

écoute

# écoute

## NAVIGUER EN SOLITAIRE

Vendée Globe:  
Die härteste Regatta  
der Welt startet

EINFACH BESSER FRANZÖSISCH

## LES SECRETS DU MONT-SAINT-MICHEL

Einfach zauberhaft: Entdecken Sie den  
uralten Pilgerberg auf unbekanntem Wegen!

## BOIRE SANS REMORDS

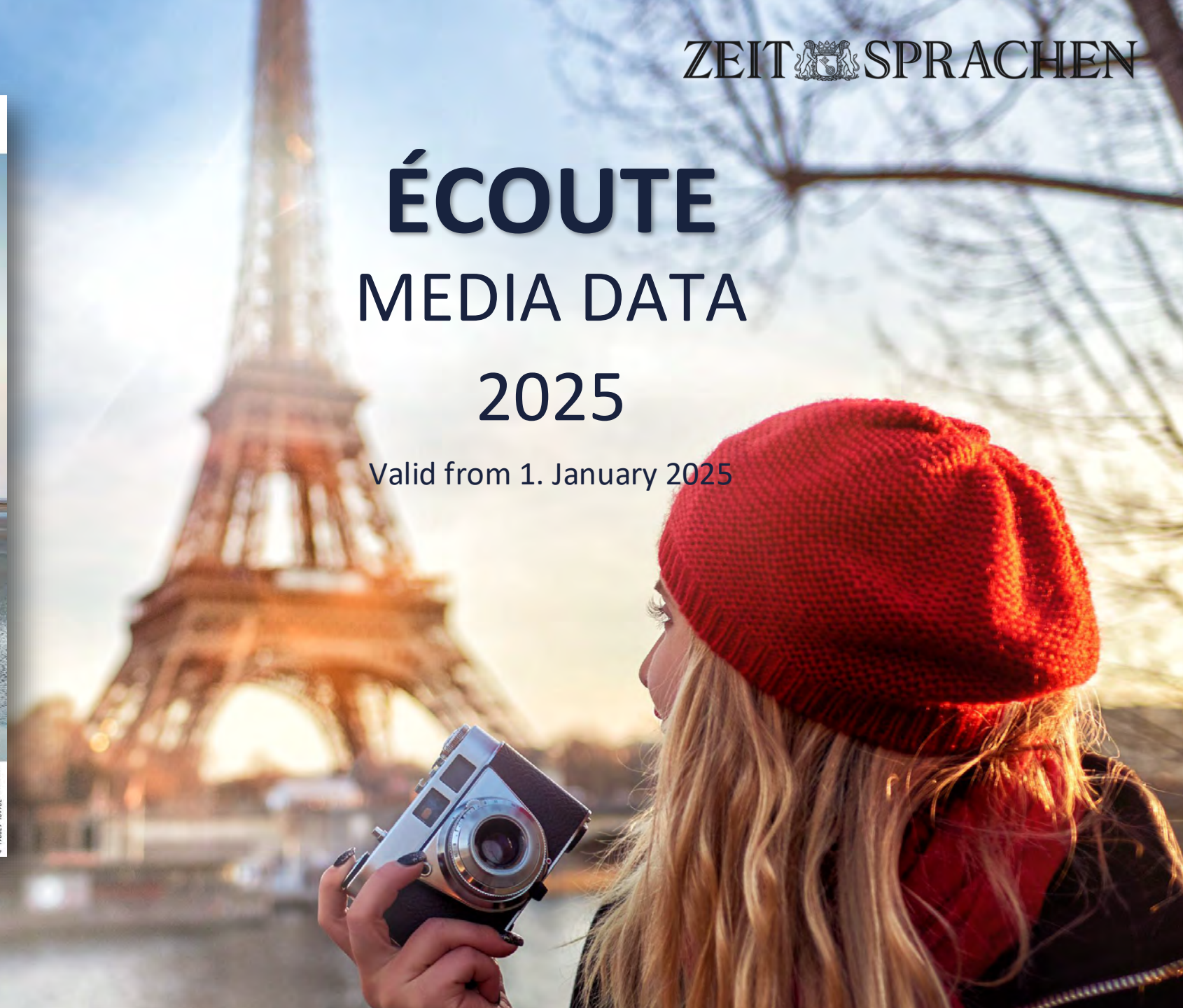
Hat Wein  
ohne Alkohol  
in Frankreich  
eine Chance?



Deutscher  
Drahtlos  
Aussender

# ÉCOUTE MEDIA DATA 2025

Valid from 1. January 2025



# 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.

# ÉCOUTE

## Learning Languages with French Ease

Écoute presents useful grammar, vocabulary and idiomatic language that allows our readers to become more fluent in French.

Comprehensive reports on interesting destinations around the French-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 French-speaking world are presented in an up-to-date context.



Print Run **39.000**

Sold Circulation **27.500**

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 French-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 French.



## Teacher's Supplement

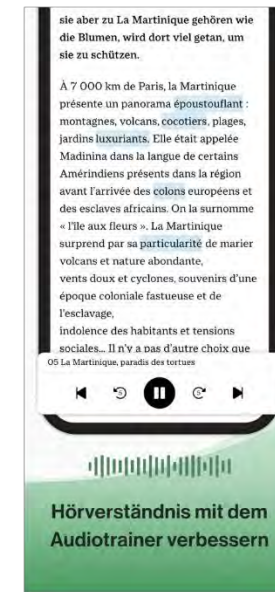
In order to enrich French lessons with individual tasks, the teacher's supplement offers a wide range of exercises to accompany the articles in the magazine as well as incentives for effective learning.

## 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 Ecoute 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.

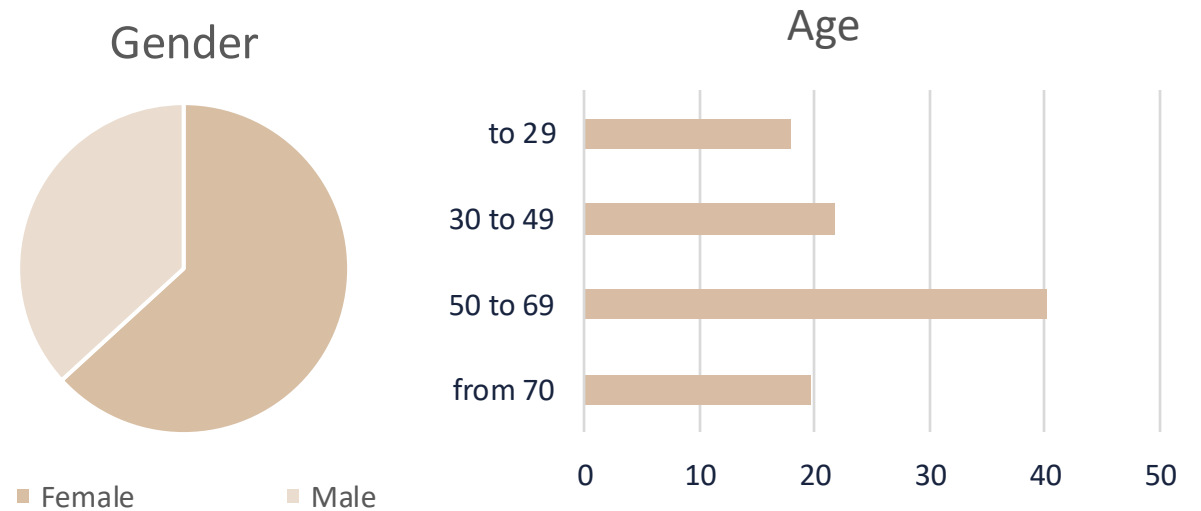




# TARGET GROUP

Écoute'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.



Source: Market Research AWA 2020

# MAGAZINE: AD FORMATS



4c 12,600 €

2/1 Page  
420 x 280 mm



4c 6,660 €

1/1 Page  
210 x 280 mm



4c 3,680 €

1/2 Page  
210 x 140 mm



4c 3,680 €

1/2 Page  
105 x 280 mm



4c 2,520 €

1/3 Page  
210 x 93 mm



4c 2,520 €

1/3 Page  
70 x 280 mm



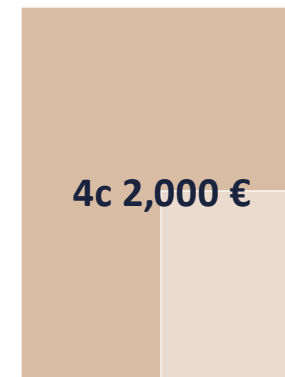
4c 2,000 €

1/4 Page  
210 x 70 mm



4c 2,000 €

1/4 Page  
53 x 280 mm



4c 2,000 €

1/4 Page  
105 x 140 mm



4c 1,480 €

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

MARKTPLATZ – PETITES ANNONCES

**Sprachkurse und Sprachferien**

**VALORME** Cours intensifs pour adultes dans une petite ville médiévale.  
A Taix, près de Toulouse, cours, conversation et visites en petit groupe. [www.valorme.com](http://www.valorme.com)  
infos@valorme.com

**Französisch am Mittelmeer**  
Intensivsprachkurse in kleinen Klassen  
[ila](http://www.ila-france.com) [www.ila-france.com](http://www.ila-france.com)

**Italianisch lernen in Bergamo**  
[www.italianobergamo.it](http://www.italianobergamo.it)  
Auch Online-Unterricht!

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ONLINE COURSES NOW AVAILABLE  
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Julie Tamblin MA - 0044 (0) 1208 871 184

**CHARMANTES BED & BREAKFAST oder LIVE AND LEARN EN PROVENCE**  
Privates Intensivprogramm um schnell und mit Spaß Ihr Französisch zu verbessern! Sie wohnen 1 Woche im wunderschönen Haus Ihrer Lehrerin in Ceyreste mit Blick auf das Mittelmeer, einem kleinen mittelalterlichen Ort nahe La Ciotat, 40 km von Marseille.  
3 verschiedene Programme – wählen Sie IHRES! Tel: +33 (0) 6 15 18 90 21 [www.live-and-learn-en-provence.com](http://www.live-and-learn-en-provence.com) [contact.liveandlearn@gmail.com](mailto:contact.liveandlearn@gmail.com)

**Kidzschool Sprachschule in der Bretagne**  
Sprachkurse für Kinder und Jugendliche von 6 bis 12 Jahren. Intensivsprachkurse, auch Online-Unterricht. [www.kidzschool.com](http://www.kidzschool.com)

**Nächste Anzeigentermine:**  
Ausgabe Anzeigenechtstag  
06/2024 22.03.2024  
07/2024 19.04.2024  
08/2024 17.05.2024

**Studitalia Sardinien**  
Italianisch lernen Sprachferien in Olbia  
[www.studitalia.com](http://www.studitalia.com)  
(0039) 333 2133760 [info@studitalia.com](mailto:info@studitalia.com)

**Sizilien – Sprache und Kultur leben!**  
Italianisch Intensivkurs und Kochkurs in familiärer Atmosphäre mit erfahrener Lehrerin, Unterkunft und Verpflegung in kleinem Ort an der Küste in der Nähe von Palermo.  
Tel: 0039-32 76 98 52 24 [e-mail:rs.sicilia@hotmail.com](mailto:e-mail:rs.sicilia@hotmail.com)

**Aktiv- und Kultururlaub**

**FRANZÖSISCH-SPRACHKURSE, FOTOKUNST, KURSE ÜBER DIE WAHRNEHMUNG**  
– anhand von Bild und Wort – erlebte Sprach- und Fotogalerietheorie!  
Einige unserer Workshops suchen nach dem besten Verweilort, bevor es zu den Workshops in Baden-Baden oder Umgebung im Jahr 2024  
**AUSKUNFT UNTER:**  
[kunzsch@zeit-sprachen.com](mailto:kunzsch@zeit-sprachen.com)

**Kontakt für Anzeigenkunden**  
**+49-89/83681-131**  
ZEIT SPRACHEN GmbH – Ihr Anzeigepartner für Beratung und Verkauf  
[sales@zeit-sprachen.de](mailto:sales@zeit-sprachen.de)

**ZEIT SPRACHEN**

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 5.00 € pro mm	Basic Price 4c 6.20 € pro mm
45 x 20 mm	100 €	124 €
45 x 50 mm	250 €	310 €
91.5 x 30 mm	300 €	372 €

All prices plus VAT.

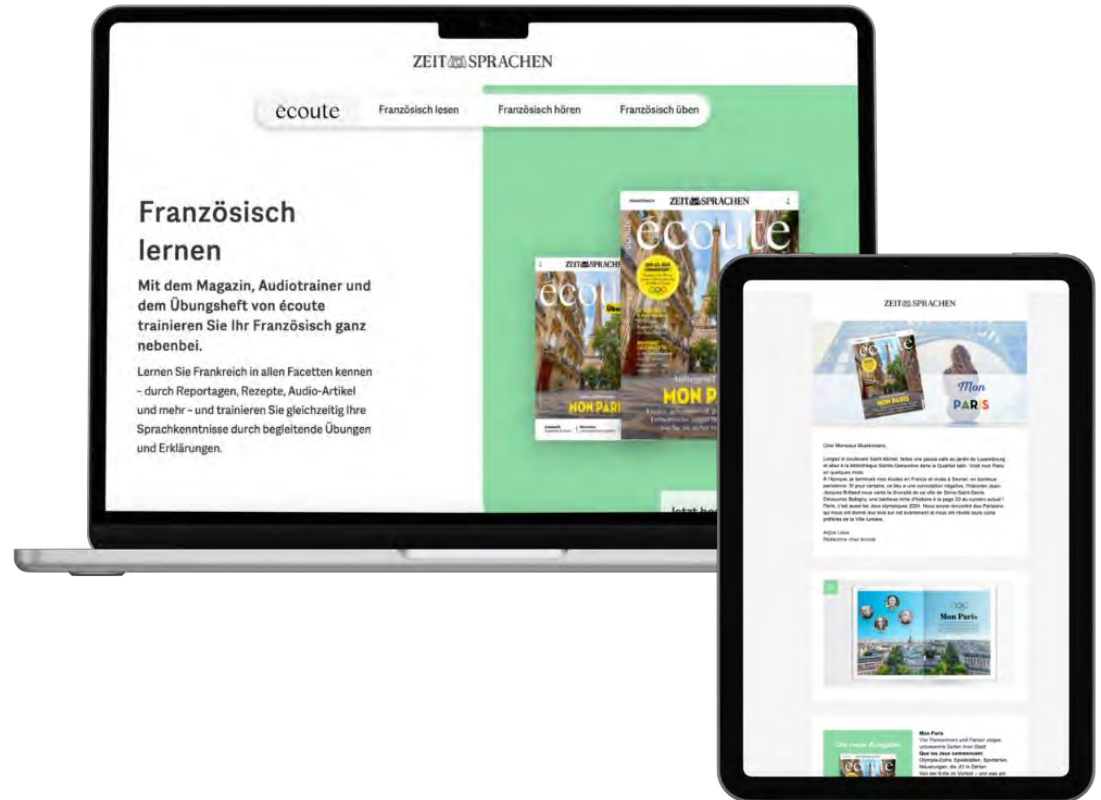


# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,ecoute.de´ and the biweekly newsletter “10 minutes en France” contain constantly changing articles, columns and blogs for effective French learning.

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

All prices plus VAT.



Sample online ads.

# OVERVIEW OF DEADLINES

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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](mailto:sales@zeit-sprachen.de).

# CONTACT

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Advertising Sales and Disposition

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eva-maria.markus@zeit-sprachen.de

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81379 Munich

Germany

[sales@zeit-sprachen.de](mailto:sales@zeit-sprachen.de)

[https://unternehmen.zeit-sprachen.de/  
fuer-werbekunden](https://unternehmen.zeit-sprachen.de/fuer-werbekunden)

## **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**

4 weeks before publication

## **Colour Profile**

PSOcoated v3