

ZEIT  SPRACHEN

# BUSINESS SPOTLIGHT

## MEDIA DATA 2023

Valid from 1. January 2023



# ZEIT SPRACHEN

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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.

# BUSINESS SPOTLIGHT

## Discover the international business world with Business Spotlight

Business Spotlight presents important terms, idioms and formal manners that are essential for international business.

Comprehensive reports on current political and economic events as well as helpful tips for everyday work make for a rounded learning experience.

In this way, not only the language but also important manners are taught on an intercultural level.



Print Run **17,167**

Sold Circulation **8,783**

Source: Publisher information

# PRODUCT PORTFOLIO

## Language Magazine

The high-quality language magazine offers articles on corporate management, successful negotiations, technology and career and much more. Reports on current world events in a business context are combined with an extensive language learning section with grammar and vocabulary exercises at the levels of easy (A2), medium (B1-B2) and difficult (C1-C2).

## Exercise Booklet

As a perfect complement to the magazine, the 16-page exercise booklet offers additional language exercises covering grammar, vocabulary and everyday Business English.



## Teacher's Supplement

In order to enrich English 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

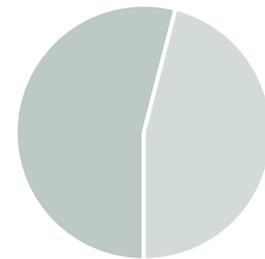
The audio trainer offers 60 minutes of exclusive listening material. Texts recorded by native speakers, in conjunction with the accompanying booklet, provide full listening comprehension.



# TARGET GROUP

Business Spotlight's readers are mature, well-educated and enjoy learning languages. They also like to be well informed in order to better understand the political and social background to events happening around the world.

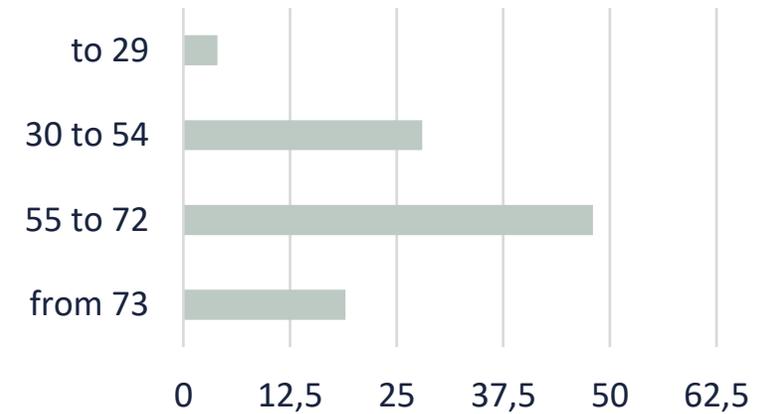
Gender



■ Male

■ Female

Age



Source: Market Research

# PRINT: AD FORMATS

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**4c 12,300.- €**

**2/1 Page**  
420 x 280 mm



**4c 6,500.- €**

**1/1 Page**  
210 x 280 mm



**4c 3,590.- €**

**1/2 Page**  
210 x 140 mm



**4c 3,590.- €**

**1/2 Page**  
105 x 280 mm



**4c 2,460.- €**

**1/3 Page**  
210 x 93 mm



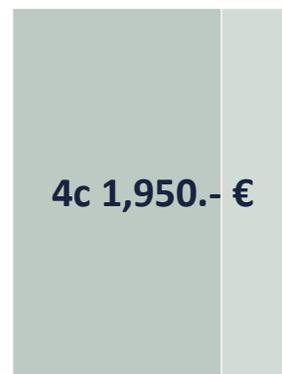
**4c 2,460.- €**

**1/3 Page**  
70 x 280 mm



**4c 1,950.- €**

**1/4 Page**  
210 x 70 mm



**4c 1,950.- €**

**1/4 Page**  
53 x 280 mm



**4c 1,950.- €**

**1/4 Page**  
105 x 140 mm



**4c 1,440.- €**

**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

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

Price

14,900 €

All prices plus VAT.



A sample supplement.

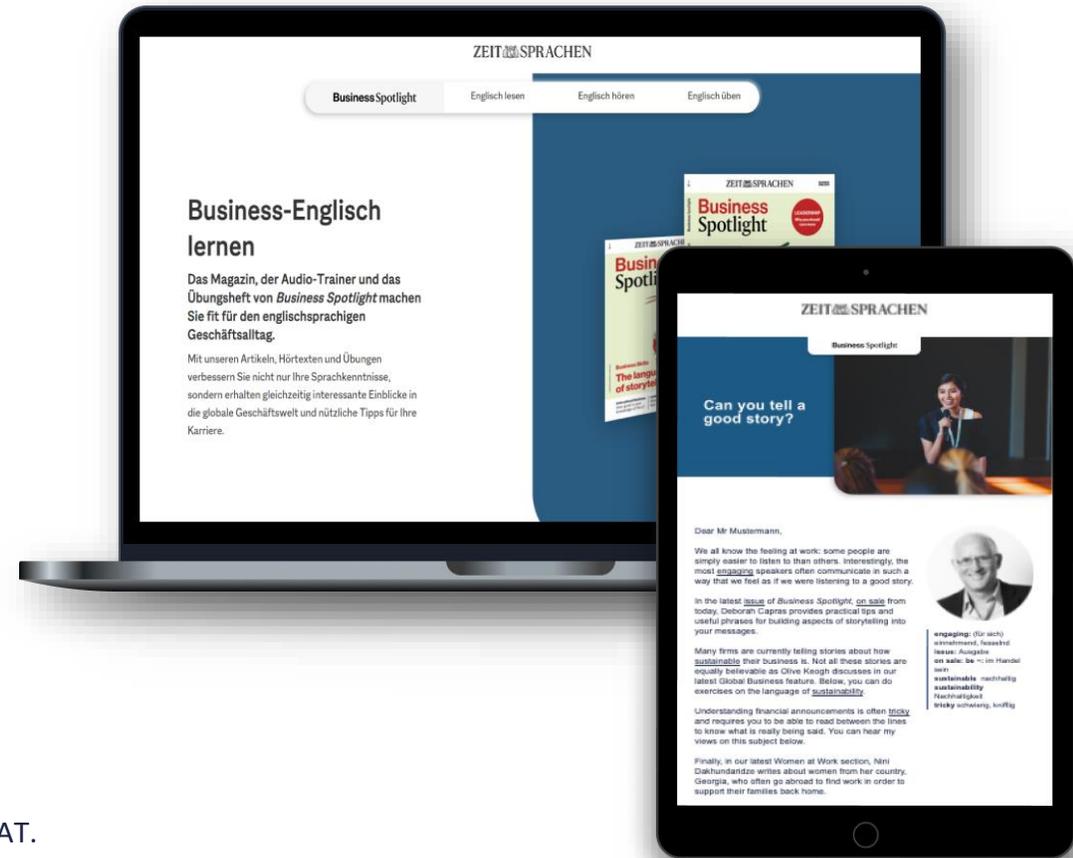


# ONLINE: ADVERTISING OPPORTUNITIES

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

Advertising Media	Format	Price
Newsletter-Banner	600 x 200 Pixel	690 €
Newsletter-Integration	Image: 240 x 200 Pixel Text: 300 - 500 Characters	990 €

All prices plus VAT.



Sample online ads.

# OVERVIEW OF DEADLINES

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<b>Issue</b>	<b>Date of Publication</b>	<b>Advertising Deadline</b>	<b>Copy Deadline</b>
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	29.03.2023	22.02.2023	03.03.2023
05/2023	26.04.2023	15.03.2023	24.03.2023
06/2023	24.05.2023	19.04.2023	28.04.2023
07/2023	28.06.2023	24.05.2023	02.06.2023
08/2023	26.07.2023	21.06.2023	30.06.2023
09/2023	30.08.2023	26.07.2023	04.08.2023
10/2023	27.09.2023	23.08.2023	01.09.2023
11/2023	25.10.2023	20.09.2023	29.09.2023
12/2023	22.11.2023	17.10.2023	27.10.2023
01/2024	20.12.2023	15.11.2023	24.11.2023

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If you have specific questions about the topic overview, please feel free to contact us at [sales@zeit-sprachen.de](mailto:sales@zeit-sprachen.de).

# YOUR CONTACT

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## **Bank Details**

Commerzbank AG, Dusseldorf  
IBAN: DE46 3008 0000 0212 8652 00  
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)