

DEUTSCH PERFEKT AD RATE CARD 2019

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GENERAL INFORMATION

Contact information

Spotlight Verlag GmbH
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Email 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

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

monthly

Ad closing date/cancellation right

Ad closing date is 4 weeks before publication date.

Copy deadline

18 business days before publication date.

DEUTSCH PERFEKT – EINFACH BESSER DEUTSCH

Deutsch perfekt is the perfect language magazine for German learners from all over the world. The magazine offers a contemporary mix of journalism and language training, and a diversified view of social and cultural topics and everyday life in Germany, Austria and Switzerland. It contains articles, interviews and valuable suggestions for work and everyday conversation. You will also find fixed categories for travel, culture and history in each issue – for example, a column explaining regional peculiarities of the German language.



Issue	Feature topic	Publication date	Ad closing date	Copy deadline
01/2019	The best ways to learn	19.12.2018	21.11.2018	23.11.2018
02/2019	Understanding Germany	23.01.2019	12.12.2018	14.12.2018
03/2019	The German work culture	20.02.2019	23.01.2019	25.01.2019
04/2019	Immigration	20.03.2019	20.02.2019	22.02.2019
05/2019	Special: Women & men	10.04.2019	13.03.2019	15.03.2019
06/2019	City trips	08.05.2019	10.04.2019	12.04.2019
07/2019	Germany's best sights	29.05.2019	30.04.2019	03.05.2019
08/2019	Special: Berlin	26.06.2019	22.05.2019	24.05.2019
09/2019	How the Germans live	17.07.2019	19.06.2019	21.06.2019
10/2019	Germany in autumn – the best tips	07.08.2019	10.07.2019	12.07.2019
11/2019	100 years of Bavaria and Austria	04.09.2019	07.08.2019	09.08.2019
12/2019	Food and drink special	02.10.2019	04.09.2019	06.09.2019
13/2019	Gifts special	30.10.2019	02.10.2019	04.10.2019
14/2019	The most beautiful christmas markets	20.11.2019	23.10.2019	25.10.2019
01/2020	Language special	18.12.2019	20.11.2019	22.11.2019

DEUTSCH PERFEKT – READER PROFILE

Reader behavior

- High reading time: Each Deutsch perfekt issue is read for an average of 7.2 hours
- High reading volume: 83 % of all pages are read
- High subscription rate: 72 % of readers are subscribers

Gender

Female	66	
Male	34	

Age

20-29 years	20	
30-39 years	27	
40-49 years	22	
50 years and older	28	

Vocational / professional qualification

University / technical college degree	87	
A-levels / technical diploma, apprenticeship, similar qualification	13	

Profession

Proprietors, CEOs, self-employed persons, freelancers	15	
Executives, senior managers	14	
Employees, civil servants, (skilled) workers	71	

Household net income

€ 2,000 or less	53	
€ 2,000 to less than € 3,500	26	
€ 3,500 to less than € 5,000	13	
€ 5,000 and more	8	

Reading time

Up to 3 hours	39	
3-9 hours	28	
9 hours and longer	33	

Reading volume

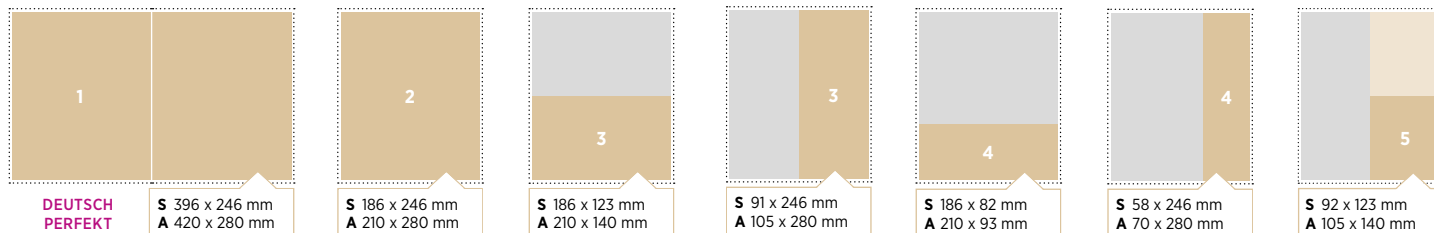
All/almost all pages	42	
More than half, about half	46	

Source: Reader survey 2016

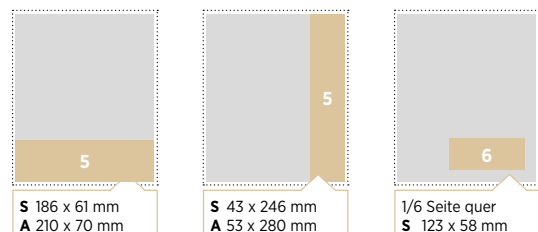
Paid circulation: 21,955 copies (IVW/1st quarter 2018)
Circulation: 22.495 copies (IVW/1st quarter 2018)

BASIC AD RATES

DEUTSCH PERFEKT



S = Type Area, A = Bleed Size



⇒ Bleed formats: 5 mm on every side.

Nr.	Festformate	Grundpreise s/w	Grundpreise 4C
1	2/1 page	€ 5,490	€ 9,140
2	1/1 page U4		€ 5,300
2	1/1 page U2/U3		€ 5,060
2	1/1 page	€ 2,890	€ 4,820
3	1/2 page landscape or portrait	€ 1,490	€ 2,480
4	1/3 page landscape or portrait	€ 1,030	€ 1,720
5	1/4 page landscape, magazine format or portrait	€ 800	€ 1,340
6	1/6 page	€ 580	€ 960

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 € 4,40 or € 5,60

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 Spotlight.

Online ad

Order your ad online at www.deutsch-perfekt.com

Incl. link to your website
€ 79 / 30 days

Format: 220 x 160 pixels

All prices exclude VAT

Ad examples:

Format: 45 x 20 mm

b/w: € 88 / 4c: € 112

Romantisches Ferienhaus in Bayern mit Bergblick!

Urlaub in idyllischem Gutshof zw. München & Garmisch, Ausflüge nach Neuschwanstein uvm. Genießen Sie die Biergärten an Ammer-, Starnberger & Staffelsee. Unterkunft bis zu 18 Pers. Infos: Tel. 08802/8292, www.Rechetsberg.de

Format: 91,5 x 30 mm

b/w: € 264 / 4c: € 336

»école nicole
SCHULE FÜR SPRACHEN

»Die Schule, über
die man spricht.«

- Intensivkurse – in 4 Wochen gutes Deutsch
- Abendkurse für Berufstätige, Mini-Gruppen mit max. 4 Teilnehmern
- flexible Unterrichtszeiten, TELC-Zertifikat, **sehr intensiv – besonders im Sprechen**
- Stufen bis C1!

école nicole – Schule für Sprachen
Rüttscheider Str. 56 · 45130 Essen · fon: 0201 - 45033933
fax 0201 - 45033939 · mail@schule-fuer-sprachen.de · www.schule-fuer-sprachen.de



Workbook

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

Teaching supplement "Deutsch perfekt im Unterricht"

Educational tips and ideas to use in lessons.

Title booklet

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



Workbook, the language trainer to go with the magazine

Circulation	3,620
Publication frequency	monthly
1/1 page, 210 x 160 mm	€ 740

Teaching supplement „Deutsch perfekt im Unterricht“

Circulation	3,550
Publication frequency	monthly
1/1 page, 210 x 280 mm	€ 1,400
1/2 page, 210 x 140mm	€ 840

Titel Booklet, Das Sonderheft im Pocket-Format

Circulation	21,955
Publication frequency	twice per year
1/1 page, 105 x 148 mm	€ 1,750

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

DEUTSCH PERFEKT ONLINE

Learn German online with www.deutsch-perfekt.com. Users have the opportunity to improve their language skills with a variety of entertaining articles, columns and blogs. Of course, exercises on grammar, vocabulary and comprehension are also available.

Advertising options

Super banner format: 728 x 90 pixel
Wide skyscraper format: 160 x 600 pixel
Medium rectangle format: 300 x 250 pixel



All Spotlight Verlag websites

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

Prices per 30 days

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

Combination discounts on request.

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

NEWSLETTER

The Deutsch perfekt Newsletter is a free service for our readers. Every two weeks, our editors present the latest news from the world of Deutsch perfekt: including language exercises and current affairs from Germany, Austria and Switzerland, raffles and competitions. Last but not least, they introduce an interesting expression from everyday German language...

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

	Deutsch perfekt	Teacher newsletter	Language shop
Subscribers	34,422	20,491	20,000
Frequencies	Biweekly	Monthly	Weekly

Banner prices per placement = 2 publications

Banners	€ 1,280	€ 500	€ 1,350
Newsletter integration	€ 960	€ 380	€ 990

All prices exclude VAT

DEUTSCH PERFEKT

Formats

DEUTSCH PERFEKT 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

DEUTSCH PERFEKT Cover: Coated FOGRA 39 (ISO 12647-2:2004)
Content: PSO_LWC_Improved_eci.icc

Mode of printing

DEUTSCH PERFEKT 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
by post to the following address (on a data carrier)

Postal address for print documents Spotlight Verlag GmbH
z. Hd. Anzeigenabteilung
Kistlerhofstr. 173
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
Telephone: +49-40/32 80-296
Email: sara.schlimmer@zeit.de

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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iq media marketing gmbh

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Telefax: +49-211/887-97 23 47
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BESSER MIT SPRACHEN

SPOTLIGHT _____

ÉCOUTE _____

ECOS _____

ADESSO _____

BUSINESS SPOTLIGHT _____

DEUTSCH PERFEKT _____

