

# SPOTLIGHT AD RATE CARD 2019

Valid from 1 January 2019, No. 35



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## GENERAL INFORMATION

### Contact information

Spotlight Verlag GmbH  
Kistlerhofstr. 172  
D-81379 München  
Telephone +49 89/85 68 1-0  
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

Monthly

### Ad closing date/cancellation right

Ad closing date is 4 weeks before publication date.

### Copy deadline

18 business days before publication date.

## SPOTLIGHT – EINFACH BESSER ENGLISCH

Spotlight reflects the social and cultural life in the English-speaking parts of the world. With great journalistic expertise Spotlight elegantly blends efficient language training with thoroughly researched background information. Travel, society, culture and language form a regular part of this unique magazine concept. Readers can easily refresh and improve their language skills using the glossary and various exercises. Internationally renowned journalists offer well-founded reports and exciting views on the social and cultural developments in Great Britain, America, Canada, New Zealand, Australia and South Africa.

Issue	Feature topic	Publication date	Ad closing date	Copy deadline
01/2019	Travel: a London walking tour	19.12.2018	21.11.2018	23.11.2018
02/2019	Travel: Los Angeles Language: grammar special	23.01.2019	12.12.2018	14.12.2018
03/2019	British Style: design, fashion, architecture	20.02.2019	23.01.2019	25.01.2019
04/2019	We love to entertain you: films and TV series in the UK und US. Travel: the Cotswolds – in the heart of England	20.03.2019	20.02.2019	22.02.2019
05/2019	The big music issue Travel: Nevada and Utah	10.04.2019	13.03.2019	15.03.2019
06/2019	UK: England's Silicon Valley Lifestyle: my home is my castle	08.05.2019	10.04.2019	12.04.2019
07/2019	English landscapes: their history and geography Travel: a London walking tour	29.05.2019	30.04.2019	03.05.2019
08/2019	Travel: New York City Language: debating	26.06.2019	22.05.2019	24.05.2019
09/2019	Next door: the British and their neighbours Travel: Scotland	17.07.2019	19.06.2019	21.06.2019
10/2019	Travel: dynamic Mumbai	07.08.2019	10.07.2019	12.07.2019
11/2019	English: the state of the language	04.09.2019	07.08.2019	09.08.2019
12/2019	Crime special: stories of murder and mayhem	02.10.2019	04.09.2019	06.09.2019
13/2019	Spotlight: the big reader issue	30.10.2019	02.10.2019	04.10.2019
14/2019	Language: essential words and phrases	20.11.2019	23.10.2019	25.10.2019
01/2020	Travel: a London walking tour	18.12.2019	20.11.2019	22.11.2019



## SPOTLIGHT – READER PROFILE

### Reader behaviour

- High reading time: Each Spotlight issue is read for an average of 7.4 hours
- High reading volume: 85 % of all pages are read
- High subscription rate: 70 % of readers are subscribers

### Gender

Female	59	51
Male	41	49

### Age

14-29 years	25	21
30-59 years	54	48
60 years and older	21	31

### Social and economic status

Level 1 to 2 (high)	50	22
Level 3 to 5 (medium)	47	55

### Profession

Self-employed persons, proprietors, freelancers, CEOs	9	5
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■ Total population structure in %    ■ SPOTLIGHT readers in %

**Reach:** 310,000 readers per issue (AWA 2018)  
**Paid circulation:** 56,181 copies (IVW 1st quarter 2018)

Executive managers, senior civil servants	43	21
Non-executive, middle management, skilled workers	35	44

### Household net income

€ 3,000 or less	34	55
€ 3,000 and higher	66	45
€ 5,000 and higher	19	11

### Focus on innovation

Innovators & trendsetters	44	16
Early successors	38	34

### Styles of consumption

Luxury-oriented consumers	24	11
Luxury-oriented consumers	31	22

### Luxury-oriented consumers

Travel	63	53
Books	48	22
Health and wellness	35	34

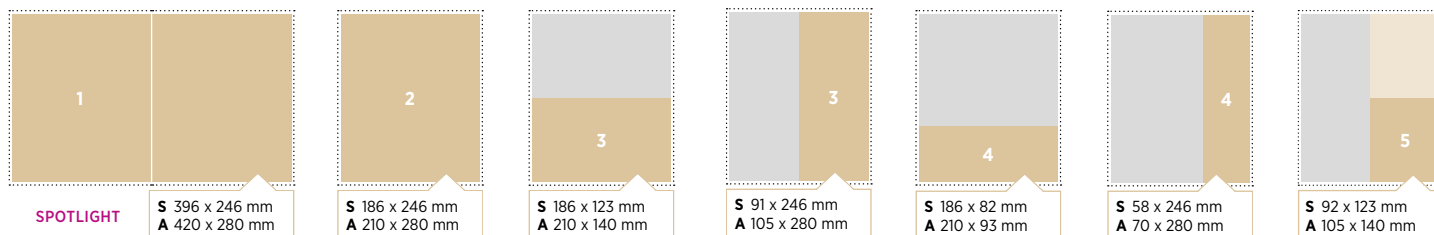
Source: Spotlight reader survey 2016, AWA 2018, Based on German-speaking population aged 14 and older

# BASIC AD RATES

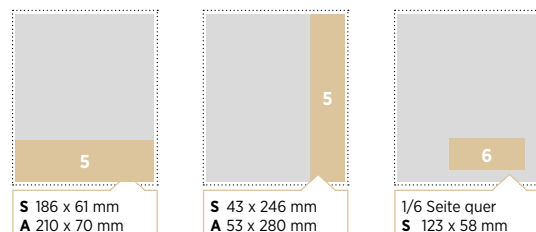
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## SPOTLIGHT



S = Type Area, A = Bleed Size



⇒ Bleed formats: 5 mm on every side.

No.	Fixed Formats	Basic ad rate b/w	Basic ad rate 4c
1	2/1 page	€ 12,620	€ 21,020
2	1/1 page U4		€ 12,180
2	1/1 page U2/U3		€ 11,620
2	1/1 page	€ 6,640	€ 11,080
3	1/2 page landscape or portrait	€ 3,420	€ 5,700
4	1/3 page landscape or portrait	€ 2,360	€ 3,950
5	1/4 page landscape, magazine format or portrait	€ 1,830	€ 3,050
6	1/6 page	€ 1,340	€ 2,230

### 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 € 6,30 or € 8,60

### 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.spotlight-online.de](http://www.spotlight-online.de)

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: € 126 / 4c: € 172



Format: 91,5 x 30 mm

b/w: € 378 / 4c: € 516



# FURTHER ADVERTISING POSSIBILITIES

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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 "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 way and offers concentrated knowledge on 24 pages.



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

Circulation	4,500
Publication frequency	Monthly
1/1 page, 210 x 280 mm	€ 2,300
1/1 page, 210 x 160 mm	€ 1,380

### Teaching supplement "Spotlight in the classroom"

Circulation	5,300
Publication frequency	monthly
1/1 page, 120 x 160 mm	€ 1,600

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

Circulation	50,384
Publication frequency	Twice per year
1/1 page, 105 x 148 mm	€ 3,800

# 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

## SPOTLIGHT ONLINE

Learn English online with [www.spotlight-online.de](http://www.spotlight-online.de). 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. Premium access includes a large online archive and an extended pool of interactive exercises.

### 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
<b>Pls 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>Medium rectangle</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 Spotlight Newsletter is a free service for our readers. Every two weeks, our editors present the latest news from the world of 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

	Spotlight newsletter	Teacher newsletter	Language shop
<b>Subscribers</b>	21,647	20,491	20,000
<b>Frequencies</b>	Biweekly	Monthly	Weekly

### Banner prices per placement = 2 publications

<b>Banners</b>	€ 1,000	€ 500	€ 1,350
<b>Newsletter integration</b>	€ 750	€ 380	€ 990

All prices exclude VAT

## SPOTLIGHT

### Formats

<b>SPOTLIGHT</b>	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

<b>SPOTLIGHT</b>	Cover: Coated FOGRA 39 (ISO 12647-2:2004) Content: PSO_LWC_Improved_eci.icc
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### Mode of printing

<b>SPOTLIGHT</b>	Cover: Sheetfed offset (ISO 12647-2) Content: Web offset (ISO 12647-2)
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### Data parameter

<b>Total ink coverage</b>	Max. 280 %
<b>Resolution</b>	Line: 1,270 dpi Colour images: 300 dpi Greyscale: 300 dpi
<b>Fonts and lines</b>	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.

<b>Data volume</b>	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.
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<b>File formats</b>	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.
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<b>Proofs</b>	1 colour proof. The contract proof must be a 1:1 copy of the dataset you delivered and contain the Ugra/Fogra media wedge.
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### Delivery

<b>Type of delivery</b>	by email to <a href="mailto:anzeige@spotlight-verlag.de">anzeige@spotlight-verlag.de</a> by post to the following address (on a data carrier)
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<b>Postal address for print documents</b>	Spotlight Verlag GmbH z. Hd. Anzeigenabteilung Kistlerhofstr. 172 D-81379 München
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**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](mailto:sara.schlimmer@zeit.de)

**Travel**

Sandra Lindemeier  
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**University & education**

Saskia Heim  
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Email: [saskia.heim@zeit.de](mailto:saskia.heim@zeit.de)

**Overall ad management**

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

Iriet Yusuf  
Telephone: +49-89/85 681-135  
Email: [i.yusuf@spotlight-verlag.de](mailto:i.yusuf@spotlight-verlag.de)

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## CONTACT IQ MEDIA MARKETING

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iq media marketing gmbh**

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**Sales office Frankfurt  
iq media marketing gmbh**

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Email: [christian.leopold@iqm.de](mailto:christian.leopold@iqm.de)

**Sales office München  
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**Sales office Stuttgart  
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E-Mail: [yvonne.lau@iqm.de](mailto:yvonne.lau@iqm.de)

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Telefax: +49-211/887-97 23 47  
Email: [sales-international@iqm.de](mailto:sales-international@iqm.de)



# BESSER MIT SPRACHEN

SPOTLIGHT \_\_\_\_\_

ÉCOUTE \_\_\_\_\_

ECOS \_\_\_\_\_

ADESSO \_\_\_\_\_

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

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

