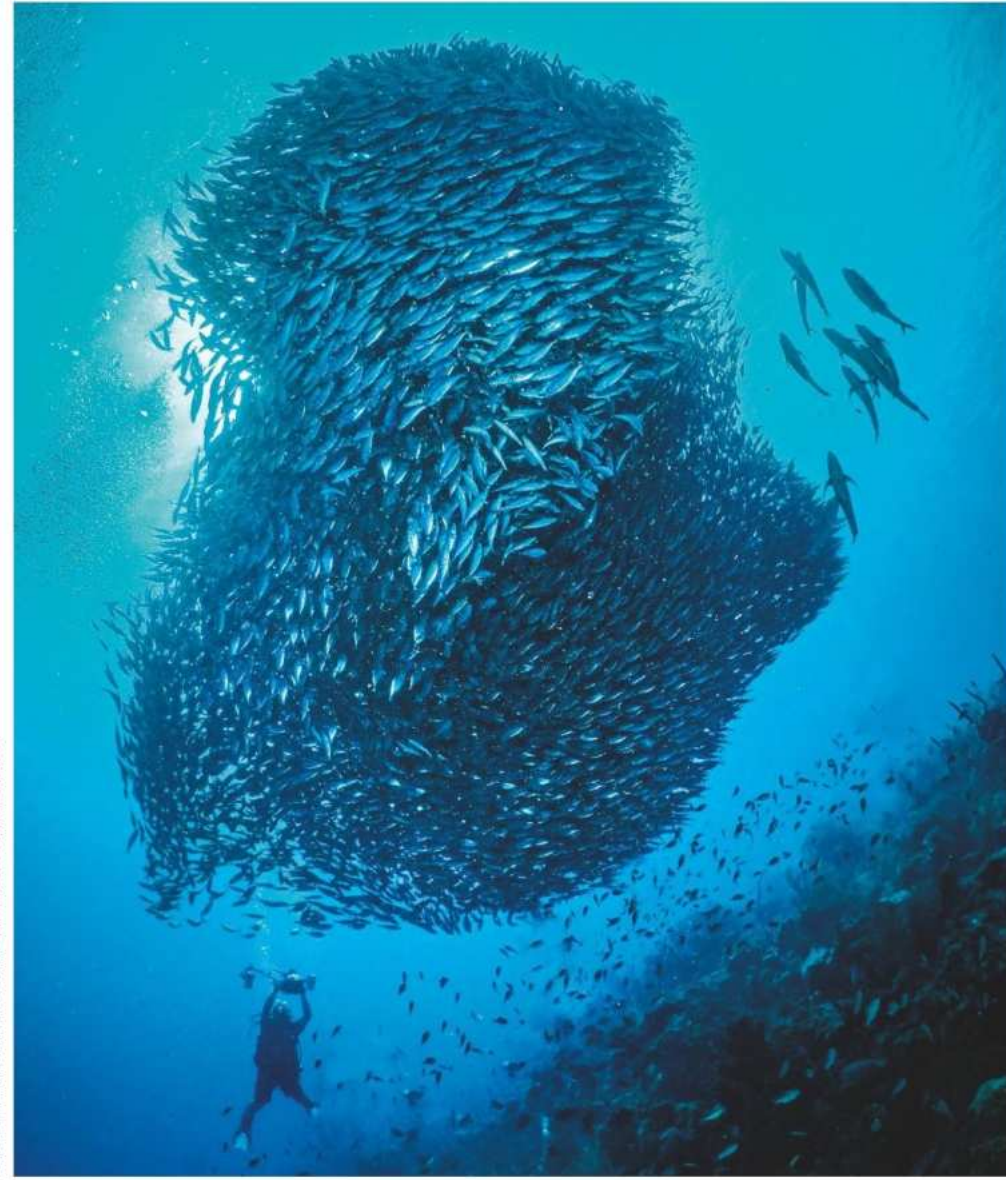
Es besteht aus nicht rostendem Stahl und erinnert an die Folie, die sich beim Entkorken vom Hals einer Weinflasche löst: Das Dach gehört zu einem Luxushotel, entworfen vom Architekten Frank O. Gehry für das Weingut Marqués de Riscal in der Region Rioja. Seit 2006 sitzt das Hotel wie eine Krone über den Sandsteinbauten des Städtchens Elciego



Arizona Dream

Havasu bedeutet in etwa „türkisfarbenes Wasser“, und ebenjenes verdankt der Havasu Creek seinem hohen Kalkgehalt. Der Seitenfluss des Colorado River hat sich bis zu 900 Meter tief in den rötlichen Fels gegraben, dort mit dem Stand-up-Paddleboard unterwegs zu sein ist ein gewaltiges Erlebnis. Kleiner Haken: Die Genehmigungen dafür sind rar

FOTOS: BETTY IMAGES/ANDREW PEACOCK; BETTY IMAGES/VLADIMIR MILADENOVIC



Im Rausch der Tiefe

Die Fischwolke, die sich hier vor der Insel Bonaire im Karibischen Meer zusammenbraut, ist eine geballte Jagdszene. Ein Schwarm Stachelmakrelen kreist um kleinere Fische. Der Fotograf, der gerade einen Workshop in Unterwasser-Fotografie gibt, fängt die ebenso dramatische wie dramatisch schöne Szene ein

EXCLUSIVITE Traumzeit

Ein Zimmer, eine Story: Dieses Bett steht mitten im Outback, gehört zu einer stilvollen Lodge und bietet eine der besten Aussichten Australiens

THE DUNE PAVILION LONGITUDE 131°, YULARA

Am Anfang gab es nichts, nur eine eigenschaftslose Einöde – bis zur Traumzeit, in der Götter und Vorfahren zusammenkamen und die Welt erschufen. Sie ist der Beginn der Zeit, die Essenz des Lebens und der Spiritualität. So geht die Erzählung der Indigenen Australiens, und kein Ort ist dafür so wichtig wie der Uluru, auch Ayers Rock genannt. Wer sich einmal neben diesem gewaltigen Felsen zwergenhaft vorkommt, wird sich seiner Wirkung kaum entziehen können. Und wer im Bett des Dune Pavilion liegt, kann diese Wirkung von Sonnenuntergang bis Sonnenaufgang in allen Lichtstimmungen aufsaugen. Der Pavilion gehört zur Lodge Longitude 131° und verbindet unschlagbare Blicke auf den Uluru mit sanftem Luxus. Dieser Raum und 16 Zelte im Safaristil greifen die Geschichte und Bedeutung der Umgebung mit regionaler Kunst auf. Das Spa ist von einem „Wiltja“ inspiriert, einer traditionellen Unterkunft der indigenen Anangu, die in dieser Region zu Hause sind. Das Design der Lodge ist offen und zurückhaltend, um sich ganz auf die Umgebung zu konzentrieren. So entsteht das Gefühl, ein Teil von ihr zu sein – ganz so wie in den Traumzeit-Mythen.

Yulara, Yulara Drive; longitude131.com.au



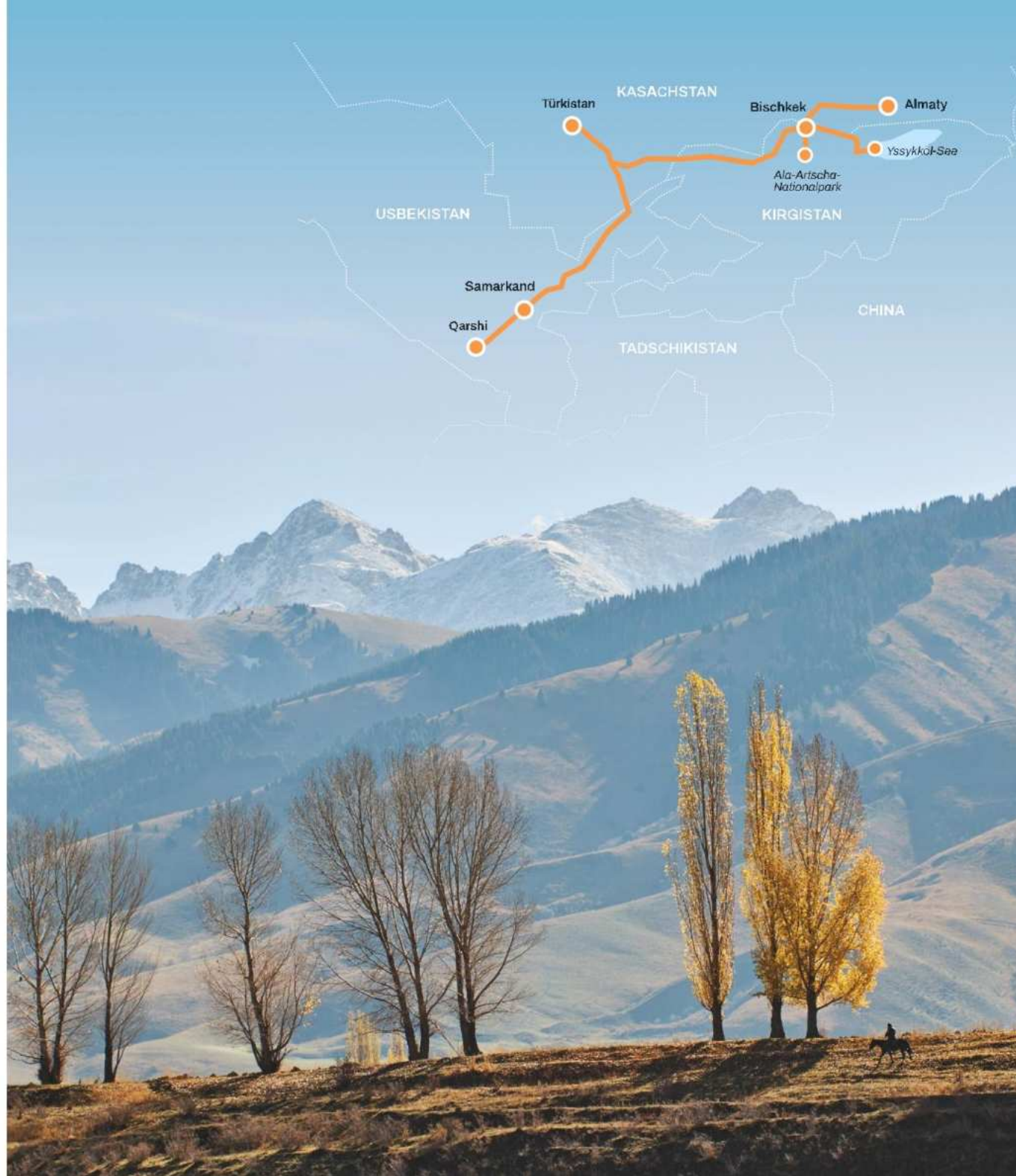
Ein Bahnmitarbeiter grüßt vor der Abfahrt in Samarkand, Usbekistan. Weit und breit unberührt wirkt die Landschaft in Kirgistan



Seidenstraße für Einsteiger

Mit dem Orient Silk Road Express durch Usbekistan, Kirgistan und Kasachstan, durch dünn besiedeltes Bergland, einen Hauch von Orient und Metropolen auf der Überholspur. Eine Entdeckungstour durch Zentralasien

VON JOHANNES TESCHNER
FOTOS: VOLKER RENNER



Traveling at the highest level

Experience the intelligent fusion of evolution and revolution. Merian combines the market-leading expertise of 76 years of outstanding travel journalism with the **vision of a seductive and emotional luxury travel magazine.**

Merian is an opulent, high-quality and **innovative multi-thematic premium travel magazine with 188 pages.**

Topics such as individuality, sustainability, mobility and self-realization shape the leading travel brand.

High-class service orientation and creative, wide-ranging lifestyle offerings are in the spotlight.

[Click here to read issue 04/2024](#)

MERIAN



The Art of Travel

Ach, du liebes München!

Bestseller-Autor
Jan Weiler über Licht,
Langsamkeit und
Anarchie an der Isar

Bangkok pikant

Die besten Bars,
Märkte und
Food-Tempel

Südafrikas wildes Wunder

Eine Luxus-Safari
für den Naturschutz

Baskenland neu entdeckt

Porträt einer
rebellischen
Schönheit



Mit Google
Maps Service



SKANDINAVIEN FÜR INSIDER

Schweden: Wo Wein und neue Ideen wachsen
Ein Roadtrip durch die Dänische Südsee
Cool und kreativ: Helsinki setzt Maßstäbe

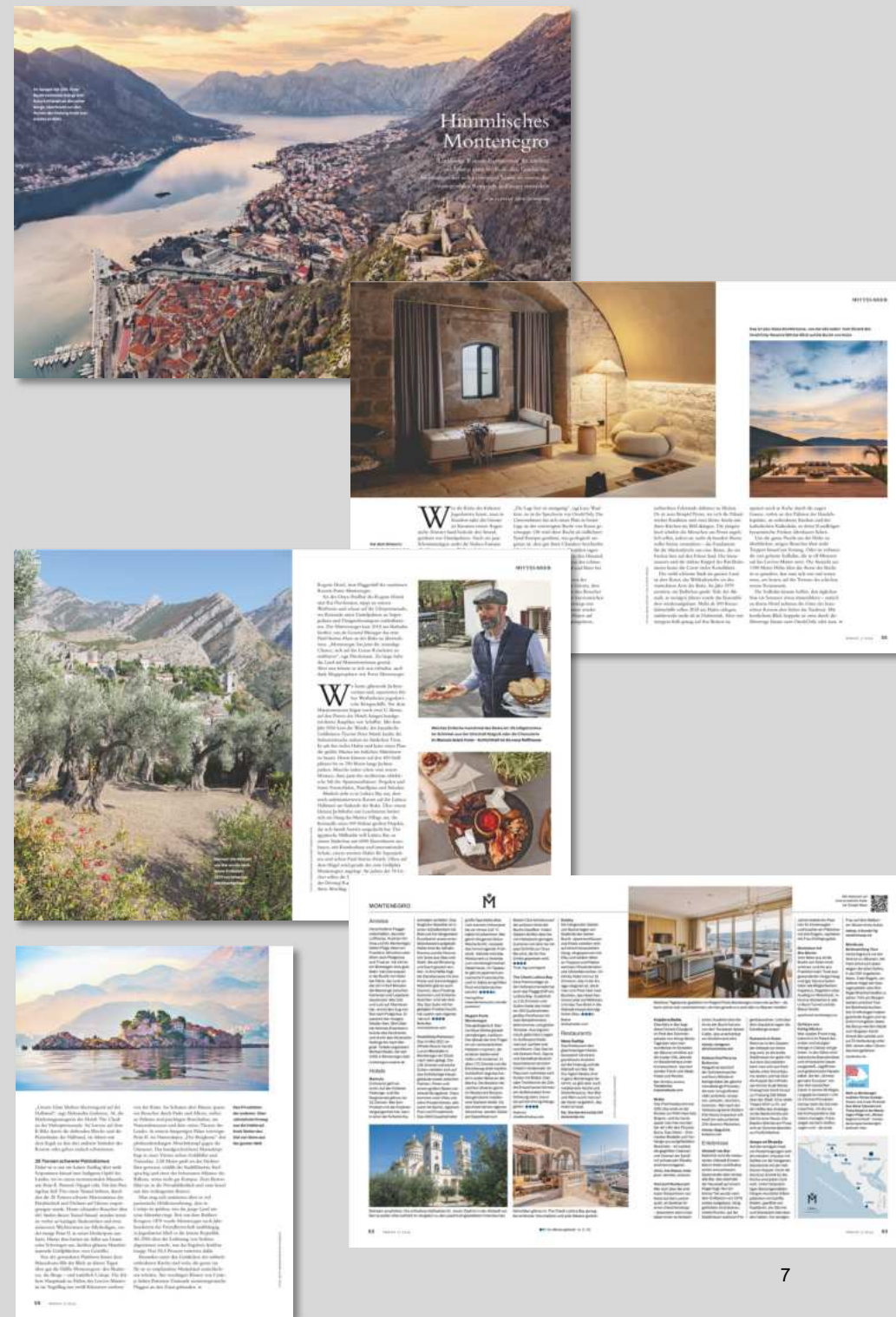
Merian makes traveling...

...more individual
...more eventful
...more authentic and
...more luxurious

Feuilletonistic seductive images characterize the Merian world just as much as a competent and holistically composed editorial offer. For every topic, Merian provides **exactly the information that the discerning individual traveler needs** – no less but also no more.

The core target group is discerning, **highly educated individual travelers** who want to **combine sustainability with high-quality, unique travel experiences** - and are not limited financially in any way. Everything is possible, the compass and guidance for this is provided by Merian.

Merian offers its unique and inspiring content equally on all communication channels (print, digital, social media).



Ad rates and formats 2025

<u>Formats*</u> (width x height, bleed format)	<u>Ad rates**</u>
Full page (210 x 280 mm)	21,500.- Euro
Double page (420 x 280 mm)	42,800.- Euro
Opening Spread (IFC+page 3)	50.300,- Euro
Cover pages IFC, OBC (210 x 280 mm)	23,600.- Euro
1/2 page landscape (210 x 137 mm)	15.200,- Euro
1/2 page portrait (100 x 280 mm)	15.200,- Euro
1/3 page landscape (210 x 88 mm)	10.900,- Euro
1/3 page portrait (71 x 280 mm)	10.900,- Euro
1/4 page (landscape, portrait or corner ad)	8.600,- Euro



* For bleed ads, a bleed allowance (trim reserve) of 4 mm each at the top, bottom and outside must be added to the stated ad format.

**ad rates plus VAT, commissionable and discountable

Advertorials

Our creative experts create the visual in the look and feel of Merian. Pictures and text elements are provided by the client. Advertorials are integrated harmoniously into their editorial environments. Advertorials need to be marked with the word „ANZEIGE“ / “ADVERTORIAL“ (min. in 8 Pt. in capital letters) and may be combined with an advertorial booking on merian.de.

Media costs of the respective ad format plus layout costs (not deductible)*:

up to 1/2 page*: 1.500,- €
 per full page*: 2.000,- €
 per double page*: 3.000,- €

*) Layout costs are neither discountable nor commissionable.

Photo- and textmaterial are to be delivered (3 weeks before off. Booking deadline). Otherwise layout costs have to be revised.

Schedule and focus topics 2025

Issue / focus topic	Publication date	Week	Advertisements		AdSpecials/Cover pages - Booking and Cancellation date	Ad Specials delivery printery
			Booking and Cancellation date	Copy deadline		
01/2025 "Rediscover France - the north"	28.03.25	13	14.02.25	27.02.25	31.01.25	03.03.25
02/2025 "Coolcation"	06.06.25	23	23.04.25	07.05.25	09.04.25	09.05.25
03/2025 "City-Trips"	29.08.25	35	17.07.25	30.07.25	03.07.25	01.08.25
04/2025 "Oceania"	17.10.25	42	04.09.25	17.09.25	21.08.25	19.09.25
05/2025 "Favorites 2026"	05.12.25	49	21.10.25	04.11.25	07.10.25	07.11.25

Advertorials: Three weeks before the normal advertising deadline should be planned as the booking deadline and lead time for delivery of materials and creation of promotional ads.

The layout is created in close coordination with the client or the agency in charge.
Promotional ads are marked with the word "ADVERTISEMENT".

Merian.de

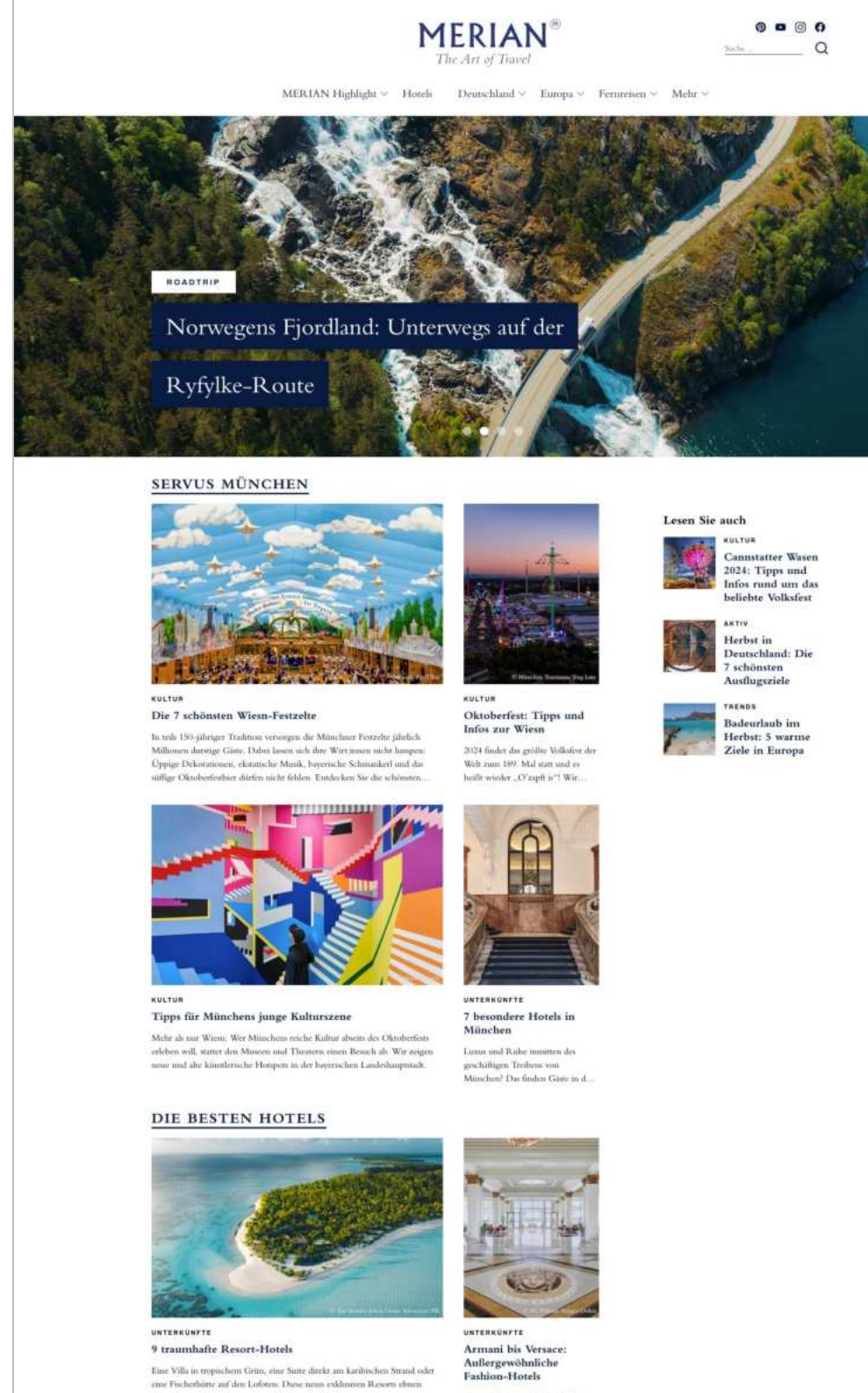
online on five-star level

Comprehensive coverages combined with user value, current moving image content, opulent picture galleries and audio formats – that’s Merian **digital**.

the best tips of our editorial team as a digital service including travel trends and all information on the most popular destinations: Merian.de combines established digital standards with content-innovations.

picture galleries and detailed texts show our users the highlights and special destinations for vacations in the mountains, at the see or in the city, worldwide. users let themselves inspire and inform profound.

The Merian **podcast** “**Reisen beginnt im Kopf**” is inspiration and planning aid for everyone yearning for the next city trip – and of course half an hour break from daily routine.



Merian „Reisen beginnt im Kopf“ the podcast



The Merian podcast team takes you on a journey to **a perfect weekend in the most beautiful cities and regions.**

Let the podcast „Reisen beginnt im Kopf“ („Travel starts in the mind“) guide you to sights and exciting museums, stroll through charming quarters inside your head and enjoy the personal tips for a night out, shopping and other experiences.

The podcast, made by Merian chief editor Tinka Dippel and Silvia Tyburski, is inspiration and planning aid for everyone yearning for the next city trip – and of course **half an hour break from daily routine.**

The Podcast reaches more than 10.010 Downloads/Streams per month (Average January – July 2024) overall, a new episode usually has 1.000+ Downloads/Streams within the first days after publication.

You will find a new episode of the Merian-Podcast „Reisen beginnt im Kopf“ on itunes, Spotify, Google Play, deezer, RTL+ and of course on [Merian.de](https://www.merian.de), as well as Instagram ([@Merian.magazin](https://www.instagram.com/Merian.magazin)).

Merian „Reisen beginnt im Kopf“

offer: sponsoring



[Click here for the current episode](#)

sponsoring of a complete podcast-episode about your destination

Upon consultation the Merian editorial department will produce a approx. 30 minute podcast episode about your city/region, that we will also supply as embed code for implementation on your website.

The subsidy for production costs is **€ 7.900,-*** valid for destinations, which have to be researched and produced completely new. If the production should take place on site, additional travel costs apply.

frequency discounts

booking of 3 episodes = 10% discount

booking of 5 episodes = 15% discount

Your contacts & factsheets



Merian

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Merian – The Art of Travel



[Click here for schedule and further details.](#)

Publication frequency
5x per year

Copy price
€ 11,90

Ad rate 2025
full page 4c € 21.500,00

Print run
50.000

Formats
21,0 cm Width
28,0 cm Height

Digital magazines on



Merian is the brand for travel at the highest level - and always at eye level with its discerning readers and users. Merian tells of special experiences, visits the most exclusive hotels and the most innovative restaurants, travels through vibrant cities and fascinating landscapes.

Merian combines market-leading expertise from 76 years of outstanding travel journalism with the vision of a luxury travel magazine with its finger on the pulse.

www.merian.de combines comprehensive coverages with user value, moving image content, opulent picture galleries and audio formats. Our [newsletter „Reisefieber“](#) keeps the users up to date regarding current travel offers and events.

The [Merian podcast “Reisen beginnt im Kopf”](#) is inspiration and planning aid for everyone yearning for the next city trip – and of course half an hour break from daily routine.

[Click here to read an english version of issue 01/2024](#)

Merian.de Facts



The Art of Travel

The best tips from the editorial team as a digital service with the latest travel trends and insights, as well as all the information on the most popular and up-and-coming, yet unknown holiday destinations: merian.de combines established digital standards with content innovations for an optimal user experience.



Target Group

Travel enthusiasts who are interested in discovery, culture and travel experiences. Users of merian.de are curious about different types of travel, such as city breaks, beach holidays, adventure travel or wellness stays. They are interested in travel tips, sights, hotels, restaurants, cultural events and local.



Channels

Online | Print | Facebook | Instagram | YouTube | Podcast | Pinterest



Outreach

Website Visits | 670.052*
 Website Impressions | 832.741*
 Website User | 520.080*
 Podcast Streams | 32.539***
 Newsletter recipients 3.032 | open rate 40%
 Instagram Follower 6.292 | reach 7.943**
 Facebook Follower 18.311**
 Print run | 50.000