

SPOTLIGHT

AD RATE CARD 2020

Valid from 1 January 2020, No. 36



- 2 General information
- 3 Editorial concept
 - Reader profile
- 4 Basic ad rates
 - Rates classified ads
- 5 Further advertising possibilities
 - Advertorials and content formats
- 6 Website
 - Newsletter
- 7 Ad specifications
- 8 Contact Spotlight Verlag
 - Contact iq media marketing

GENERAL INFORMATION

Contact information

Spotlight Verlag GmbH
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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.

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
01/2020	New York	18.12.2019	20.11.2019	22.11.2019
02/2020	Australia	22.01.2020	11.12.2019	13.12.2019
03/2020	London Walks	19.02.2020	22.01.2020	24.01.2020
04/2020	South Africa	18.03.2020	19.02.2020	21.02.2020
05/2020	Scotland: Edinburgh	08.04.2020	11.03.2020	13.03.2020
06/2020	Wales: Hiking, Castles and Tea	06.05.2020	08.04.2020	09.04.2020
07/2020	California Highways	27.05.2020	29.04.2020	30.04.2020
08/2020	Hawaii: Aloha Maui	24.06.2020	20.05.2020	22.05.2020
09/2020	Jersey	22.07.2020	24.06.2020	26.06.2020
10/2020	London Walks	12.08.2020	15.07.2020	17.07.2020
11/2020	Ireland	09.09.2020	12.08.2020	14.08.2020
12/2020	Florida: St Augustine	07.10.2020	09.09.2020	11.09.2020
13/2020	Canada	28.10.2020	30.09.2020	02.10.2020
14/2020	Taiwan	25.11.2020	28.10.2020	30.10.2020
01/2021	New York	16.12.2020	18.11.2020	20.11.2020

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	62	51
Male	38	49

Age

14-29 years	23	21
30-59 years	55	48
60 years and older	23	31

Social and economic status

Level 1 to 2 (high)	56	23
Level 3 to 5 (medium)	38	55

Profession

Self-employed persons, proprietors, freelancers, CEOs	8	5
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■ Total population structure in % ■ SPOTLIGHT readers in %

Reach: 287,000 readers per issue (AWA 2019)
Paid circulation: 34,574 copies (IVW 1st quarter 2019)

Executive managers, senior civil servants	47	23
Non-executive, middle management, skilled workers	31	44

Haushaltsnettoeinkommen

€ 3,000 or less	34	53
€ 3,000 and higher	66	47
€ 5,000 and higher	25	12

Focus on innovation

Innovators & trendsetters	36	16
Early successors	45	34

Styles of consumption

Luxury-oriented consumers	23	11
Quality-oriented consumers	30	21

High spending propensity

Travel	62	52
Books	51	22
Health and wellness	40	34

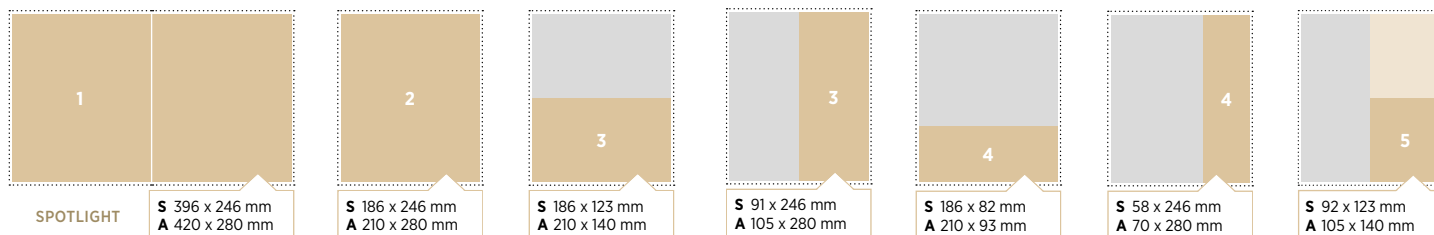
Source: Spotlight reader survey 2018, AWA 2019, Based on German-speaking population aged 14 and older

BASIC AD RATES

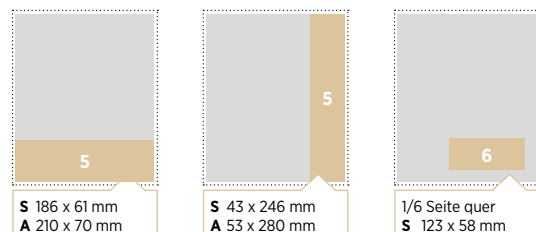
SPOTLIGHT AD RATE CARD NO. 36
VALID FROM 1 JANUARY 2020

4

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

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

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	4,046
Publication frequency	Monthly
1/1 page, 120 x 160 mm	€ 1,600

Teaching supplement "Spotlight in the classroom"

Circulation	4,813
Publication frequency	monthly
1/1 page, 210 x 280 mm	€ 2,300

Title booklet, the special pocket-format edition

Circulation	34,574
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.



Advertorial

2/1 page	€ 14,720
1/1 page	€ 8,870

Plus production costs

Supplement

8 pages	€ 14,900
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Other formats on request

All prices exclude VAT

SPOTLIGHT ONLINE

Learn English online with 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
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

	spotlight-online.de	business-spotlight.de	ecoute.de	adesso-online.de	ecos-online.de	deutsch-perfekt.com
Super banner	€ 1,800	€ 720,	€ 810	€ 630	€ 630	€ 3,600
Wide skyscraper	€ 2,000	€ 900	€ 900	€ 700	€ 700	€ 4,000
Medium rectangle	€ 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 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
Subscribers	21,875	20,491	43,500
Frequencies	14 times per year	Monthly	Weekly

Banner prices per placement

	Spotlight newsletter	Teacher newsletter	Language shop
Banners	€ 1,000	€ 500	€ 1,350
Newsletter integration	€ 750	€ 380	€ 990

All prices exclude VAT

SPOTLIGHT

Formats

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

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

SPOTLIGHT	Cover: Sheetfed offset (ISO 12647-2) Content: Web offset (ISO 12647-2)
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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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**Digital products and
other titles:**

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

