

# écoute

## MEDIA DATA 2026

Valid from 1. January 2026

ZEIT  SPRACHEN



# ZEIT SPRACHEN

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ZEIT SPRACHEN is Europe's number one in the language magazine segment. As a wholly owned subsidiary of the ZEIT publishing group, we offer language learning products of the highest standard with our brands Spotlight, Business Spotlight, écoute, ADESSO, ECOS, Deutsch perfekt and the ZEIT SPRACHEN app.

Whether reading and listening comprehension, vocabulary, pronunciation or grammar – our products make language learning fun. With its journalistic content, ZEIT SPRACHEN also provides interesting insights into other countries and cultures.

Our magazines and apps are used intensively and multiple times per issue. This makes them the ideal environment for effectively placing your advertising message.



# ÉCOUTE

## Learning Languages with French Ease

écoute invites you to discover France and the French-speaking world from different perspectives. With écoute, our readers travel to the most beautiful destinations and learn about the background to current political, economic and social events. In addition, écoute offers a wide range of opportunities to effectively improve your French and apply what you have learned.

In this way, écoute not only teaches the French language, but also provides a comprehensive overview of the countries, people and cultures of the French-speaking world.



|           |        |
|-----------|--------|
| Print Run | 32,000 |
|-----------|--------|

|                  |        |
|------------------|--------|
| Sold Circulation | 28,500 |
|------------------|--------|

Source: Publisher information

# PRODUCT PORTFOLIO (Print & Digital)

## Language Magazine

This high-quality language magazine with exciting, up-to-date reports on the country, its people and culture offers a comprehensive insight into the French-speaking world. It also includes a language learning section with grammar and vocabulary exercises at beginner (A2), intermediate (B1) and advanced (B2 - C2) levels.

## Exercise Booklet

The exercise book (print or digital) is the perfect complement to the magazine, offering the opportunity to put what you have learnt into practice. It contains language exercises covering grammar, vocabulary and everyday French.



## Audiotrainer

The audio trainer offers varied audio content to accompany the magazine, spoken by native speakers. It trains listening comprehension in an entertaining way and can be used in the French app or as a CD.

## écoute en classe

The newsletter is aimed at teachers and contains ideas, concepts and exercise sheets for French lessons. The content is linked to current content from the magazine, audio trainer and exercise book.

# THE eMAGAZINE



The écoute eMagazine offers everything in one app: the interactive magazine, the audio trainer and the digital exercise book.

Our readers combine enjoyable reading with effective language learning – both at home and on the go.

Your advertisement appears simultaneously in the print and eMagazine.

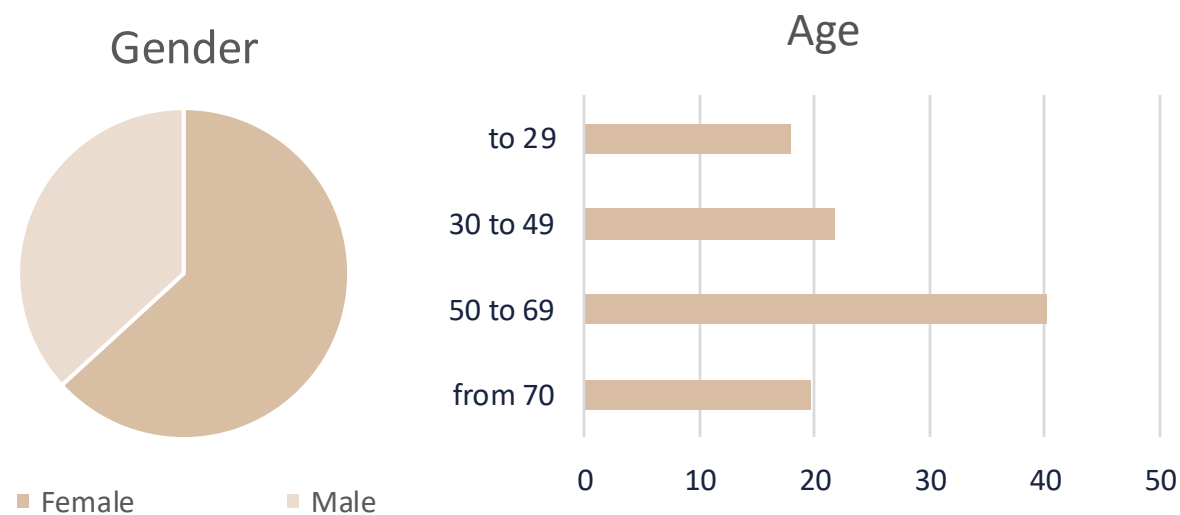




# TARGET GROUP

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



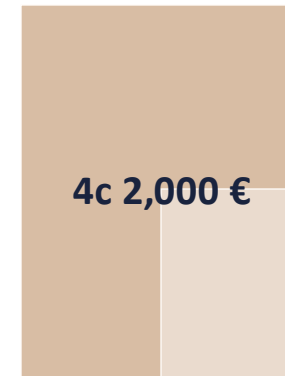
**4c 2,000 €**

**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

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**Bücher**

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**Kontakt für Anzeigenkunden**  
**+49-89/85681-131**  
ZEIT SPRACHEN GmbH - Ihr Ansprechpartner für Beratung und Verkauf  
sales@zeit-sprachen.de

**Nächste Anzeigentermine:**

| Ausgabe | Anzeigenschluss |
|---------|-----------------|
| 06/2025 | 21.03.2025      |
| 07/2025 | 17.04.2025      |
| 08/2025 | 15.05.2025      |

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**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<br>5.00 € per mm | Basic Price 4c<br>6.20 € per mm |
|--------------|----------------------------------|---------------------------------|
| 45 x 20 mm   | 100 €                            | 124 €                           |
| 45 x 50 mm   | 250 €                            | 310 €                           |
| 91,5 x 30 mm | 300 €                            | 372 €                           |

All prices plus VAT.

Sample classified ads.

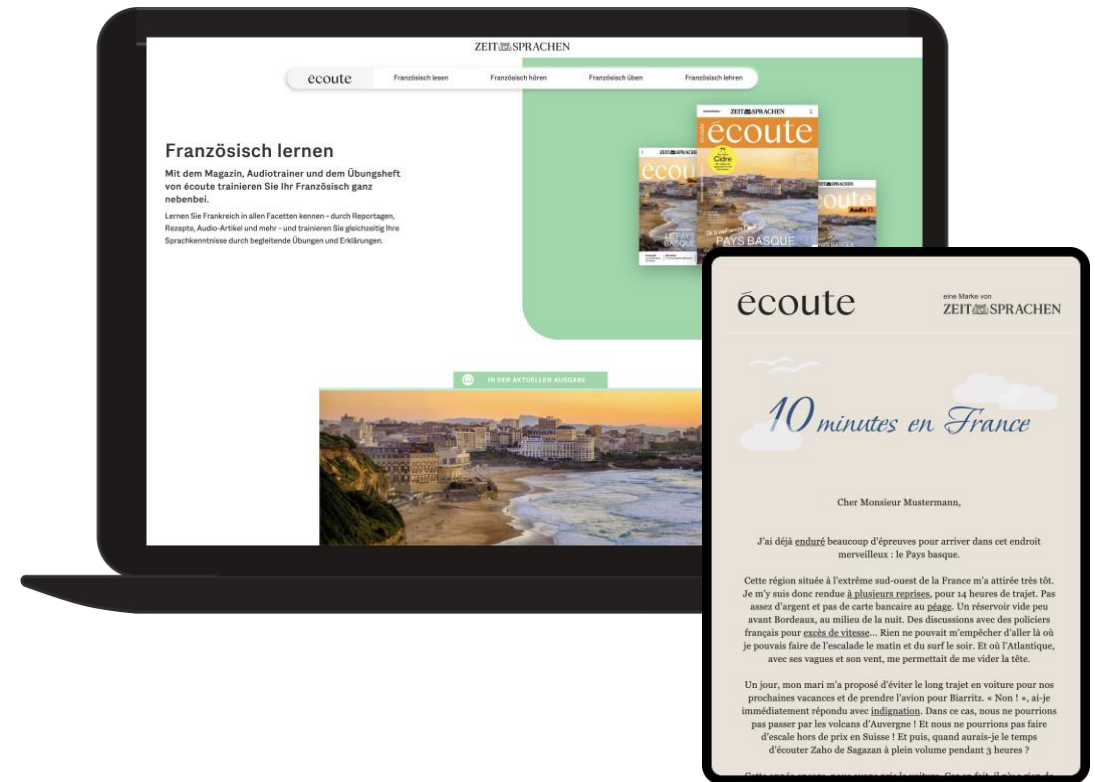


# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,ecoute.de´ and the biweekly newsletter “10 minutes en France” contain high quality articles, tools and audio contributions for effective French learning.

| Integrationen                        | Format   | Price   |
|--------------------------------------|--|---------|
| Newsletter<br>10 minutes en France   | Image: 240 x 200 pixel<br>Text: 300 – 500 characters | 1.190 € |
| Newsletter<br>écoute en classe       | Image: 240 x 200 pixel<br>Text: 300 - 500 characters | 1.500 € |
| Logo & QR-Code<br>in exercise sheets |  | 350 €   |

All prices plus VAT.



With the newsletter ,10 minutes en France´  
you reach over 35.000 subscribers!

# OVERVIEW OF DEADLINES

| Issue                     | Date of Publication | Advertising Deadline | Copy Deadline |
|---------------------------|---------------------|----------------------|---------------|
| 01/2026                   | 12.12.2025          | 07.11.2025           | 14.11.2025    |
| 02/2026                   | 16.01.2026          | 05.12.2025           | 12.12.2025    |
| 03/2026                   | 13.02.2026          | 09.01.2026           | 16.01.2026    |
| 04/2026 (Special Issue 1) | 06.03.2026          | 30.01.2026           | 06.02.2026    |
| 05/2026                   | 27.03.2026          | 20.02.2026           | 27.02.2026    |
| 06/2026                   | 24.04.2026          | 20.03.2026           | 27.03.2026    |
| 07/2026                   | 22.05.2026          | 17.04.2026           | 24.04.2026    |
| 08/2026                   | 19.06.2026          | 15.05.2026           | 22.05.2026    |
| 09/2026                   | 17.07.2026          | 12.06.2026           | 19.06.2026    |
| 10/2026                   | 14.08.2026          | 10.07.2026           | 17.07.2026    |
| 11/2026                   | 11.09.2026          | 07.08.2026           | 14.08.2026    |
| 12/2026 (Special Issue 2) | 01.10.2026          | 28.08.2026           | 04.09.2026    |
| 13/2026                   | 23.10.2026          | 18.09.2026           | 25.09.2026    |
| 14/2026                   | 20.11.2026          | 16.10.2026           | 23.10.2026    |
| 01/2027                   | 11.12.2026          | 06.11.2026           | 13.11.2026    |

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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[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