

MEDIA DATA 2023

Valid from 1. January 2023



ZEIT SPRACHEN

ZEIT SPRACHEN is Europe's number one publisher of language magazines. As a 100% subsidiary of the ZEIT publishing group, we offer high quality language learning products with our brands Spotlight, Business Spotlight, Écoute, Adesso, Ecos and Deutsch perfekt.

Every month, 1.4 million people place their trust in our print and digital products. Whether reading or listening comprehension, grammar, vocabulary or pronunciation - our products make language learning a pleasure. The useful and instructive content means that our readers spend around eight hours on every issue of our magazine. For this reason, our publications are an ideal environment for you to place your message effectively.

DEUTSCH PERFEKT

Discover the German-speaking world with Deutsch perfekt!

Deutsch perfekt presents useful grammar, vocabulary and idiomatic language that allows our readers to become more fluent in German. Comprehensive reports on interesting destinations around the German-speaking world as well as articles on current political and social trends make for a rounded learning experience.

In this way, not only the language but also the countries, people and cultures of the German-speaking world are presented in an up-to-date context.



Print Runt	25,779
Sold Circulation	16,438

Source: Publisher information

PRODUCT PORTFOLIO

Language Magazine

The high-quality language magazine offers a comprehensive insight into the countries, people and cultures of the German-speaking world with exciting, up-to-date reports. In addition, there is an extensive language learning section with grammar and vocabulary exercises at the levels of easy (A2), medium (B1 - B2) and difficult (C1).

Exercise Booklet

As a perfect complement to the magazine, the 24-page exercise booklet offers additional language exercises covering grammar, vocabulary and everyday German.



Teacher's Supplement

In order to enrich German lessons with individual tasks, the teacher's supplement offers a wide range of exercises to accompany the articles in the magazine as well as incentives for effective learning.

Audio Trainer

The audio trainer offers 60 minutes of exclusive listening material. Texts recorded by native speakers, in conjunction with the accompanying booklet, provide full listening comprehension.

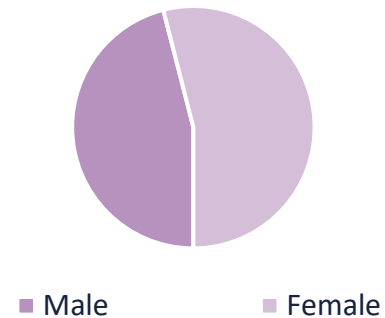


TARGET GROUP

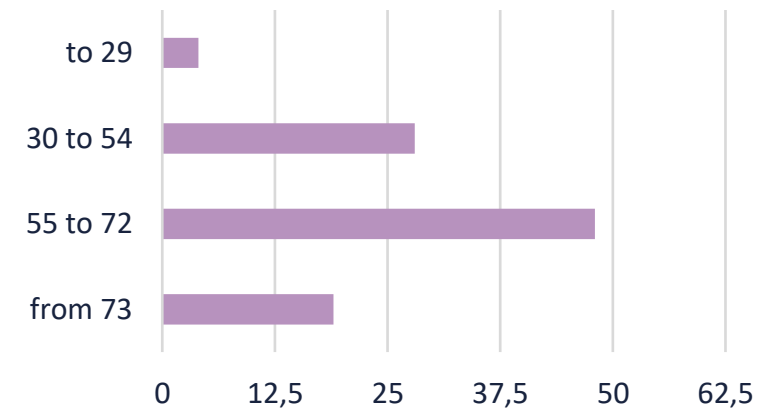
Deutsch perfekt's readers are mature, well-educated and enjoy learning languages. They are also interested in the countries, people and cultures of the countries where this language is spoken.

Our readers like to be well informed in order to better understand the political and social background to events happening around the world.

Gender



Age



Source: Market Research

PRINT: AD FORMATS



2/1 Page
420 x 280 mm



1/1 Page
210 x 280 mm



1/2 Page
210 x 140 mm



1/2 Page
105 x 280 mm



1/3 Page
210 x 93 mm



1/3 Page
70 x 280 mm



1/4 Page
210 x 70 mm



1/4 Page
53 x 280 mm



1/4 Page
105 x 140 mm



1/6 Page
123 x 58 mm

For trim sizes, the following applies: 5 mm trim allowance on all sides. All prices plus VAT.

PRINT: SUPPLEMENT

Your individual story on 8 pages

Tell your story in a variety of formats and narrative options and convince your readers with emotional imagery.

As an integral part of the magazine, the content is created individually and exclusively in close cooperation with you.

Scope

8 Pages

Price

14,900 €

Other formats on request. Coverage extension across several magazines of ZEIT SPRACHEN possible.

All prices plus VAT.



A sample supplement.

PRINT: CLASSIFIED ADS



Sample classified ads.

Small budget - big effect!

Whether language courses – products or travel – we offer the right advertising environment for every industry.

Format	Basic Price s/w 4.60 € pro mm	Basic Price 4c 5.80 € pro mm
45 x 20 mm	92 €	116 €
45 x 50 mm	230 €	290 €
91.5 x 30 mm	276 €	348 €

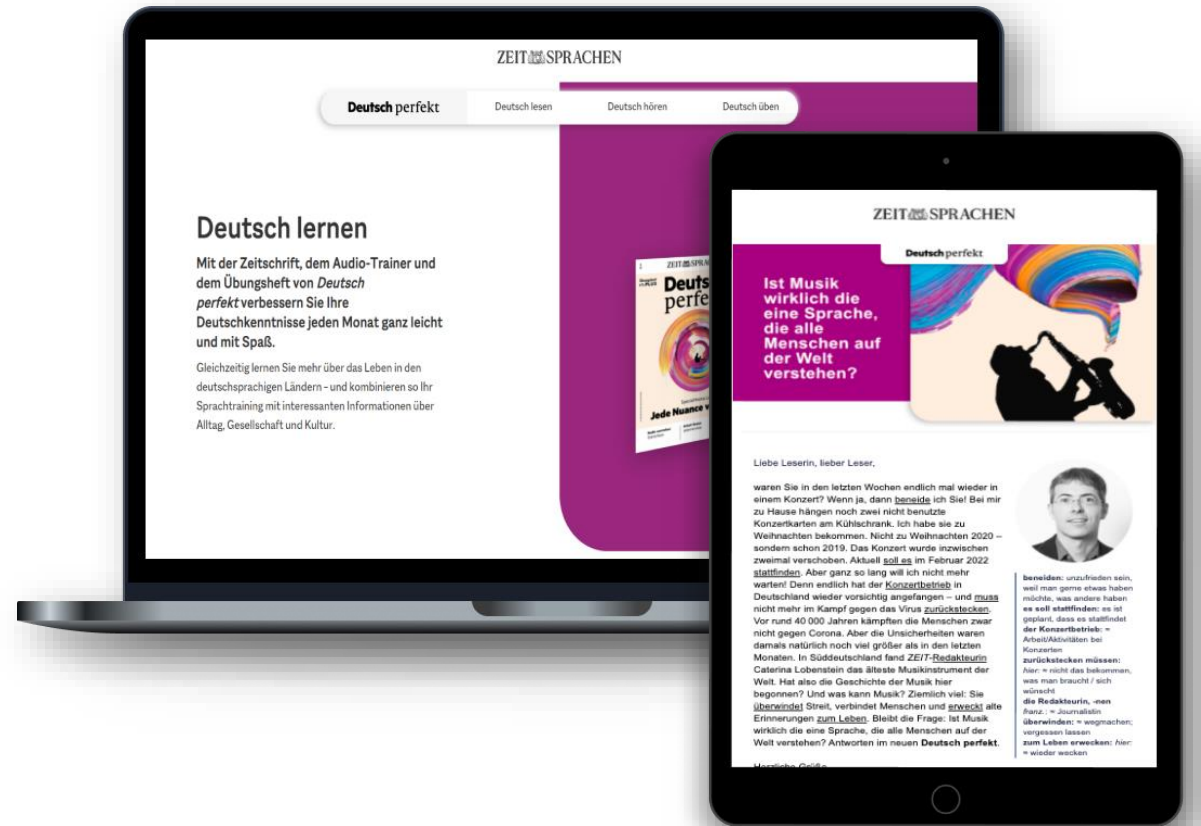
All prices plus VAT.

ONLINE: ADVERTISING OPPORTUNITIES

The brand website and the newsletter contain constantly changing articles, columns and blogs for effective German learning.

Advertising Media	Format	Price
Newsletter-Banner	600 x 200 Pixel	1,190 €
Newsletter-Integration	Image: 240 x 200 Pixel Text: 300 - 500 Characters	1,490 €

All prices plus VAT.



Sample online ads.

OVERVIEW OF DEADLINES

Issue	Date of Publication	Advertising Deadline	Copy Deadline
01/2023	14.12.2022	09.11.2022	18.11.2022
02/2023	25.01.2023	07.12.2022	16.12.2022
03/2023	22.02.2023	18.01.2023	27.01.2023
04/2023 (Special Issue 1)	10.03.2023	01.02.2023	10.02.2023
05/2023	29.03.2023	22.02.2023	03.03.2023
06/2023	26.04.2023	15.03.2023	24.03.2023
07/2023	24.05.2023	19.04.2023	28.04.2023
08/2023	28.06.2023	24.05.2023	02.06.2023
09/2023	26.07.2023	21.06.2023	30.06.2023
10/2023 (Special Issue 2)	11.08.2023	05.07.2023	14.07.2023
11/2023	30.08.2023	26.07.2023	04.08.2023
12/2023	27.09.2023	23.08.2023	01.09.2023
13/2023	25.10.2023	20.09.2023	29.09.2023
14/2023	22.11.2023	17.10.2023	27.10.2023
01/2024	20.12.2023	15.11.2023	24.11.2023

If you have specific questions about the topic overview, please feel free to contact us at sales@spotlight-verlag.de.

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BIC: DRES DE FF 300

Terms of Conditions

The publisher's terms and conditions of business shall apply to the processing of advertising orders of any kind.

Terms of Payment

Within 30 days net after receipt of invoice by bank transfer, direct debit, for advance payment up to the first day of sale 2% discount.

Value Added Tax

The statutory value added tax applies.

Deadline for Advertisements / Right of Withdrawal

Advertising deadline is 5 weeks before publication date.

Copy Deadline

18 working days before publication

Colour Profiles

Cover and Contents: ICC profile ISOcoated_v2_eci (Fora 39L)