

BUSINESS SPOTLIGHT

AD RATE CARD 2020

Valid from 1 January 2020, No. 20



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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 or direct debit; 2% discount for prepayment up to the first day on sale.

Value-added tax (VAT)

Legal VAT applies

Frequency

7 times a year

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 – all of them native speakers – cover a great 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 economy. Business Spotlight's unique editorial concept assists readers in effectively expanding their vocabulary while learning new and exciting facts from the international world of business and finance.

Issue	Feature topic	Publication date	Ad closing date	Copy deadline
01/2020	Careers Special, Shared Leadership	18.12.2019	20.11.2019	22.11.2019
02/2020	New York, New Zealand	19.02.2020	22.01.2020	24.01.2020
03/2020	Earth Day, Business Visitors	18.03.2020	19.02.2020	21.02.2020
04/2020	Perfectionism, Corporate Responsibility	06.05.2020	08.04.2020	09.04.2020
05/2020	Meetings Special, Japan	24.06.2020	20.05.2020	22.05.2020
06/2020	Canada, Clear Writing	12.08.2020	15.07.2020	17.07.2020
07/2020	Language Special: Learning Strategies, Vietnam	09.09.2020	12.08.2020	14.08.2020
08/2020	US Elections	28.10.2020	30.09.2020	02.10.2020
01/2021	Careers Special, India	16.12.2020	18.11.2020	20.11.2020



BUSINESS SPOTLIGHT – READER PROFILE

Reader behavior

- High reading time: Each 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	<div style="width: 64%;"></div>
Male	36	<div style="width: 36%;"></div>

Age

20-29 years	15	<div style="width: 15%;"></div>
30-39 years	25	<div style="width: 25%;"></div>
40-49 years	40	<div style="width: 40%;"></div>
50 years and older	20	<div style="width: 20%;"></div>

Vocational /professional qualification

University / technical college degree	83	<div style="width: 83%;"></div>
A-levels / technical diploma, apprenticeship, similar qualification	17	<div style="width: 17%;"></div>

Berufskreis

Proprietors, CEOs, self-employed persons, freelancers	19	<div style="width: 19%;"></div>
Executives, senior managers	18	<div style="width: 18%;"></div>
Employees, civil servants, (skilled) workers	63	<div style="width: 63%;"></div>

Household net income

€ 2,000 or less	25	<div style="width: 25%;"></div>
€ 2,000 to less than € 3,500	35	<div style="width: 35%;"></div>
€ 3,500 and more	40	<div style="width: 40%;"></div>

Reading time

Up to 3 hours	25	<div style="width: 25%;"></div>
3-9 hours	45	<div style="width: 45%;"></div>
9 hours and longer	30	<div style="width: 30%;"></div>

Reading volume

All/almost all pages	50	<div style="width: 50%;"></div>
More than half, about half	44	<div style="width: 44%;"></div>

Paid circulation: 16,421 copies (IVW/1st quarter 2019)
Circulation: 17,091 copies (IVW/1st quarter 2019)

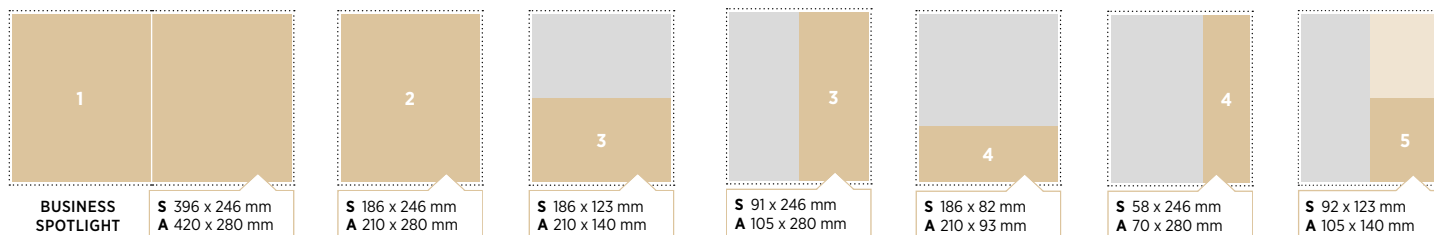
Source: IVW, 1st Qu. 2019

BASIC AD RATES

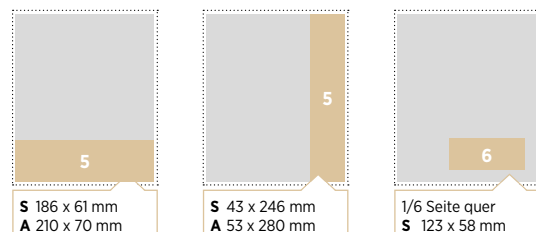
BUSINESS SPOTLIGHT AD RATE CARD NO.20,
VALID FROM 1 JANUARY 2020

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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 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 way and offers concentrated knowledge on 24 pages.



Workbook PLUS, the language trainer to go with the magazine

Circulation	3,176
Publication frequency	bimonthly
1/1 Seite, 120 x 160 mm	€ 1,500

Teaching supplement "Business Spotlight in the classroom"

Auflage	1,671
Erscheinungsweise	monthly
1/1 Seite, 210 x 280 mm	€ 1,050

Title booklet, the special pocket-format edition

Circulation	16,421
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.



Advertorial

2/1 page	€ 12,150
1/1 page	€ 7,320

Plus production costs

Supplement

8 pages	€ 14,900
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Other formats on request

All prices exclude VAT

Business Spotlight Online

Learn English online with www.business-spotlight.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.



All Spotlight Verlag websites

	spotlight-online.de	business-spotlight.de	ecoute.de	adesso-online.de	ecos-online.de	deutsch-perfekt.com
Pis per 30 days	186,500	96,000	126,000	113,500	135,500	317,500
Visits per 30 days	101,000	73,000	73,000	63,500	98,500	153,000

Prices per 30 days

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

Combination discounts on request.

Delivery: 7 days before publication to 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 Spotlight: language exercises, updates, interesting facts, raffles and competitions.



SPOTLIGHT NEWSLETTER

	Business Spotlight newsletter	Teacher newsletter	Language shop
Subscribers	10,890	20,491	43,500
Frequencies	14 times a year	Monthly	Weekly

Banner prices per placement

Banners	€ 520	€ 500	€ 1,350
Newsletter integration	€ 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
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.

Overall ad management

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Language publishers, language travel organisers, language schools

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**Digital products and
other titles:**

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

