

# BUSINESS SPOTLIGHT AD RATE CARD 2019



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## GENERAL INFORMATION

### Contact information

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Email [anzeige@spotlight-verlag.de](mailto:anzeige@spotlight-verlag.de)

### Bank details

Commerzbank AG, Düsseldorf  
IBAN: DE46 3008 0000 0212 8652 00  
BIC: DRES DE FF 300

### Website

[www.spotlight-verlag.de](http://www.spotlight-verlag.de)

### Terms & Conditions

All advertising transactions are governed by the publisher's terms and conditions.

### Terms of payment

Payment is due in full within 30 days from receipt of invoice by bank transfer, direct debit, credit card; 2% discount for prepayment up to the first day on sale.

### Value-added tax (VAT)

Legal VAT applies

### Frequency

bimonthly

### Ad closing date/cancellation right

Ad closing date is 4 weeks before publication date.

### Copy deadline

18 business days before publication date.

## BUSINESS SPOTLIGHT – EINFACH BESSER BUSINESS-ENGLISCH

Business Spotlight is the business English magazine for German-speaking readers: staff in internationally operating companies, from managers to assistants, who need English in their jobs.

Our editors and language experts cover a wide range of cross-industry topics such as intercultural communication, business skills and career planning. They also report on people and companies that shape and change the world of business. Business Spotlight's unique editorial concept helps readers to expand their vocabulary effectively while learning new and exciting facts from the international worlds of business and finance.



Issue	Feature topic	Publication date	Ad closing date	Copy deadline
01/2019	Leadership; Language test, small talk	19.12.2018	21.11.2018	23.11.2018
02/2019	Business style; Careers, coaching	20.02.2019	23.01.2019	25.01.2019
03/2019	Special feature, Silicon valley; Intercultural communication, California	20.03.2019	20.02.2019	22.02.2019
04/2019	Buying and selling, how does it work?	08.05.2019	10.04.2019	12.04.2019
05/2019	Language test, How convincing are you?; Business Skills, motivation	26.06.2019	22.05.2019	24.05.2019
06/2019	Business English today – the state of the language	07.08.2019	10.07.2019	12.07.2019
07/2019	Special feature, New York; Intercultural communication, Italy	04.09.2019	07.08.2019	09.08.2019
08/2019	Neighbours: how companies and state deal with their competitors	30.10.2019	02.10.2019	04.10.2019

## BUSINESS SPOTLIGHT – READER PROFILE

### Reader behavior

- High reading time: Each Business Spotlight issue is read for an average of 7.9 hours
- High reading volume: 82% of all pages are read
- High subscription rate: 76% of readers are subscribers

### Gender

Female	64	
Male	36	

### Age

20-29 years	15	
30-39 years	25	
40-49 years	40	
50 years and older	20	

### Vocational / professional qualification

University or equivalent further education qualification	83	
A-level, apprenticeship or equivalent qualification	17	

### Profession

Proprietors, CEOs, self-employed persons, freelancers	19	
Executives, senior managers	18	
Employees, civil servants, (skilled) workers	63	

### Household net income

€ 2,000 or less	25	
€ 2,000 to less than € 3,500	35	
€ 3,500 and more	40	

### Reading time

Up to 3 hours	25	
3-9 hours	45	
9 hours and longer	30	

### Reading volume

All/almost all pages	50	
More than half, about half	44	

Source: Reader survey 2016

Paid circulation: 16,600 copies (IVW/1st quarter 2018)  
Circulation: 31,680 copies (IVW/1st quarter 2018)

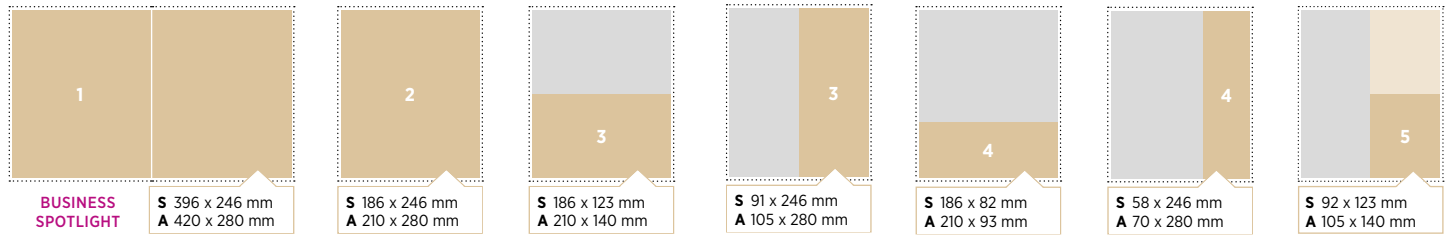
Source: IVW, 1st Qu. 2018

# BASIC AD RATES

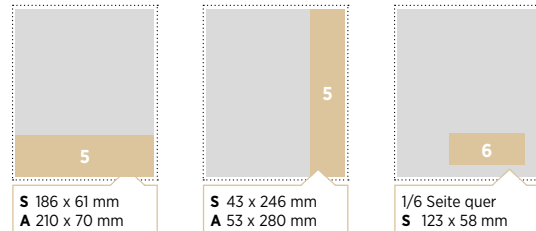
BUSINESS SPOTLIGHT AD RATE CARD NO. 19,  
VALID FROM 1 JANUARY 2019

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## BUSINESS SPOTLIGHT



S = Type Area, A = Bleed Size



⇒ Bleed formats: 5 mm on every side.

No.	Festform	Basic ad rate b/w	Basic ad rate 4c
1	2/1 page	€ 10,420	€ 17,360
2	1/1 page U4		€ 10,050
2	1/1 page U2/U3		€ 9,600
2	1/1 page	€ 5,480	€ 9,140
3	1/2 page landscape or portrait	€ 2,830	€ 4,700
4	1/3 page landscape or portrait	€ 1,950	€ 3,250
5	1/4 page landscape, magazine format or portrait	€ 1,520	€ 2,520
6	1/6 page	€ 1,100	€ 1,830

### Magazine combinations

Combination of 4 (Spotlight, Écoute, ECOS, ADESSO) – 20% price advantage  
Combination of 5 including Business Spotlight – 25% price advantage

All prices exclude VAT

## RATES CLASSIFIED ADS

### mm-price classified ads

b/w or 4c € 5,30 or € 6,50

### Combination discount for placement in

2 magazines	=	10%
3 magazines	=	15%
4 magazines	=	20%
5 magazines	=	25%
6 magazines	=	30%

### Series discount

from 3 ads	=	3%
from 6 ads	=	6%
from 9 ads	=	10%
from 12 ads	=	15%

- ⇒ Text-only ads will be designed free of charge by the publisher
- ⇒ Your ad will appear in the print and e-paper edition of Business Spotlight.

### Ad examples

**Format:** 45 x 20 mm  
b/w: € 106 / 4c: € 130



**Format:** 91,5 x 30 mm  
b/w: € 318 / 4c: € 390



All prices exclude VAT

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## Workbook PLUS

The language trainer to go with the magazine in a practical pocket format with exercises on 24 pages.

## Teaching supplement "Business Spotlight in the classroom"

Educational tips and ideas to use in lessons.

## Title booklet

The special pocket-format edition is ideal to read on the move and offers detailed knowledge on 24 pages.



### Workbook PLUS, the language trainer to go with the magazine

Circulation	3,700
Publication frequency	bimonthly
1/1 Seite, 120 x 160 mm	€ 1,500

### Teaching supplement "Business Spotlight in the classroom"

Circulation	1,890
Publication frequency	bimonthly
1/1 Seite, 210 x 280 mm	€ 1,050
1/2 Seite, 210 x 140mm	€ 630

### Cover booklet, the special pocket-format edition

Circulation	16,600
Publication frequency	bimonthly
1/1 page, 105 x 148 mm	€ 2,000

# ADVERTORIALS AND CONTENT FORMATS

You can order both classic and individually designed advertorials or present your destination exclusively in the form of an 8-page travel supplement. Please send us your content and the Spotlight Verlag will take care of your individual order – also in English. It is also possible to extend coverage in the other language magazines of Spotlight Verlag or DIE ZEIT in an adapted version.



All prices exclude VAT

## Business Spotlight Online

Learn English online with [www.business-spotlight.de](http://www.business-spotlight.de). Users have the opportunity to improve their language skills with a variety of entertaining articles, columns and blogs. Exercises on grammar, vocabulary and comprehension are also available. Premium access includes a large online archive and an extended pool of interactive exercises.



### All Spotlight Verlag websites

	spotlight-online.de	business-spotlight.de	ecoute.de	adesso-online.de	ecos-online.de	deutsch-perfekt.com	sprachtest.de
<b>PIs per 30 days</b>	151,000	45,000	62,500	75,000	103,000	256,000	370,000
<b>Visits per 30 days</b>	86,500	28,000	32,500	40,500	69,000	119,000	44,000

### Prices per 30 days

<b>Super banner</b>	€ 1,800	€ 720	€ 810	€ 630	€ 630	€ 3,600	€ 3,300
<b>Wide skyscraper</b>	€ 2,000	€ 900	€ 900	€ 700	€ 700	€ 4,000	€ 3,700
<b>Menu banner</b>	€ 1,200	€ 480	€ 540	€ 420	€ 420	€ 2,400	€ 2,200

Combination discounts on request.

**Delivery:** 7 days before publication to [anzeige@spotlight-verlag.de](mailto:anzeige@spotlight-verlag.de), **File formats:** JPG or GIF

# NEWSLETTER

The Business Spotlight Newsletter is a free service for our readers. Every two weeks, our editors present the latest news from the world of Business Spotlight: language exercises, updates, interesting facts, raffles and competitions.

### Advertising options

- Newsletter banner format: 600 x 200 pixel
- Placement: as header or in the text
- Newsletter Integration: Picture: 240 x 200 pixel
- with text and picture: Text: 300 - 500 characters



### SPOTLIGHT NEWSLETTER

	Business Spotlight newsletter	Teacher newsletter	Language shop
<b>Subscribers</b>	11,025	20,491	20,000
<b>Frequencies</b>	Biweekly	Monthly	Weekly

### Banner prices per placement = 2 publications

<b>Banners</b>	€ 520	€ 500	€ 1,350
<b>Newsletter integration</b>	€ 390	€ 380	€ 990

All prices exclude VAT

## BUSINESS SPOTLIGHT

### Formats

**BUSINESS SPOTLIGHT** Bleed format: 210 mm width, 280 mm height + 5 mm trim on each side (adhesive binding)

Type area format: 186 mm width, 246 mm height

For spread bleed approx. 3 mm trim on each page for adhesive binding. Approx. 4 mm on the inside cover for adhesive binding.

### Colour profiles

**BUSINESS SPOTLIGHT** Cover: Coated FOGRA 39 (ISO 12647-2:2004)  
Content: PSO\_LWC\_Improved\_eci.icc

### Mode of printing

**BUSINESS SPOTLIGHT** Cover: Sheetfed offset (ISO 12647-2)  
Content: Web offset (ISO 12647-2)

### Data parameter

**Total ink coverage** Max. 280 %

**Resolution** Line: 1,270 dpi  
Colour images: 300 dpi  
Greyscale: 300 dpi

**Fonts and lines** The minimum font size is 6 point. Fine serifs should be avoided. Font modification such as "bold" or "italic" should not be used. Multiple master fonts and double byte fonts should not be used. Lines should have a stroke width of at least 0.15 mm.

### Data volume

Please crop image details to the required size with Photoshop to avoid excessive data volume. Set white background for image in the design programme for greyscale TIFs or bmp files.

### File formats

Adobe-PDF/X1a:2001, Adobe-PDF/X3:2002 or Adobe-PDF/X4:2010 in CMYK mode. Fonts must be incorporated. Images must be incorporated. The deliverer determines the quality of JPEG files. Embedded ICC profiles are not analysed. Slight variations in tone or colour may occur within the normal tolerances of the printing process.

### Proofs

1 colour proof. The contract proof must be a 1:1 copy of the dataset you delivered and contain the Ugra/Fogra media wedge.

### Delivery

**Type of delivery** by email to [anzeige@spotlight-verlag.de](mailto:anzeige@spotlight-verlag.de)  
by post to the following address (on a data carrier)

**Postal address for print documents** Spotlight Verlag GmbH  
z. Hd. Anzeigenabteilung  
Kistlerhofstr. 172  
D-81379 München

**Please note the closing dates for ads.**

### Important information!

For delivery by email or online, please provide the publication and issue number for your order. The publishing house requires a written purchase order for the ad independent of the transmission of your ad. Please provide the mode of transmission when delivering your ad.

**Literature, arts and culture**

Sara Schlimmer  
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**Travel**

Sandra Lindemeier  
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**University & education**

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**Overall ad management**

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**Language publishers, language travel organisers, language schools**

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# BESSER MIT SPRACHEN

SPOTLIGHT \_\_\_\_\_

ÉCOUTE \_\_\_\_\_

ECOS \_\_\_\_\_

ADESSO \_\_\_\_\_

BUSINESS SPOTLIGHT \_\_\_\_\_

DEUTSCH PERFEKT \_\_\_\_\_

