

écouté

MEDIA DATA 2026

Valid from 1. January 2026

ZEIT  SPRACHEN



ZEIT SPRACHEN

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.

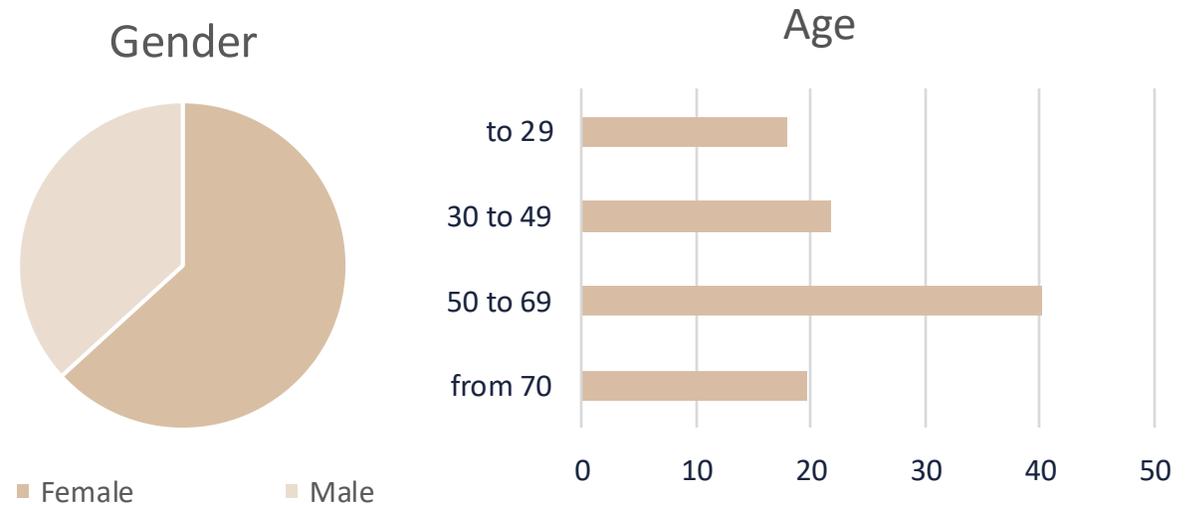
Your advertisement appears simultaneously in the print and eMagazine.



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

ZEIT SPRACHEN

Ihre Zeit für Sprachen!

1 MAGAZIN GRATIS!

Mit ZEIT SPRACHEN mehr als nur eine Sprache lernen

Jetzt Ihr Wunschmagazin gratis sichern:

zeit-sprachen.de/marktplatz



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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 Coyreste mit Blick auf das Mittelmeer, einem kleinen mittelalterlichen Ort nahe La Ciotat, 40 km von Marseille.

NEUE ANGEROTE FÜR 2025! Tel.: +33 (0) 6 15 18 90 21 **Auch ONLINE KURSE**

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Julie Tamblin MA - 0044 (0) 1208 871 184

Nächste Anzeigentermine:

| Ausgabe | Anzeigenschluss |
|---------|-----------------|
| 06/2025 | 21.03/2025 |
| 07/2025 | 17.07/2025 |
| 08/2025 | 18.08/2025 |

Bücher

REISE DURCH DIE FRANZÖSISCH-SPRACHIGE WELT

MIT DIESEM BUCH IN 10 SPRACHEN FRANZÖSISCH LERNEN

www.schm.com-voellig.de

Kontakt für Anzeigenkunden

+49-89/85681-131

ZEIT SPRACHEN GmbH - Ihr Ansprechpartner für Beratung und Verkauf

sales@zeit-sprachen.de

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 5.00 € per mm | Basic Price 4c 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.

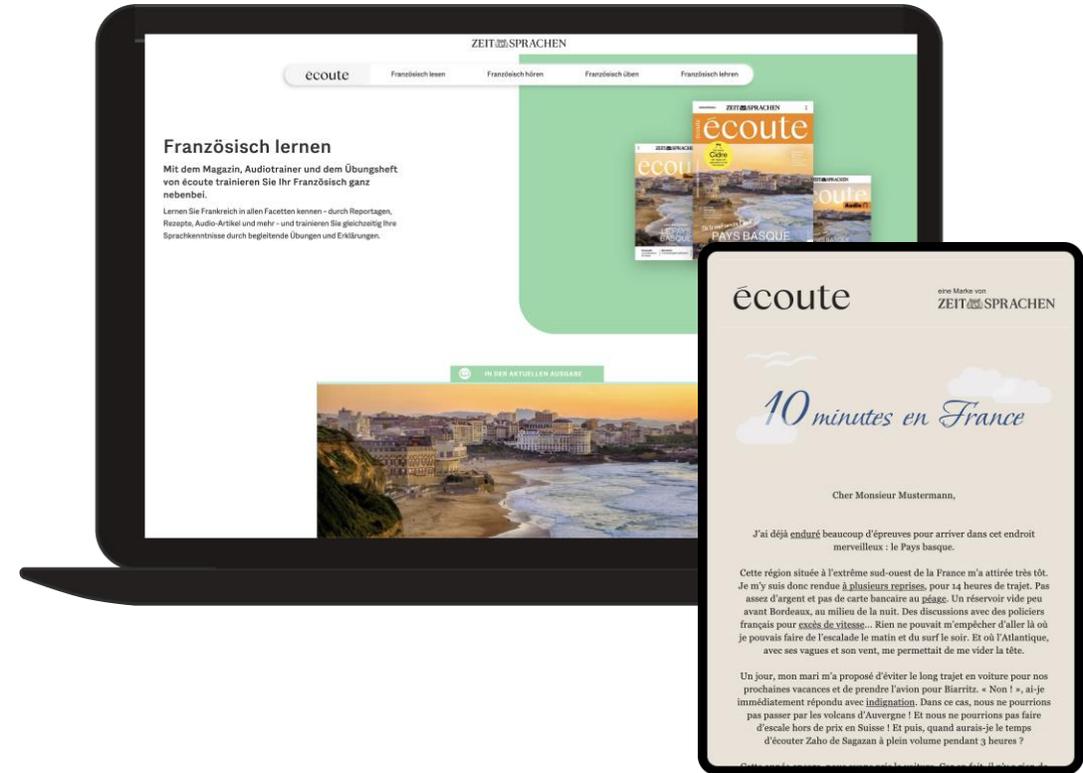
Sample classified ads.

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 10 minutes en France | Image: 240 x 200 pixel Text: 300 – 500 characters | 1.190 € |
| Newsletter écoute en classe | Image: 240 x 200 pixel Text: 300 - 500 characters | 1.500 € |
| Logo & QR-Code 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.

CONTACT

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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 Profile

PSOcoated v3