

# DEUTSCH PERFEKT MEDIA DATA 2024

Valid from 1. January 2024

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.

# 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 24,600

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

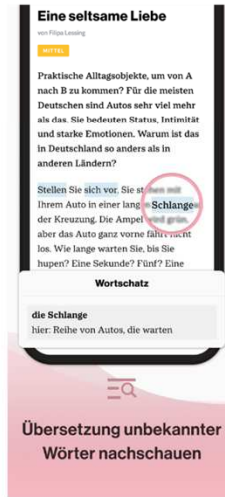
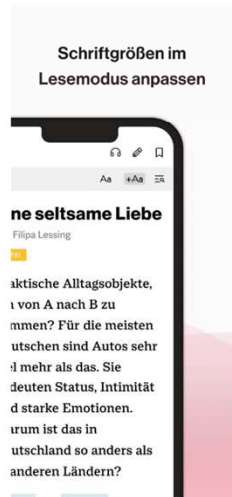
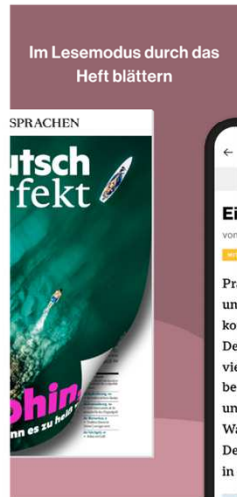
In order to enrich German lessons with individual tasks, the teacher's supplement offers a wide range of exercises to accompany the articles in the magazine as well as incentives for effective learning.

## 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.



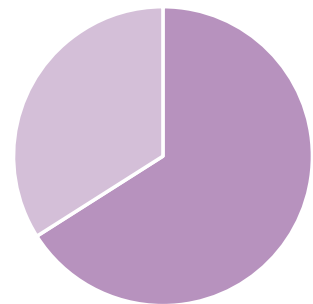


# TARGET GROUP

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.

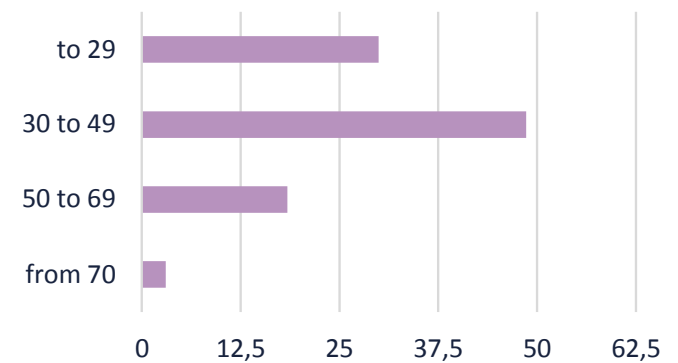
Our readers like to be well informed in order to better understand the political and social background to events happening around the world.

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



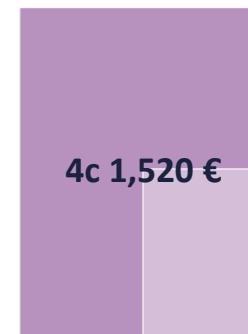
4c 1,520 €

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



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 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.

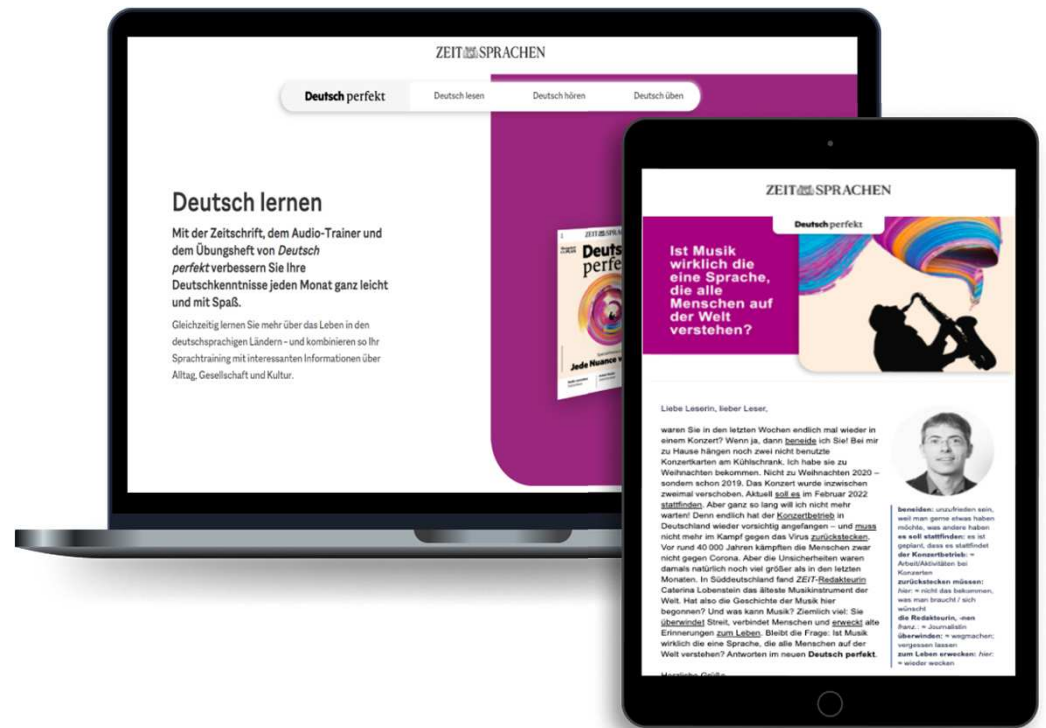


# ONLINE: ADVERTISING OPPORTUNITIES

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

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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 (Special Issue 1)	08.03.2024	02.02.2024	09.02.2024
05/2024	28.03.2024	23.02.2024	01.03.2024
06/2024	26.04.2024	22.03.2024	28.03.2024
07/2024	24.05.2024	19.04.2024	26.04.2024
08/2024	21.06.2024	17.05.2024	24.05.2024
09/2024	19.07.2024	14.06.2024	21.06.2024
10/2024	16.08.2024	12.07.2024	19.07.2024
11/2024	13.09.2024	02.08.2024	09.08.2024
12/2024 (Special Issue 2)	04.10.2024	30.08.2024	06.09.2024
13/2024	25.10.2024	20.09.2024	27.09.2024
14/2024	22.11.2024	18.10.2024	25.10.2024
01/2025	13.12.2024	08.11.2024	15.11.2024

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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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## **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](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 Profiles**

Cover and Contents: ICC profile ISOcoated\_v2\_eci (Fora 39L)