

56,000 Unique Users/average month | 557,202 page impressions | 106,648 visits

MERIAN.de is the market leader in the segment of online travel magazines and the number one on the Internet in the category editorial content, ahead of Geo.de.

A clear journalistic direction as well as a high degree of user value and up-to-date services make the website a unique and competent travel guide on the Net – for people with special expectations as regards travelling who are looking for high-quality information.

Quality pays off

Travel websites, affinity index: personal net income of > € 3,500



Composition Characteristics	Share	Index
20-39 years old	45%	161
High educational level*	53%	187
Personal net income > €2,500	22%	156
Bought on the Internet: holiday travel	33%	169
Will book holiday trip within the next 12 months (definitely/maybe)	59%	121

