

DEUTSCH PERFEKT

AD RATE CARD 2020

Valid from 1 January 2020, No. 15

Deutsch perfekt

EINFACH BESSER DEUTSCH

Ein Sprachmagazin der ZEIT GRUPPE

Deutsch
perfekt

Quiz
Sprachreise
nach München
gewinnen!

Da sind Sie
jetzt (fast) allein!

30 alternative Reiseziele
in Deutschland, Österreich und der Schweiz

Sprache
Was das Wörtchen
so alles bedeutet

Emotionen
Was den Sommer
wirklich zum
Sommer macht

Neuschwanstein?
Nein, besser:
Lichtenstein!

Learn German · Estudiar alemán · Apprendre l'allemand · Imparare il tedesco



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GENERAL INFORMATION

Contact information

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

14 times per year

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 political 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
01/2020	Language Special	18.12.2019	20.11.2019	22.11.2019
02/2020	Labour market Germany	22.01.2020	11.12.2019	13.12.2019
03/2020	Love and Sex	19.02.2020	22.01.2020	24.01.2020
04/2020	Language schools	18.03.2020	19.02.2020	21.02.2020
05/2020	Level testing	08.04.2020	11.03.2020	13.03.2020
06/2020	Hamburg	06.05.2020	08.04.2020	09.04.2020
07/2020	The language of football	27.05.2020	29.04.2020	30.04.2020
08/2020	The German society	24.06.2020	20.05.2020	22.05.2020
09/2020	The Alps	22.07.2019	24.06.2020	26.06.2020
10/2020	Recognition of foreign professional qualifications	12.08.2020	15.07.2020	17.07.2020
11/2020	30 years of German unity	09.09.2020	12.08.2020	14.08.2020
12/2020	Study location Germany	07.10.2020	09.09.2020	11.09.2020
13/2020	Clichés about Germans	28.10.2020	30.09.2020	02.10.2020
14/2020	Religion	25.11.2020	28.10.2020	30.10.2020
01/2021	Language Special	16.12.2020	18.11.2020	20.11.2020

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

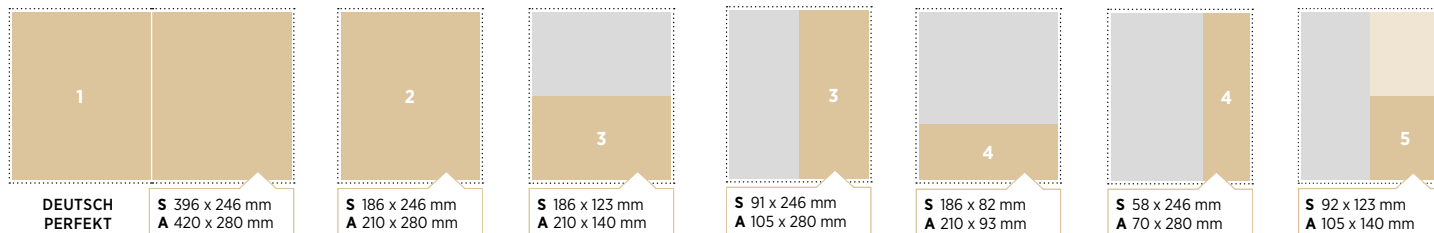
Paid circulation: 18,050 copies (IVW/1st quarter 2019)
Circulation: 19,115 copies (IVW/1st quarter 2019)

BASIC AD RATES

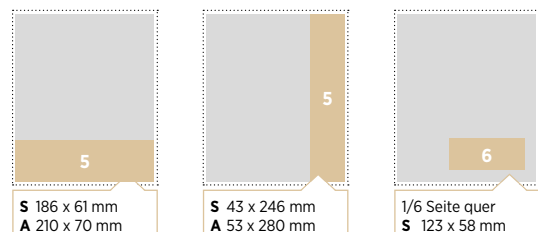
DEUTSCH PERFEKT AD RATE CARD No. 15,
Valid from 1 January 2020

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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



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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 "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 PLUS, the language trainer to go with the magazine

Circulation	3,371
Publication frequency	monthly
1/1 page, 210 x 160 mm	€ 740

Teaching supplement „Deutsch perfekt im Unterricht“

Circulation	3,855
Publication frequency	monthly
1/1 page, 210 x 280 mm	€ 1,400

Titel Booklet, Das Sonderheft im Pocket-Format

Auflage	18,050
Erscheinungsweise	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.



Advertorial

2/1 page	€ 9,140
1/1 page	€ 3,860

Plus production costs

Supplement

8 pages	€ 14,900
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Other formats on request



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
Pls 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 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	36,539	20,491	43,500
Frequencies	14 times per year	Monthly	Weekly

Banner prices per placement

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.

Overall ad management

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Saskia Heim
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Bettina Goedert
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**Digital products and
other titles:**

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

