BUSINESS SPOTLIGHT

AD RATE CARD 2020
Valid from 1 January 2020, No. 20

IS YOUR BUSINESS ENGLISH GREEN ENOUGH?

Careers
Sleep better, work more effectively

Business Skills
How to lead internationally

Global Business
Silicon Valley: trends and culture

www.spotlight-verlag.de/mediadaten
GENERAL INFORMATION

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Feature topic</th>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Copy deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/2020</td>
<td>New York, New Zealand</td>
<td>19.02.2020</td>
<td>22.01.2020</td>
<td>24.01.2020</td>
</tr>
<tr>
<td>04/2020</td>
<td>Perfectionism, Corporate Responsibility</td>
<td>06.05.2020</td>
<td>08.04.2020</td>
<td>09.04.2020</td>
</tr>
<tr>
<td>05/2020</td>
<td>Meetings Special, Japan</td>
<td>24.06.2020</td>
<td>20.05.2020</td>
<td>22.05.2020</td>
</tr>
<tr>
<td>06/2020</td>
<td>Canada, Clear Writing</td>
<td>12.08.2020</td>
<td>15.07.2020</td>
<td>17.07.2020</td>
</tr>
<tr>
<td>01/2021</td>
<td>Careers Special, India</td>
<td>16.12.2020</td>
<td>18.11.2020</td>
<td>20.11.2020</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female</th>
<th>Male</th>
<th>Gender</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-29 years</td>
<td>15</td>
<td></td>
<td>30-39 years</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>40-49 years</td>
<td>40</td>
<td></td>
<td>50 years and older</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

Vocational /professional qualification

| University / technical college degree | 83 |
| A-levels / technical diploma, apprenticeship, similar qualification | 17 |

Berufskreis

| 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 |

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**

<table>
<thead>
<tr>
<th>No.</th>
<th>Festform Fixed Formats ate</th>
<th>Basic ad rate b/w</th>
<th>Basic ad rate 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2/1 page</td>
<td>€ 10,420</td>
<td>€ 17,360</td>
</tr>
<tr>
<td>2</td>
<td>1/1 page U4</td>
<td>€ 10,050</td>
<td>€ 16,000</td>
</tr>
<tr>
<td>3</td>
<td>1/1 page U2/U3</td>
<td>€ 9,600</td>
<td>€ 15,350</td>
</tr>
<tr>
<td>4</td>
<td>1/2 page landscape or portrait</td>
<td>€ 2,830</td>
<td>€ 4,700</td>
</tr>
<tr>
<td>5</td>
<td>1/3 page landscape or portrait</td>
<td>€ 1,950</td>
<td>€ 3,250</td>
</tr>
<tr>
<td>6</td>
<td>1/4 page landscape, magazine format or portrait</td>
<td>€ 1,520</td>
<td>€ 2,520</td>
</tr>
<tr>
<td>7</td>
<td>1/6 page</td>
<td>€ 1,100</td>
<td>€ 1,830</td>
</tr>
</tbody>
</table>

**Magazine combinations**

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

**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%

**Online ad**

Order your ad online at [www.business-spotlight.de](http://www.business-spotlight.de).

- Incl. link to your website
- € 79 / 30 days
- Format: 220 x 160 pixels

**Ad examples**

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

  **Dialogue**

  - Sprachreisen & Sprachkurse weltweit
  - T. 0761 286470 • [www.dialog.de](http://www.dialog.de)

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

  **Sprachcaffe**

  - Languages Plus
  - www.sc-kanada.de
  - info@sprachcaffe.com
  - Toronto / Vancouver / Victoria / Calgary / Montréal / Ottawa

  Let’s get together and talk!

Jetzt 400€ sparen!
FURTHER ADVERTISING POSSIBILITIES

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
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

<table>
<thead>
<tr>
<th></th>
<th>spotlight-online.de</th>
<th>business-spotlight.de</th>
<th>ecoute.de</th>
<th>adesso-online.de</th>
<th>eco-online.de</th>
<th>deutsch-perfekt.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>PIs per 30 days</td>
<td>186,500</td>
<td>96,000</td>
<td>126,000</td>
<td>113,500</td>
<td>135,500</td>
<td>317,500</td>
</tr>
<tr>
<td>Visits per 30 days</td>
<td>101,000</td>
<td>73,000</td>
<td>73,000</td>
<td>63,500</td>
<td>98,500</td>
<td>153,000</td>
</tr>
</tbody>
</table>

Prices per 30 days

<table>
<thead>
<tr>
<th></th>
<th>€ 1,800</th>
<th>€ 1,200</th>
<th>€ 810</th>
<th>€ 630</th>
<th>€ 630</th>
<th>€ 3,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super banner</td>
<td>€ 720</td>
<td>€ 630</td>
<td>€ 700</td>
<td>€ 420</td>
<td>€ 420</td>
<td>€ 2,400</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>€ 2,000</td>
<td>€ 900</td>
<td>€ 900</td>
<td>€ 700</td>
<td>€ 700</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>Menu banner</td>
<td>€ 1,200</td>
<td>€ 480</td>
<td>€ 540</td>
<td>€ 420</td>
<td>€ 420</td>
<td>€ 2,400</td>
</tr>
</tbody>
</table>

Combination discounts on request.

Delivery: 7 days before publication to anzeigen@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

<table>
<thead>
<tr>
<th></th>
<th>Business Spotlight newsletter</th>
<th>Teacher newsletter</th>
<th>Language shop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>10,890</td>
<td>20,491</td>
<td>43,500</td>
</tr>
<tr>
<td>Frequencies</td>
<td>14 times a year</td>
<td>Monthly</td>
<td>Weekly</td>
</tr>
</tbody>
</table>

Banner prices per placement

<table>
<thead>
<tr>
<th></th>
<th>€ 520</th>
<th>€ 500</th>
<th>€ 1,350</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter integration</td>
<td>€ 390</td>
<td>€ 380</td>
<td>€ 990</td>
</tr>
</tbody>
</table>
## 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**


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

<table>
<thead>
<tr>
<th>Total ink coverage</th>
<th>Max. 280 %</th>
</tr>
</thead>
</table>

### Resolution

<table>
<thead>
<tr>
<th>Line:</th>
<th>1,270 dpi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour images:</td>
<td>300 dpi</td>
</tr>
<tr>
<td>Greyscale:</td>
<td>300 dpi</td>
</tr>
</tbody>
</table>

### 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
2. Hl. 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.
Digital products and other titles:

www.spotlight-verlag.de/mediadaten