

# SPOTLIGHT MEDIA DATA 2025

Valid from 1. January 2025

ZEIT  SPRACHEN



# 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.

# SPOTLIGHT

## Discover the English-speaking world with Spotlight!

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

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



Print Run **42,400**

Sold Circulation **31,000**

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 English-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 English.



## Teacher's Supplement

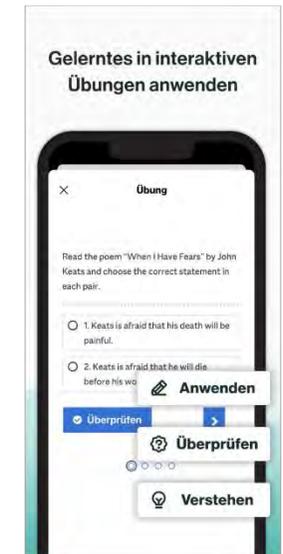
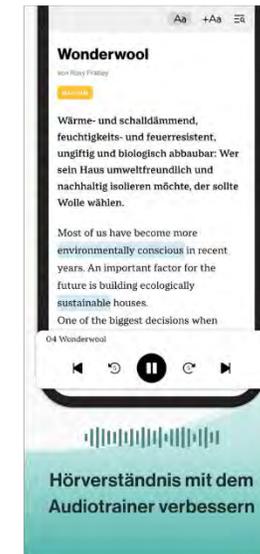
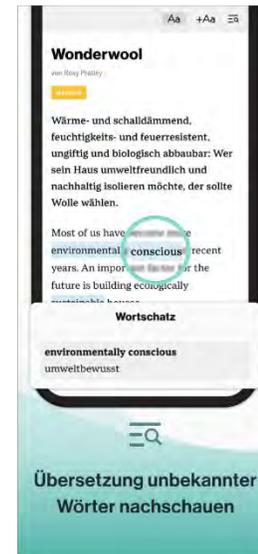
In order to enrich English lessons with individual tasks, the teacher's supplement offers a wide range of exercises to accompany the articles in the magazine as well as incentives for effective learning.

## 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.

# The new eMagazine is here!

The Spotlight 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.



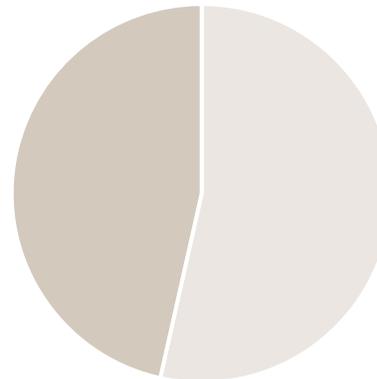


# TARGET GROUP

Spotlight'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.

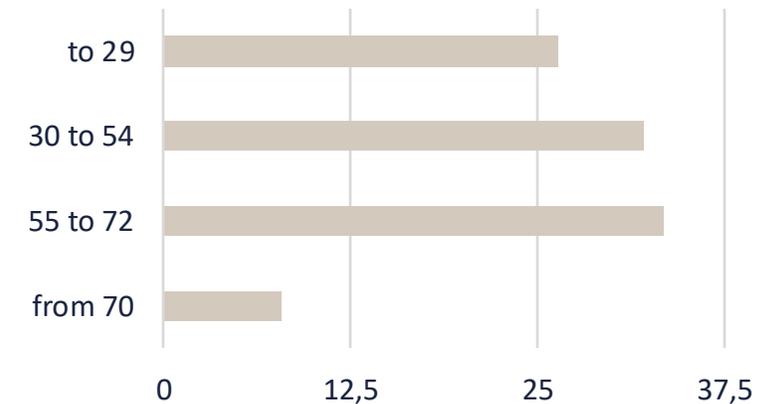
Our readers like to be well informed in order to better understand the political and social background to events happening around the world.

Gender



■ Female ■ Male

Age

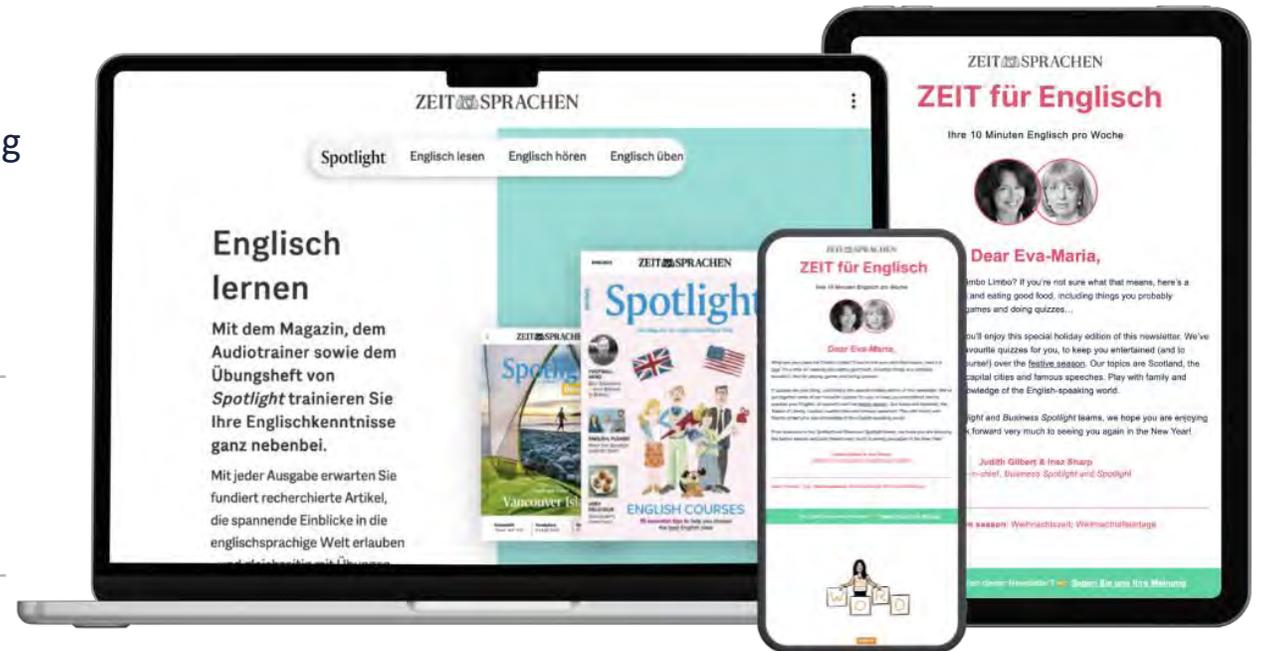


Source: Market Research AWA 2020

# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,spotlight-online.de´ and the weekly newsletter “ZEIT für Englisch” contain constantly changing articles, columns and blogs for effective English learning.

Advertising Media	Format	Price
Newsletter-Integration	Image: 600 x 340 Pixel Headline: max. 170 Characters Text: 300 - 500 Characters	1,890 €



All prices plus VAT

Sample online ads.

# MAGAZINE: AD FORMATS



4c 22,040 €

2/1 Page  
420 x 280 mm



4c 11,690 €

1/1 Page  
210 x 280 mm



4c 6,200 €

1/2 Page  
210 x 140 mm



4c 6,200 €

1/2 Page  
105 x 280 mm



4c 4,400 €

1/3 Page  
210 x 93 mm



4c 4,400 €

1/3 Page  
70 x 280 mm



4c 3,380 €

1/4 Page  
210 x 70 mm



4c 3,380 €

1/4 Page  
53 x 280 mm



4c 3,380 €

1/4 Page  
105 x 140 mm



4c 2,520 €

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 – MARKETPLACE

Sprachkurse und Sprachferien

**Studitalia Sardinien**  
Italienisch lernen  
Sprachferien in Othia  
www.studitalia.com  
0039 333 2133760 info@studitalia.com

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MENSCHEN  
INS GESPRÄCH  
gls-sprachen.de

**Sizilien – Sprache und Kultur leben!**  
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ila [www.ila-france.com](http://www.ila-france.com)

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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  
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**scuola toscana**  
Italienisch in Florenz  
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ab € 284 / Woche  
-FLORENZ ENTDECKEN  
ab € 480 / Woche  
-ITALIENISCH, WEIN & KÜCHE  
ab € 470 / Woche  
Scuola Toscana, Biberich in Florenz seit 1989  
Via dei Bardi 22 - 50122 Firenze - Italia  
Tel: +39 055 246428 (8.30-17.00)  
[www.scuola-toscana.com](http://www.scuola-toscana.com)  
mail: info@scuola-toscana.com

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Julie Tamblin MA - 0044 (0) 1208 871 184

**Kontakt für Anzeigekunden**  
+49-89/85681-131  
ZEIT SPRACHEN GmbH – Ihr Ansprechpartner  
für Beratung und Verkauf  
[sales@zeit-sprachen.de](mailto:sales@zeit-sprachen.de)

**Nächste Anzeigetermine:**  
Ausgabe Anzeigenschluss  
06/2024 22.02.2024  
07/2024 19.04.2024  
08/2024 17.05.2024

**ZEIT & SPRACHEN**

Small budget - big effect!

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

Format	Basic Price b/w 6.70 € per mm	Basic Price 4c 9.00 € per mm
45 x 20 mm	134 €	180 €
45 x 50 mm	335 €	450 €
91.5 x 30 mm	402 €	540 €

All prices plus VAT.

Sample classified 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

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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).

# CONTACT

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Advertising Sales and Disposition

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## **ZEIT SPRACHEN GmbH**

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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