

DEUTSCH PERFEKT

MEDIA DATA 2025

Valid from 1. January 2025

ZEIT  SPRACHEN



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 **23,300**

Sold Circulation **20,400**

Source: Publisher information

PRODUCT PORTFOLIO (Print & eMagazine)

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.

The new eMagazine is here!

The Deutsch perfekt eMagazine offers everything in one app: exciting articles, audio content and interactive exercises. The reader combines enjoyable reading with effective language learning. Perfect for deepening your favorite language.



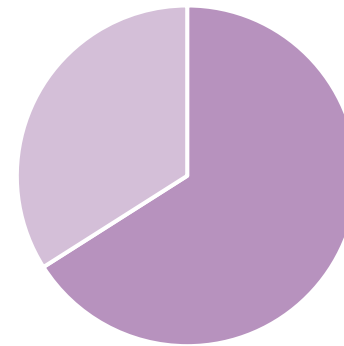


TARGET GROUP

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.

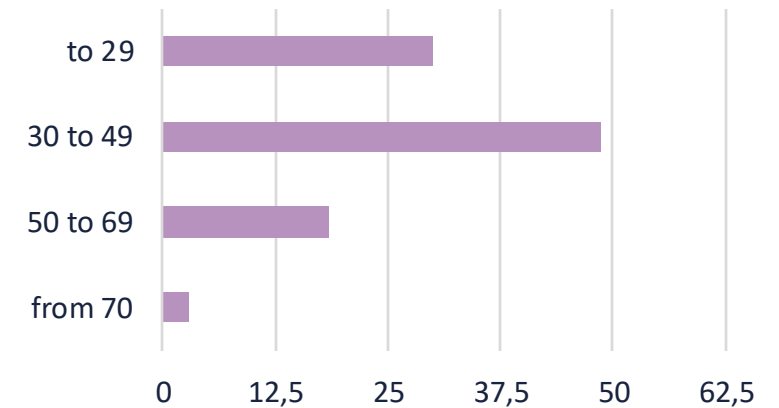
Our readers like to be well informed in order to better understand the political and social background to events happening around the world.

Gender



■ female ■ male

Age



Source: Market Research

MAGAZINE: AD FORMATS



4c 9,430 €

2/1 Page
420 x 280 mm



4c 5,020 €

1/1 Page
210 x 280 mm



4c 2,770 €

1/2 Page
210 x 140 mm



4c 2,770 €

1/2 Page
105 x 280 mm



4c 1,950 €

1/3 Page
210 x 93 mm



4c 1,950 €

1/3 Page
70 x 280 mm



4c 1,520 €

1/4 Page
210 x 70 mm



4c 1,520 €

1/4 Page
53 x 280 mm



4c 1,520 €

1/4 Page
105 x 140 mm



4c 1,100 €

1/6 Page
123 x 58 mm

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

MARKETPLACE in the MAGAZINE

Deutsch perfekt

Journalist
Emran Feruz

BUCH MITTEL

Neuer Blick

Nicht nur im Titel orientiert sich dieser Lebensbericht an Remarques Antikriegsroman. Er könnte aktueller nicht sein.

Früh prägen sich in Emran Feruz diese Bilder ein: Bomben fallen auf Afghanistan, und in seiner Schule in Tirol können das viele Kinder gut akzeptieren. Vielleicht reflektieren diese Bomben genau ihre Rachegefühle, die sie seit dem 11. September empfinden. Vor allem aber fordern die Bomben Tausende zivile Opfer. Die USA nennen die Ziele dann Terrorverstecke. Der Krieg dauert 20 Jahre, wird technologischer, nur nicht zielgenauer. Jahre später entdeckt Feruz das Herkunftsland seiner Eltern in anderen Bildern neu. Auf Reisen lernt der Journalist viel über die Kultur und Geschichte Afghanistans. Das gibt ihm neue Perspektiven zu geben: Auf Verbindungen zwischen damals und heute, zwischen einer erleblichen Jugend im kosmopolitischen Kabul und einer migrantischen Schulzeit in den Tiroler Alpen. Zwischen dem Blick des Erzählers, der sich im Laufe eines Lebens wandelt, und dem Blick einer Leserschaft, der sich noch wandeln kann.



MARKTPLATZ

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sales@zeit-sprachen.de

ZEIT SPRACHEN

Small budget - big effect!

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

Format	Basic Price s/w 4.80 € pro mm	Basic Price 4c 6.00 € pro mm
45 x 20 mm	96 €	120 €
45 x 50 mm	240 €	300 €
91.5 x 30 mm	288 €	360 €

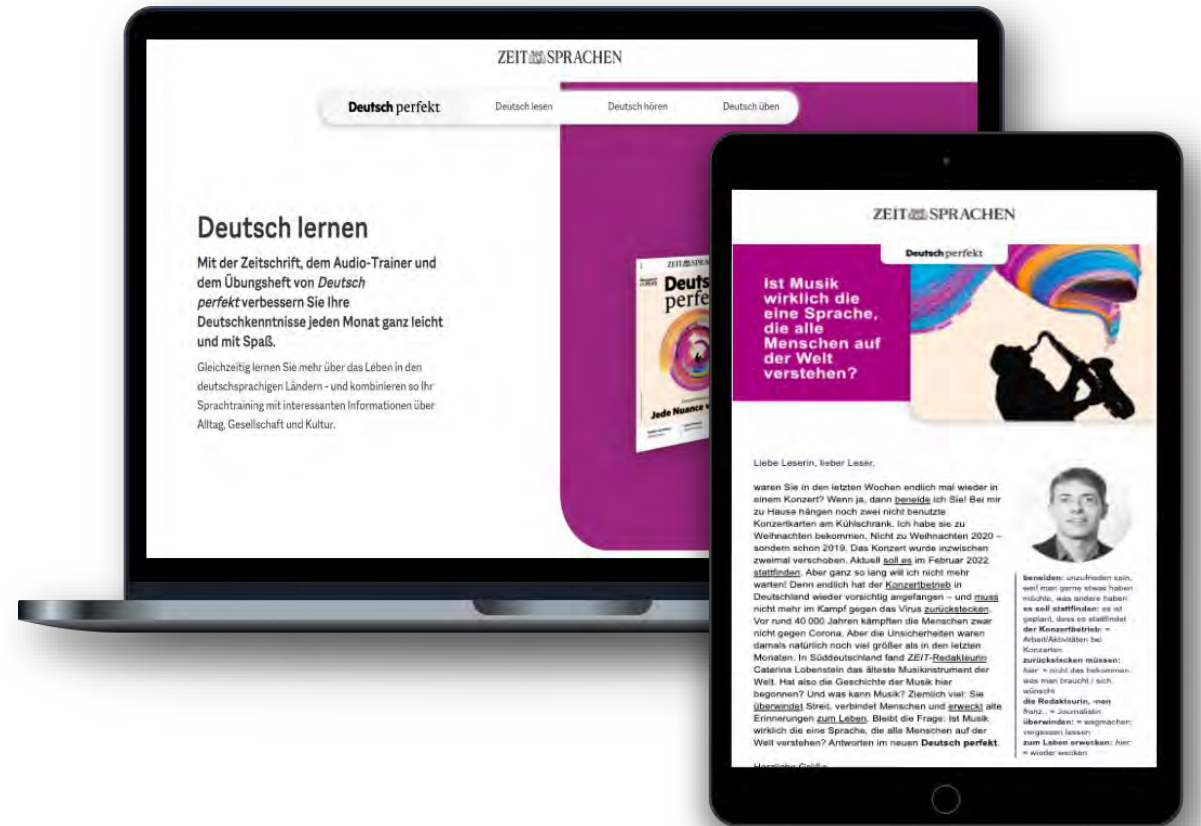
All prices plus VAT.

ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,deutsch-perfekt.com´ and the newsletter contain constantly changing articles, columns and blogs for effective German learning.

Advertising Media	Format	Price
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
01/2025	13.12.2024	08.11.2024	15.11.2024
02/2025	17.01.2025	06.12.2024	13.12.2024
03/2025	14.02.2025	10.01.2025	17.01.2025
04/2025 (Special Issue 1)	07.03.2025	31.01.2025	07.02.2025
05/2025	28.03.2025	21.02.2025	28.02.2025
06/2025	25.04.2025	21.03.2025	28.03.2025
07/2025	23.05.2025	17.04.2025	25.04.2025
08/2025	20.06.2025	16.05.2025	21.05.2025
09/2025	18.07.2025	13.06.2025	20.06.2025
10/2025	15.08.2025	11.07.2025	18.07.2025
11/2025	12.09.2025	08.08.2025	15.08.2025
12/2025 (Special Issue 2)	02.10.2025	29.08.2025	05.09.2025
13/2025	24.10.2025	19.09.2025	26.09.2025
14/2025	21.11.2025	17.10.2025	24.10.2025
01/2026	12.12.2025	07.11.2025	14.11.2025

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

CONTACT

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Bank Details

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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

4 weeks before publication

Colour Profile

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