GENERAL INFORMATION

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anzeige@spotlight-verlag.de

Website
www.spotlight-verlag.de

Bank details
Commerzbank AG, Düsseldorf
IBAN: DE46 3008 0000 0212 8652 00
BIC: DRES DE FF 300

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 – EDITORIAL CONCEPT

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.

<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>03/2020</td>
<td>Love and Sex</td>
<td>19.02.2020</td>
<td>22.01.2020</td>
<td>24.01.2020</td>
</tr>
<tr>
<td>04/2020</td>
<td>Language schools</td>
<td>18.03.2020</td>
<td>19.02.2020</td>
<td>21.02.2020</td>
</tr>
<tr>
<td>05/2020</td>
<td>Level testing</td>
<td>08.04.2020</td>
<td>11.03.2020</td>
<td>13.03.2020</td>
</tr>
<tr>
<td>06/2020</td>
<td>Hamburg</td>
<td>06.05.2020</td>
<td>08.04.2020</td>
<td>09.04.2020</td>
</tr>
<tr>
<td>07/2020</td>
<td>The language of football</td>
<td>27.05.2020</td>
<td>29.04.2020</td>
<td>30.04.2020</td>
</tr>
<tr>
<td>08/2020</td>
<td>The German society</td>
<td>24.06.2020</td>
<td>20.05.2020</td>
<td>22.05.2020</td>
</tr>
<tr>
<td>09/2020</td>
<td>The Alps</td>
<td>22.07.2019</td>
<td>24.06.2020</td>
<td>26.06.2020</td>
</tr>
<tr>
<td>10/2020</td>
<td>Recognition of foreign professional qualifications</td>
<td>12.08.2020</td>
<td>15.07.2020</td>
<td>17.07.2020</td>
</tr>
<tr>
<td>11/2020</td>
<td>30 years of German unity</td>
<td>09.09.2020</td>
<td>12.08.2020</td>
<td>14.08.2020</td>
</tr>
<tr>
<td>12/2020</td>
<td>Study location Germany</td>
<td>07.10.2020</td>
<td>09.09.2020</td>
<td>11.09.2020</td>
</tr>
</tbody>
</table>

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

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

Source: Reader survey 2016
BASIC AD RATES
DEUTSCH PERFEKT

No. Festformate Grundpreise Grundpreise
1 2/1 page s/w € 5,490 € 9,140 4C
2 1/1 page U4 € 5,300
3 1/1 page U2/U3 € 5,060
4 1/1 page s/w € 2,890 € 4,820 4C
5 1/2 page landscape or portrait s/w € 1,490 € 2,480 4C
6 1/3 page landscape or portrait s/w € 1,030 € 1,720
7 1/4 page landscape, magazine format or portrait s/w € 800 € 1,340
8 1/6 page s/w € 580 € 960

S = Type Area, A = Bleed Size

Bleed formats: 5 mm on every side.

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

Format: 91,5 x 30 mm
b/w: € 264 / 4c: € 336

Romantisches Ferienhaus in Bayern mit Bergblick!
Urlaub im dörflichen Gutshof zw. München & Garmisch, Ausflüge nach Neuschwanstein usw.
Genießen Sie die Biergärten an Ammer-, Starnberger & Staffelsee. Unterkunft bis zu 18 Pers.
Infos: Tel. 08802/8292, www.Rechetsberg.de
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 “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.

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
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
<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>ecos-online.de</th>
<th>deutsch-perfekt.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pins 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>Advertising options</th>
<th>SUPER BANNER</th>
<th>WIDE SKYSCRAPER</th>
<th>MEDIUM RECTANGLE</th>
<th>NEWSLETTER BANNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super banner format:</td>
<td>€ 1,800</td>
<td>€ 2,000</td>
<td>€ 1,200</td>
<td>€ 1,200</td>
</tr>
<tr>
<td>Placement: as header or in the text</td>
<td></td>
<td>€ 810</td>
<td>€ 900</td>
<td>€ 480</td>
</tr>
<tr>
<td>Newsletter Integration Picture:</td>
<td>€ 630</td>
<td>€ 900</td>
<td>€ 540</td>
<td>€ 420</td>
</tr>
<tr>
<td>with text and picture Text:</td>
<td>€ 630</td>
<td>€ 700</td>
<td>€ 420</td>
<td>€ 420</td>
</tr>
<tr>
<td></td>
<td></td>
<td>€ 4,000</td>
<td>€ 4,000</td>
<td></td>
</tr>
</tbody>
</table>

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

SPOTLIGHT NEWSLETTER

<table>
<thead>
<tr>
<th></th>
<th>Deutsch perfekt</th>
<th>Teacher newsletter</th>
<th>Language shop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>36,539</td>
<td>20,491</td>
<td>43,500</td>
</tr>
<tr>
<td>Frequencies</td>
<td>14 times per year</td>
<td>Monthly</td>
<td>Weekly</td>
</tr>
</tbody>
</table>

Banner prices per placement

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

All prices exclude VAT
AD SPECIFICATIONS
DEUTSCH PERFEKT

**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. 173
  - D-81379 München

Please note the closing dates for ads.

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**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.

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**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**
  - Content: PSO_LWC_Improved_eci.icc

**Mode of printing**
- **DEUTSCH PERFEKT**
  - Cover: Sheeted 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.

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**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.
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Digital products and other titles:

www.spotlight-verlag.de/mediadaten