

BUSINESS SPOTLIGHT MEDIA DATA 2024

Valid from 1. January 2024

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.

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 **15,900**

Sold Circulation **11,300**

Source: Publisher information

PRODUCT PORTFOLIO (Print & eMagazine)

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

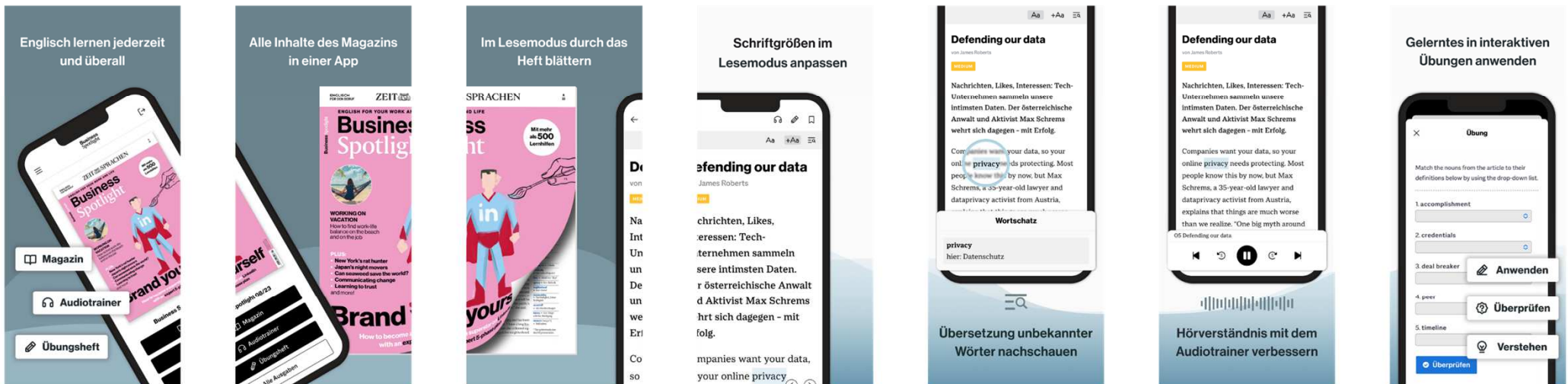
In order to enrich English lessons with individual tasks, the teacher's supplement offers a wide range of exercises to accompany the articles in the magazine as well as incentives for effective learning.

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.

The new eMagazine is here!

The Business 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.



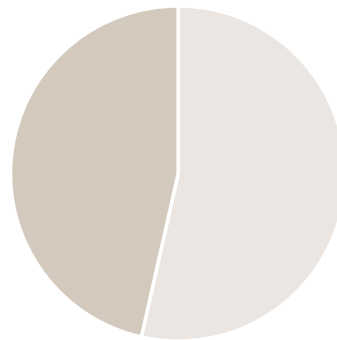


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TARGET GROUP

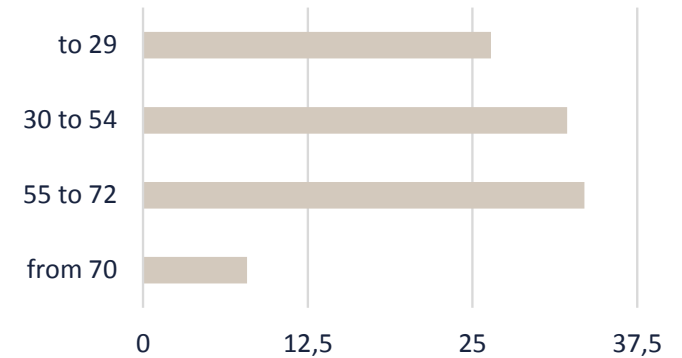
Business Spotlight's readers are mature, well-educated and enjoy learning languages. They also like to be well informed in order to better understand the political and social background to events happening around the world.

Gender



■ Female ■ Male

Age



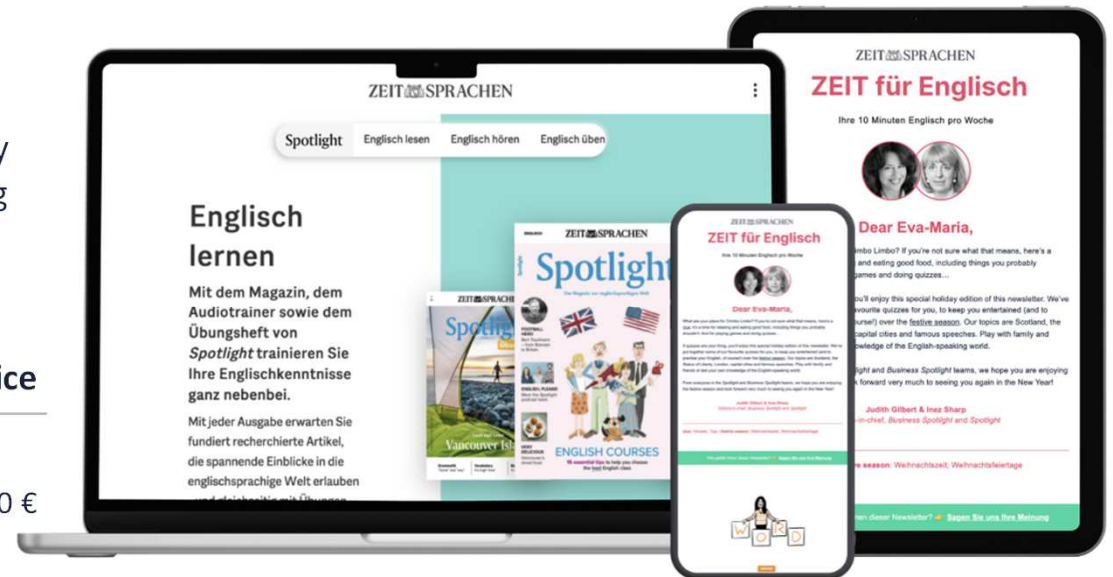
Source: Market Research Spotlight AWA 2020

ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,business-spotlight.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 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



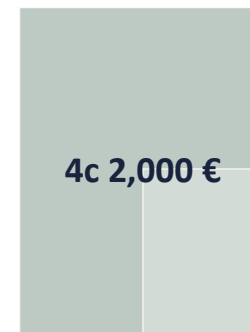
4c 2,000 €

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

Typical mistake
Can you correct the typical error(s) in the following sentence(s)?

“Our department grows a lot lately. Now, we are ten.”

You'll find the answer(s) below



Progress check
Replace each German word (in Italic>) with the correct English word.

A. Energy prices have *(sich überproportional)* in the past 12 months.

B. The *(Wirtschafts)* market has caused some businesses to close.

C. Interest rates are expected to *(steigen)* again soon.

D. The bank's share price *(stürzt)* after news reports of a scandal.

You'll find the answers below

ANSWERS
Knowledge check:
A. For example climb, rise, soar
B. inflation(s)
C. For example booming, healthy, robust
D. rise

Grammar check:
Exercise 1
A. My mortgage payments have risen, too.
B. Rising interest rates is the best way the Bank of England can lower inflation.
C. Street has raised the cost of doing business with Europe dramatically.

Exercise 2
A. rise
B. has raised
C. these rises
D. rising
E. raised
F. rise

Typical mistake:
“Our department has grown a lot lately. Now, we are ten.”
Progress check:
A. skyrocketed, soared
B. plunged
C. rise
D. tumbled, plummeted

LANGUAGE

Sample classified ads.

MARKTPLATZ – MARKETPLACE

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Nächste Anzeigentermine:

Ausgabe	Anzeigenschluss
01/2023	22.02.2023
02/2023	19.03.2023
03/2023	19.04.2023

Lernen Sie Italienisch, wo Italien zu Hause ist!

Mitteln Sie Italienisch lernen und die Planung mit seiner Kultur, der vorzüglichen Küche und dem ausgezeichneten Wein verbunden?

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ZEIT SPRACHEN GmbH - Ihr Ansprechpartner für Beratung und Verkauf
sales@zeit-sprachen.de
ZEIT.de.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 5.70 € pro mm	Basic Price 4c 6.90 € pro mm
45 x 20 mm	114 €	138 €
45 x 50 mm	285 €	345 €
91.5 x 30 mm	342 €	414 €

All prices plus VAT.

OVERVIEW OF DEADLINES

Issue	Date of Publication	Advertising Deadline	Copy Deadline
01/2024	15.12.2023	15.11.2023	17.11.2023
02/2024	19.01.2024	08.12.2023	15.12.2023
03/2024	16.02.2024	12.01.2024	19.01.2024
04/2024	28.03.2024	23.02.2024	01.03.2024
05/2024	26.04.2024	22.03.2024	28.03.2024
06/2024	24.05.2024	19.04.2024	26.04.2024
07/2024	21.06.2024	17.05.2024	24.05.2024
08/2024	19.07.2024	14.06.2024	21.06.2024
09/2024	16.08.2024	12.07.2024	19.07.2024
10/2024	13.09.2024	02.08.2024	09.08.2024
11/2024	25.10.2024	20.09.2024	27.09.2024
12/2024	22.11.2024	18.10.2024	25.10.2024
01/2025	13.12.2024	08.11.2024	15.11.2024

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

CONTACT

Eva-Maria Markus

Advertising Sales and Disposition

+49 89 85681 - 131

eva-maria.markus@zeit-sprachen.de

ZEIT SPRACHEN GmbH

Kistlerhofstr. 172

81379 Munich

Germany

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 Profiles

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