



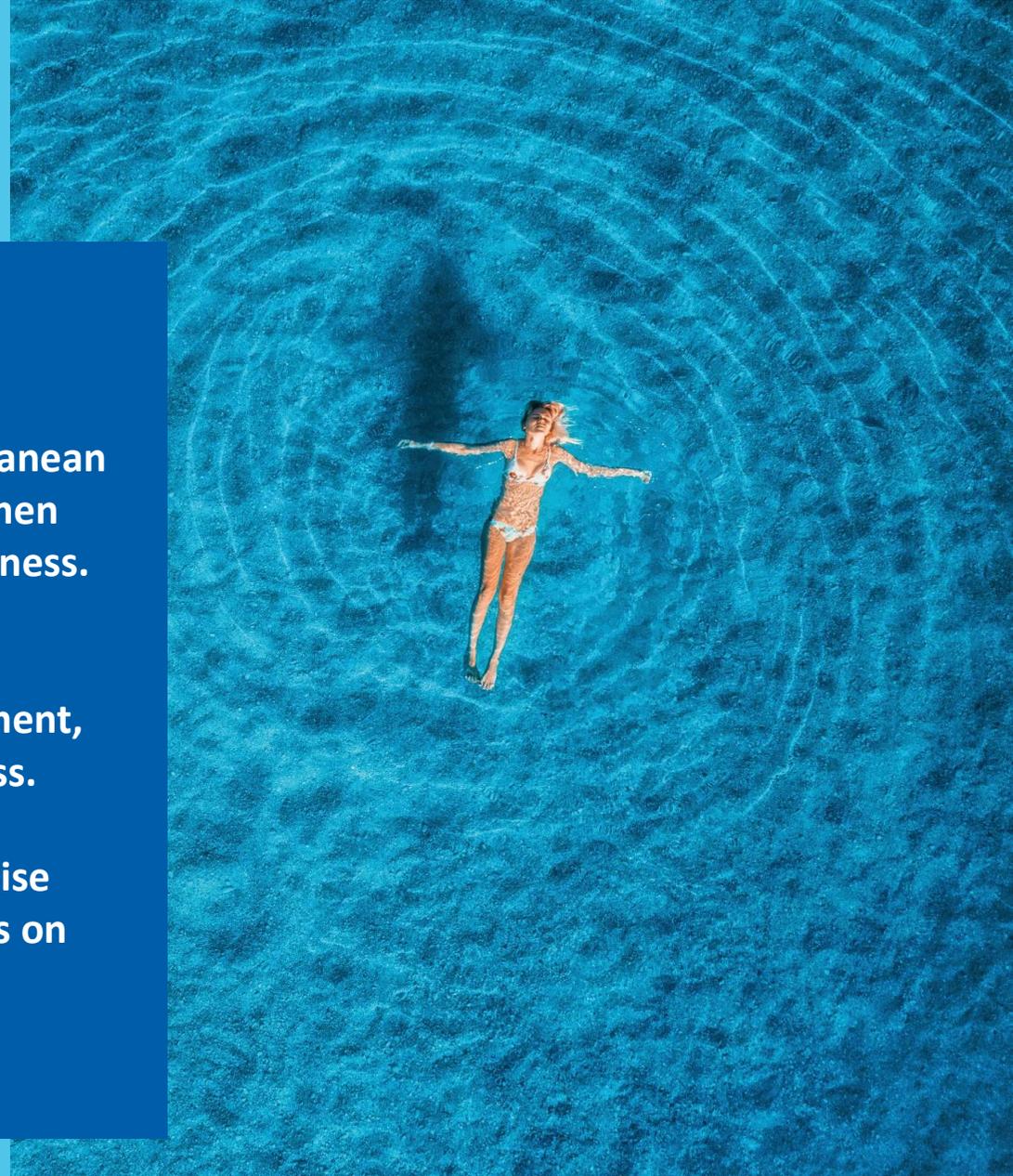
**The online magazine for
the mediterranean way of life**

Enjoy life the Mediterranean way



Meerlady – The online magazine

- Meerlady - The online magazine for Mediterranean lifestyle is the digital place of longing for women and accompanies them on their way to happiness.
- Through sophisticated content, they always experience inspiration, relaxation and enjoyment, as well as lightness and moments of happiness.
- The content is based on a high level of expertise and authenticity as well as a permanent focus on quality. It is created with love and passion.





Target group (essentials)

Women aged 35 to 59 years in
Germany - Austria - Switzerland



The target group mostly lives in metropolitan areas, e.g. Berlin, Düsseldorf, Frankfurt/Main, Hamburg, Stuttgart, Vienna, Zurich



Above-average education (secondary school to university)



Average monthly net income approx. 2,400 to 2,800 euros



Around half of them have families and children



Approx. 50 percent work full-time in more highly qualified professions



The emotional needs of the target group

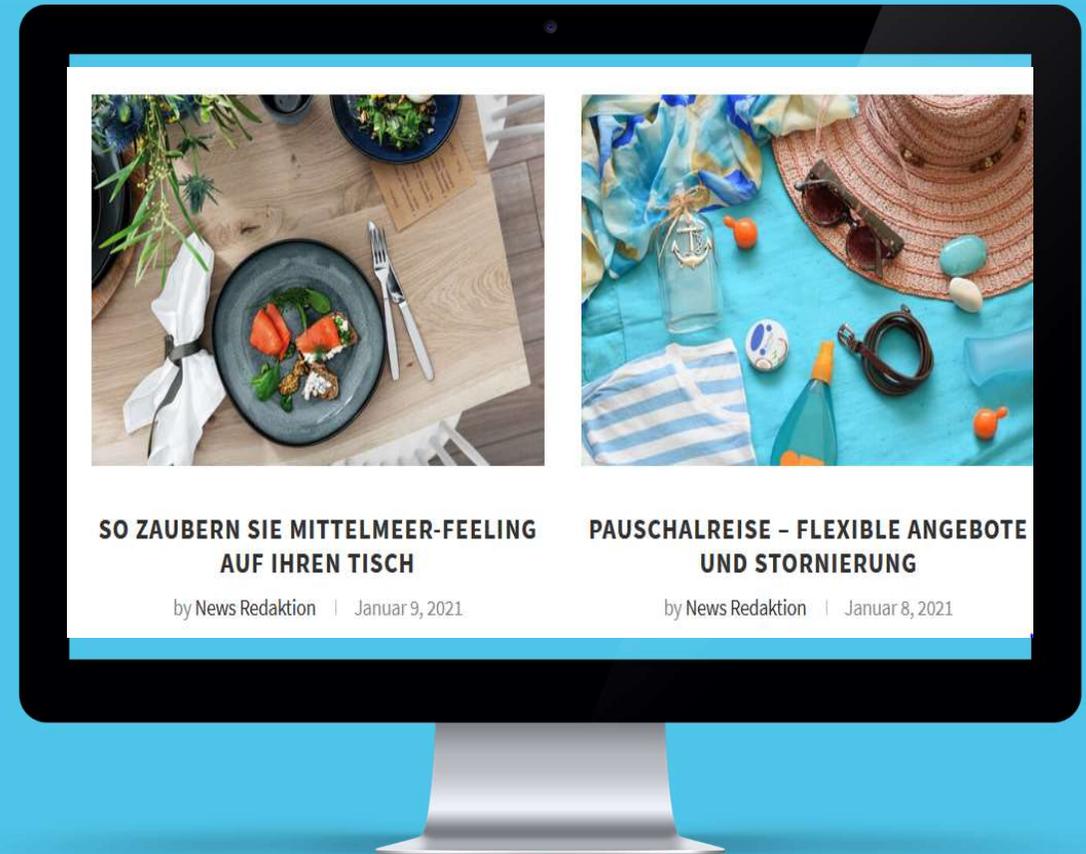
- Readers experience Meerlady - the online magazine for the Mediterranean way of life - as a counterpoint to their hectic everyday life. Through the magazine, they experience relaxation, deceleration and lightness in a Mediterranean context.
- The online magazine is their access to a beautiful parallel world. In it, they also experience inspiration, orientation, romance, sensuality, style and elegance, and mindfulness.
- The online magazine is the readers' best digital friend - and always there for them.



Topics and formats

☞ Topics on meerlady.de

- Healthy lifestyle in a Mediterranean context
- Travel /Tourism with a focus on the Mediterranean area
- Traditional Mediterranean cuisine with simple recipes
- Mediterranean culture
- Physical activity and wellness
- Mindfulness, relaxation and sleep
- Cosmetics, Fashion, Accessories
- Interior



☞ Formats

The high-quality, editorial articles are published in the popular online formats.



Unique selling proposition & emotional selling proposition

- Meerlady - The online magazine for Mediterranean lifestyle conveys the many facets of the authentic Mediterranean lifestyle to its readers and brings Mediterranean ease and enjoyment of life to their homes all year round.
- The editorial team consists of an international network of experts and sees itself as ambassadors of Mediterranean culture.





The brand



BRAND PROTECTION

Meerlady is a registered European Union trademark

SIMPLE & HEALTHY

The online magazine provides inspiration and easy-to-implement tips that increase readers' mental and physical wellbeing and enrich their lives emotionally and sensually.

HONEST & REAL

The content inspires the readers to relaxation, healthy enjoyment and happy moments.
The high-quality offers are based on a high level of expertise, authenticity and happiness competence.

EXQUISITE & SUSTAINABLE

The online magazine always focuses on high quality and ecological sustainability.
A portion of the proceeds supports charitable causes.



For us, it's not all about profit. We want to make a small contribution every day to making our world a better and more beautiful place to live in and encourage others to do the same.



Our values

Ecological sustainability is essential for the editorial team. We want to make the world a better place in small steps so that it remains worth living for everyone.

This societal and social commitment is our actual drive, from which we draw our motivation, strength and confidence. That is why every year we use part of our proceeds to support a non-profit organization that follows the same principles.



Your exclusive advertising format

Native Advertising

- Exclusive placement in the premium section of the homepage
- Article with a minimum of 300 to a maximum of 500 words
- 1 featured image (780 x 520 pixels)
- 1 video max. 3 minutes (optional)
- Up to 3 links to your website
- Campaign runtimes
 - 1 / 3 / 6 / 12 months

* Net price

MEDITERRANES LEBENSGEFÜHL

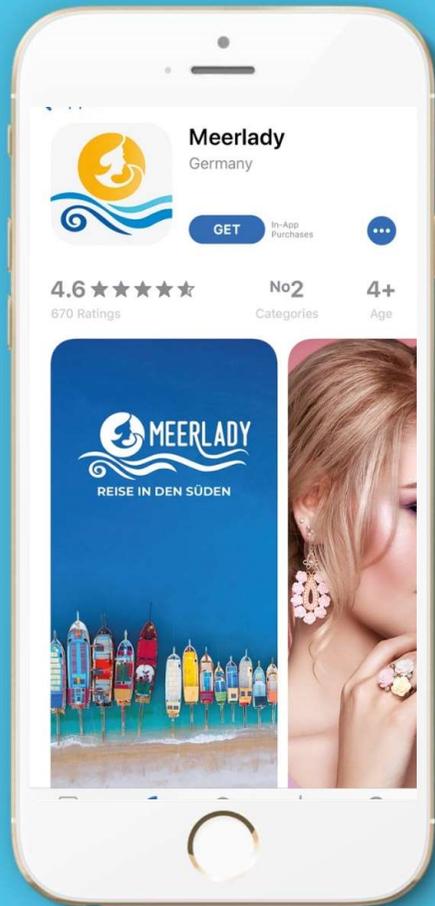
Zum mediterranen Feeling kann auch ein passendes Auto beitragen.
Ein Modell ist der FIAT 500 Dolce-Vita. Der Name ist Programm

SONDERMODELL FIAT 500 DOLCEVITA

| 1 Month | 3 Months | 6 Months | 12 Monts |
|------------|-------------------------|------------|-------------|
| 190,00 € * | 542,00 €* 1.206,-€ * | 1.206,-€ * | 1.938,00€ * |



Your advertising benefits on meerlady.de



- *Precise focus on the target group*
- *Prominent placement on the home page*
- *High credibility due to placement in a neutral, high-quality editorial environment*
- *Type of advertising with high readership acceptance*
- *Price-performance ratio: More space for your advertising message than with conventional display formats at significantly lower costs*

Your contact person:

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Postal address: Sabato Granese - P.O. Box 12 27 - 85766 Unterföhring

Value added tax ID no. according to § 27 a Value Added Tax Act: DE268564630



**Thank you for your
attention**