

# Spotlight

## 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.

# SPOTLIGHT

## Discover the English-speaking world with Spotlight!

The Spotlight editorial team has been working on an exciting redesign: with issue 1/2026, the magazine will appear with a new design and even more up-to-date content about the English-speaking world.

Spotlight not only invites you to discover the most beautiful travel destinations in the English-speaking world, it also provides new perspectives on the English-speaking world that help you better understand social and cultural changes. The language pages offer practical tips and exercises to help you improve your English in a targeted manner.



Print Run **35,000**

Sold Circulation **30,000**

Source: Publisher information

# PRODUCT PORTFOLIO (Print & Digital)

## Language Magazine

This high-quality language magazine with up-to-date reports on countries, people and culture offers interesting insights into the English-speaking world. It also includes a practical 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 English.



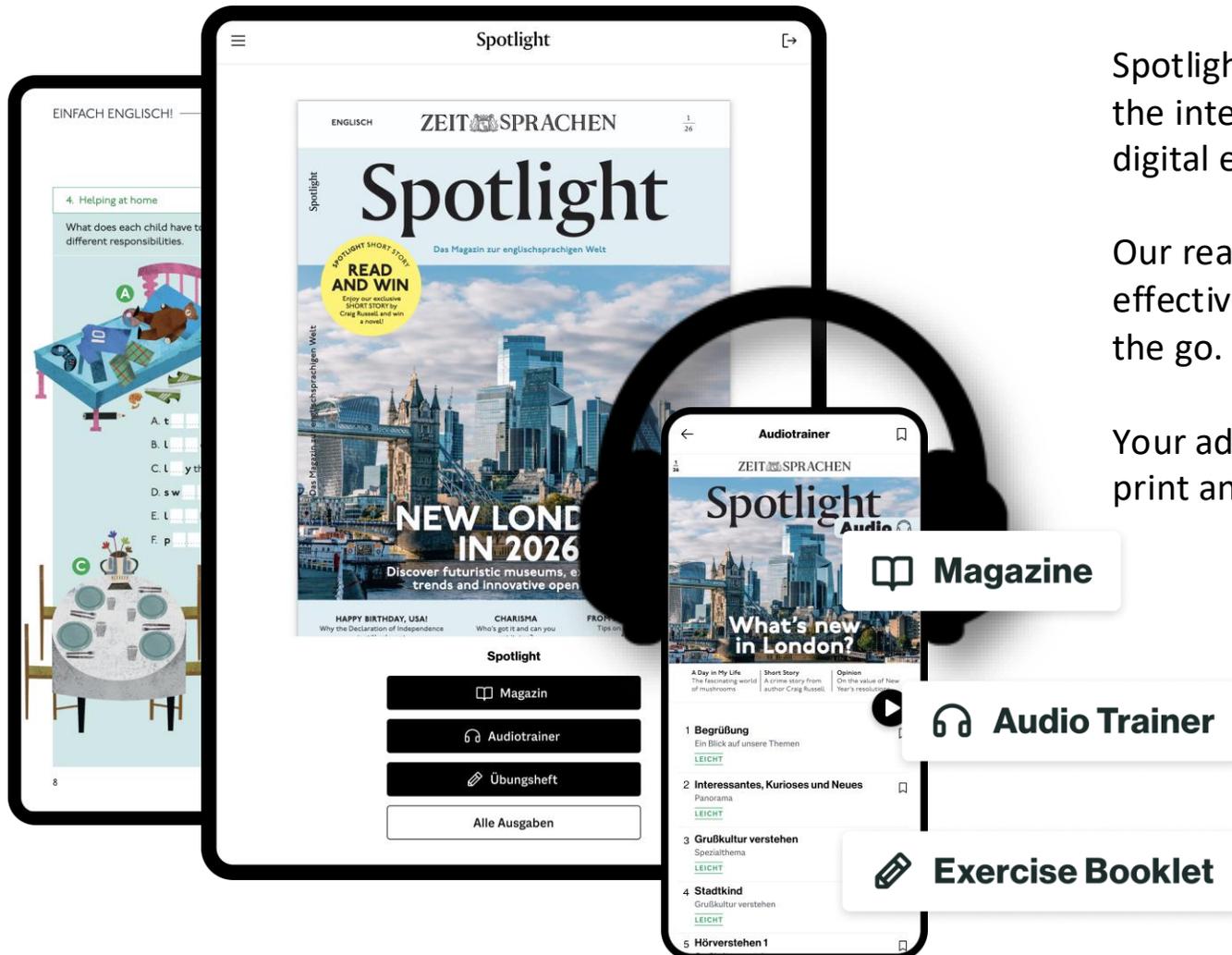
## Audiotrainer

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 Spotlight app or as a CD.

## Spotlight in the classroom

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

# THE eMAGAZINE



Spotlight 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.

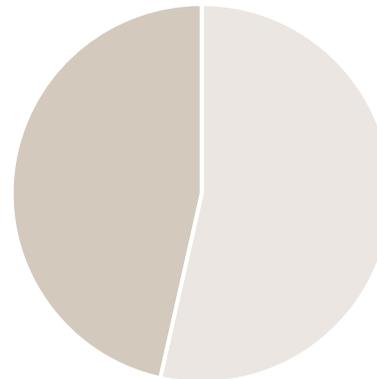


# TARGET GROUP

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.

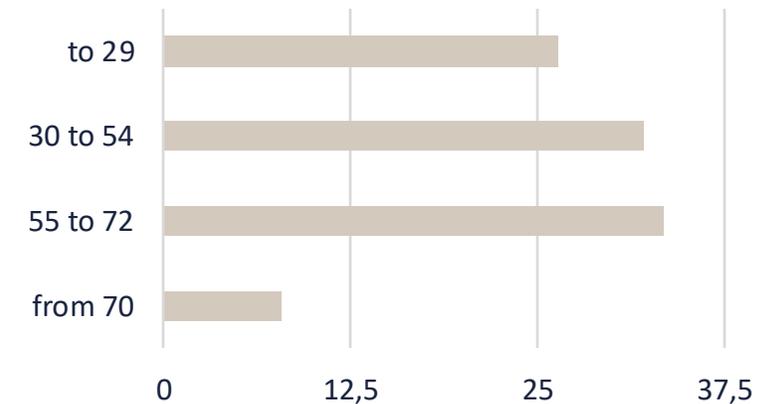
Our readers like to be well informed in order to better understand the political and social background to events happening around the world.

Gender



■ Female ■ Male

Age



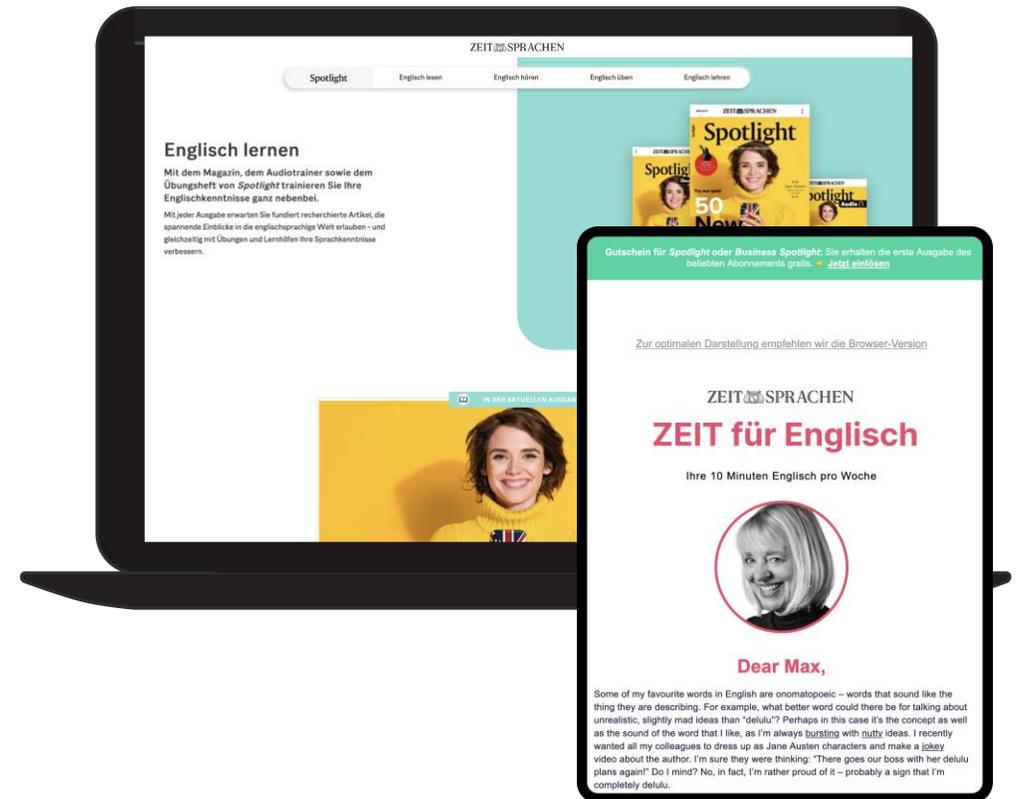
Source: Market Research AWA 2020

# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,spotlight-online.de´ and the weekly newsletter “ZEIT für Englisch” contain high-quality articles, tools and audio content for effective English learning.

Integrationen	Format	Price
ZEIT für Englisch Newsletter	Image: 600 x 340 pixel Headline: max. 170 characters Text: 300 – 500 characters	1.890 €
Spotlight in the classroom Newsletter	Image: 240 x 200 pixel Text: 300 - 500 characters	2.500 €
Logo & QR-Code in exercise sheets		350 €

All prices plus VAT



With the ZEIT für Englisch you reach over  
**100,000 subscribers**

# 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

**GLS BERLIN** WIR BRINGEN MENSCHEN INS GESPRÄCH  
gls.sprachreisen.de

**Learn English in Cornwall**  
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ila www.ila-france.com

**Studitalia Sardinien**  
Italienisch Lernen Sprachferien in Olbia  
www.studitalia.com  
(0039) 333 2133760 info@scali@studitalia.com

**Wer hat denn gesagt, im Winter ist das Piemont nicht schön?**  
Unser Winterangebot: Sieben Nächte im geräumigen Apartment mit reichhaltigem Frühstück und leckerem Mittagessen zweistündig Stunden individueller Sprachunterricht, ein Tagesausflug mit Stadtführung nach Turin im bequemen Minibus und ein Abschiedsessen in einem piemontesischen Restaurant zum Winterpreis von € 1.200,00 bei Aufenthalt im Januar, Februar und März 2025.  
www.ita-coscina-dei-banditti.com

**Käseschulz Sprachschule in der Bretagne**  
Sprachkurse kleinst 10 Personen und ab 5 Personen  
5 bis 10 Personen  
Niederlassung in der Bretagne  
jean-beno.kaebe, Tel. 03 80 13 29 99 00 1112  
www.kaeseschulz.com

**Nächste Anzeigentermine:**

Ausgabe	Anzeigenschluss
08/2025	27.08.2025
09/2025	27.09.2025
10/2025	1.10.2025

**FRANZÖSISCH LERNEN IN BÉZIERS**  
Unterricht von deutschem Muttersprachler  
Frühstück - Abendessen + Unterricht  
contact@sprachgasthaus.de  
Tel. 0049-173-3788019  
www.sprachgasthaus.de

**ZEIT SPRACHEN**

**SPRACHREISEN nach ENGLAND**  
Tauchen Sie ein in die englische Sprache mit muttersprachlicher Englischlehrerin, Lisa  
+49 15122781990  
learnactiveenglish.com

**scuola toscana**  
Italienisch in Florenz  
-BILDUNGSURLAUB KURSE ab € 284 / Woche  
-ITALIENSCHKURSE 50+ ab € 490 / Woche  
-ITALIENSCHWEIN & KÜCHE ab € 470 / Woche  
Scuola Toscana, Italienisch in Florenz seit 1989  
Via de' Torna 23 - 50122 Firenze - Italia  
Tel. +39 055 244241-242071330  
www.scuola-toscana.com  
mail: info@scuola-toscana.com

**HELFE SIE MÄDCHEN, SICH ZU ENTFALTEN.**  
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Wurden Sie Pate? plan.de

**Kontakt für Anzeigenkunden**  
**+49-89/85681-131**  
ZUL SPRACHEN ILLN GmbH – In: Ansprechpartner für Planung 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 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
01/2026	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

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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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## **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