



ZEITUNGSPRACHEN

# Business Spotlight

## MEDIA DATA 2026

Valid from 1. January 2026



©iStockimages



# 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.

# BUSINESS SPOTLIGHT

## Improve your English for work with Business Spotlight!

Our working world is becoming more international: Business Spotlight is aimed at professionals and managers who frequently speak English in their organisation.

The magazine offers a variety of reports and interviews on topics such as leadership, communication, careers, innovation and digitalisation. Appropriate exercises and learning aids enable readers to apply what they have learnt.

Business Spotlight enables our readers to build up a toolkit for successful communication in an international environment.



Print Run	13,000
-----------	--------

Sold Circulation	11,500
------------------	--------

Source: Publisher information

# PRODUCT PORTFOLIO (Print & Digital)

## Language Magazine

This high-quality language magazine offers up-to-date, journalistic content on today's international working and business world. It also includes a practical language learning section with grammar and vocabulary exercises at the easy (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.



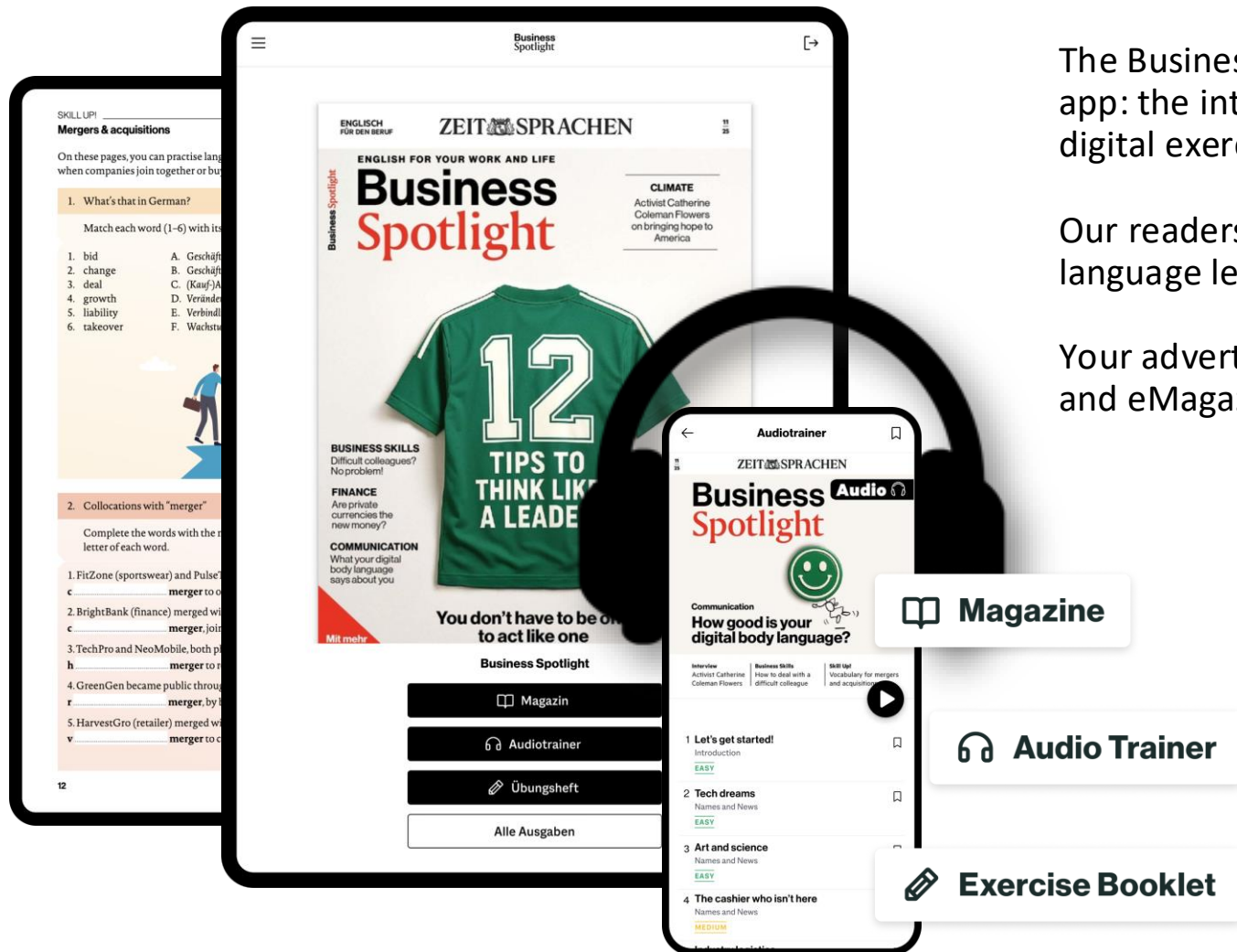
## Audiotrainer

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.

## BSL in the classroom

Business 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



The Business 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.

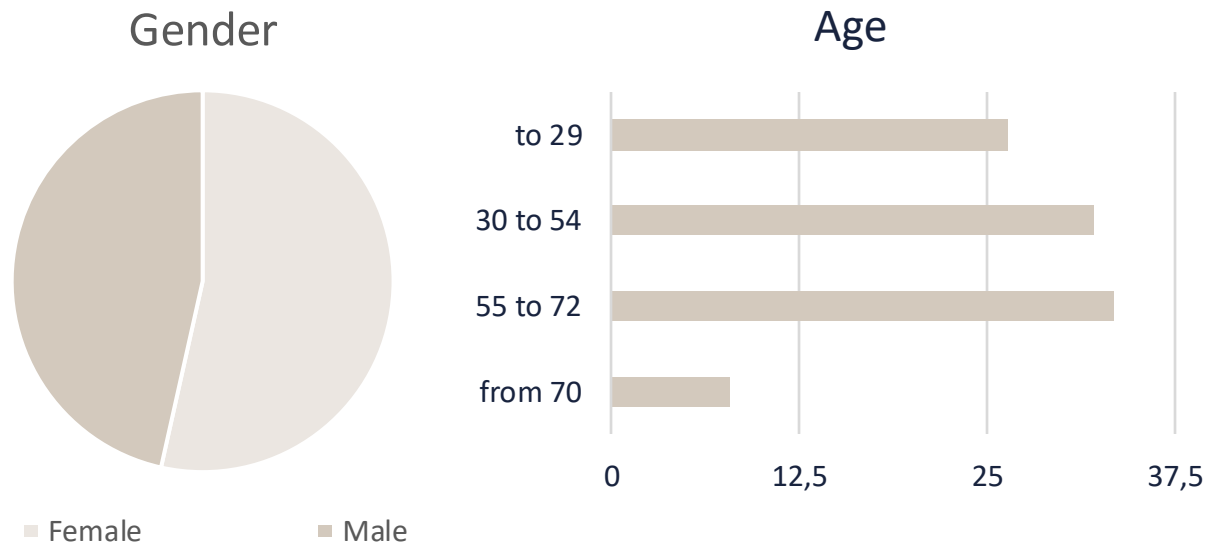
Your advertisement appears simultaneously in the print and eMagazine.





# TARGET GROUP

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.



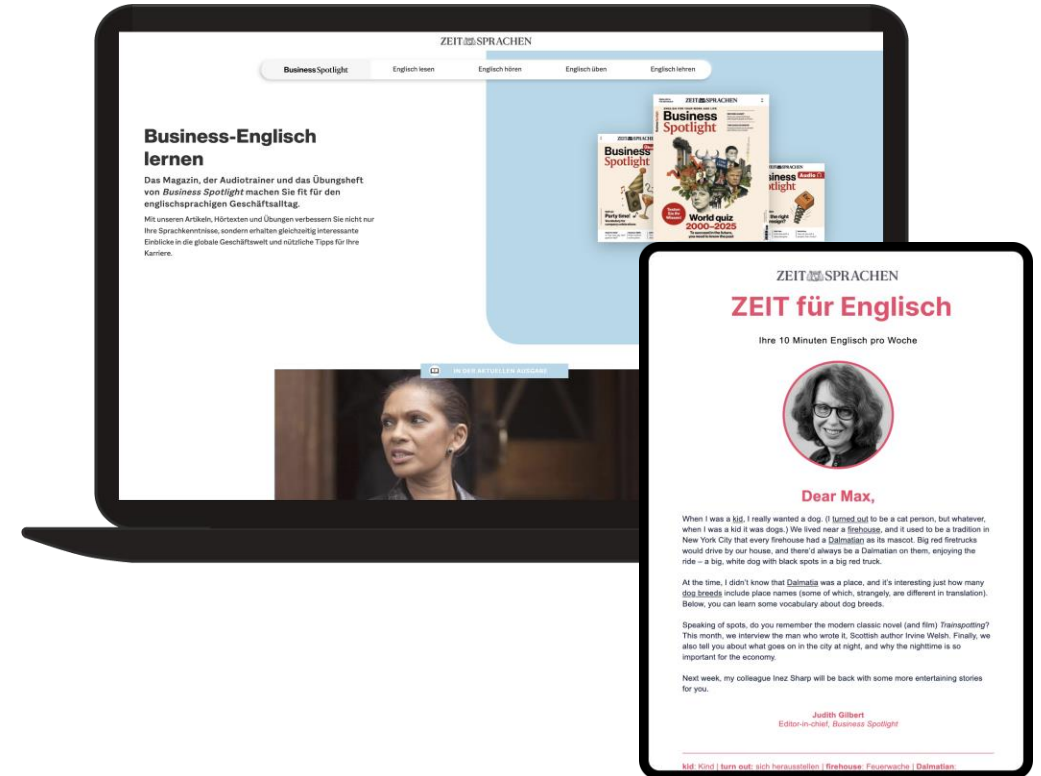
Source: Market Research Spotlight AWA 2020

# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,business-spotlight.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 €
In the classroom Newsletter	Image: 240 x 200 pixel Text: 300 - 500 characters	1.400 €
Logo & QR-Code in exercise sheets		350 €

All prices plus VAT



With the ZEIT English newsletter,  
you can reach over 100,000 subscribers!!

# 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 common error(s) in the following sentence?

"They have asked us to spend €500 to their organization."

You'll find the answer below

### Progress check

Replace the German word(s) (in *italics*) in the sentences below with the correct English equivalent(s).

- That's a great way to build trust and *(geschäftliches Ansehen)*.
- It has really increased the *(Stärke)* of our brand.
- A *(Unterstützung)* could make a huge difference to our sales figures.
- This event could not be held without *(größtenteils Sponsoring)*.

You'll find the answers below

### ANSWERS

**Knowledge check:**

- B
- C
- A

**Common check:**

**Exercise 1:**

- long-term
- not-profit
- per-health
- one-off

**Exercise 2:**

- family-owned
- anti-corporate
- checkbox-covered top-selling
- off-shore
- round-the-clock
- three-quarters

### MARKTPLATZ - MARKETPLACE

Sprachkurse und Sprachferien

#### Learn English in Cornwall

ONLINE COURSES  
NOW AVAILABLE

[www.learnenglishincornwall.co.uk](http://www.learnenglishincornwall.co.uk)  
Julie Tamblin MA - 0044 (0) 1208 871 184

#### Studitalia Sardinien

Italienisch lernen  
Sprachferien in Olbia  
[www.studitalia.com](http://www.studitalia.com)  
(0039) 333 2133760 [info@studitalia.com](mailto:info@studitalia.com)

#### scuola toscana

Italienisch in Florenz

BILDUNGSURLAUBS KURSE  
ab € 284 / Woche

ITALIENSCHKURS 50+  
ab € 490 / Woche

ITALIENSCHWEIN & KÜCHE  
ab € 470 / Woche

Scuola Toscana, Italienisch in Florenz, seit 1989  
Via dei Bardi 23 - 50122 Firenze - Italia  
Tel. +39 055 245523 Fax +39 055 245524  
[www.scuola-toscana.com](http://www.scuola-toscana.com)  
info@scuola-toscana.com

**Lernen Sie Italienisch, wo Italien zu Hause ist!**

Möchten Sie Italienisch lernen und das Plaisir mit seiner Kultur, der vorzüglichen Küche und den ausgezeichneten Weinen verbinden?

Dann kommen Sie zu uns!

Nachrichten Sie in gemütlichen Apartments und in einem der Sprachkurse - individuell abgestimmt auf Ihre Wünsche und Vorlieben.

**La Cascina dei Banditi**  
Tel. +39 331 6525424  
[www.la-cascina-dei-banditi.com](http://www.la-cascina-dei-banditi.com)

#### Ferienhäuser, -wohnungen

**Italien/Marken:** Gruppenurlaub in schöner Umgebung, historisches Ferienhaus direkt auf der Seepromenade, aktuell renoviert, Panorama-Garten, Pool, Sauna, Wellness, 6500 m. Bad, 2 pr. Gemeinschaftsküche, Barbecue mit Aufzug, pr. Küche, w/ Barbecue mit Poolzugang, in der Nähe.

[www.falcoconvivium.com](http://www.falcoconvivium.com)

#### Nächste Anzeigentermine:

Anzeige	Anzeigenschluss
08/2025	13.06.2025
09/2025	11.07.2025
10/2025	08.08.2025

#### Kontakt für Anzeigenkunden

**+49-89/85681-131**

ZEIT SPRACHEN GmbH - Ihr Ansprechpartner für Beratung und Verkauf

[askes@zeit-sprachen.de](mailto:askes@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 5.70 € per mm	Basic Price 4c 6.90 € per mm
45 x 20 mm	114 €	138 €
45 x 50 mm	285 €	345 €
91.5 x 30 mm	342 €	414 €

All prices plus VAT.

Sample classified ads.

# 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	27.03.2026	20.02.2026	27.02.2026
05/2026	24.04.2026	20.03.2026	27.03.2026
06/2026	22.05.2026	17.04.2026	24.04.2026
07/2026	19.06.2026	15.05.2026	22.05.2026
08/2026	17.07.2026	12.06.2026	19.06.2026
09/2026	14.08.2026	10.07.2026	17.07.2026
10/2026	11.09.2026	07.08.2026	14.08.2026
11/2026	23.10.2026	18.09.2026	25.09.2026
12/2026	20.11.2026	16.10.2025	23.10.2026
01/2027	11.12.2026	06.11.2026	13.11.2026

# CONTACT

---

## **Sandra Lazzari**

Advertising Sales and Disposition

+49 89 85681 - 131

sandra.lazzari@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 Profile**

PSOcoated v3