SPOTLIGHT
AD RATE CARD 2020
Valid from 1 January 2020, No. 36

SUMMER IN LONDON
LOOK, SHOP, EAT, ENJOY!

From prison to publishing sensation
Meet writer Nico Walker
Crime time again
Ms Winslow is back
GENERAL INFORMATION

Contact information
Spotlight Verlag GmbH
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Email: anzeige@spotlight-verlag.de

Website
www.spotlight-verlag.de

Terms & Conditions
All advertising transactions are governed by the publisher's terms and conditions.

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

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.

Website
www.spotlight-verlag.de

Terms & Conditions
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IBAN: DE46 3008 0000 0212 8652 00
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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.

Editorial Concept

<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>Australia</td>
<td>22.01.2020</td>
<td>11.02.2019</td>
<td>13.02.2019</td>
</tr>
<tr>
<td>03/2020</td>
<td>London Walks</td>
<td>19.02.2020</td>
<td>22.01.2020</td>
<td>24.01.2020</td>
</tr>
<tr>
<td>04/2020</td>
<td>South Africa</td>
<td>18.03.2020</td>
<td>19.02.2020</td>
<td>21.02.2020</td>
</tr>
<tr>
<td>05/2020</td>
<td>Scotland: Edinburgh</td>
<td>08.04.2020</td>
<td>11.03.2020</td>
<td>13.03.2020</td>
</tr>
<tr>
<td>06/2020</td>
<td>Wales: Hiking, Castles and Tea</td>
<td>06.05.2020</td>
<td>08.04.2020</td>
<td>09.04.2020</td>
</tr>
<tr>
<td>07/2020</td>
<td>California Highways</td>
<td>27.05.2020</td>
<td>29.04.2020</td>
<td>30.04.2020</td>
</tr>
<tr>
<td>08/2020</td>
<td>Hawaii: Aloha Maui</td>
<td>24.05.2020</td>
<td>20.05.2020</td>
<td>22.05.2020</td>
</tr>
<tr>
<td>09/2020</td>
<td>Jersey</td>
<td>22.07.2020</td>
<td>24.06.2020</td>
<td>26.06.2020</td>
</tr>
<tr>
<td>11/2020</td>
<td>Ireland</td>
<td>09.09.2020</td>
<td>12.08.2020</td>
<td>14.08.2020</td>
</tr>
<tr>
<td>12/2020</td>
<td>Florida: St Augustine</td>
<td>07.10.2020</td>
<td>09.09.2020</td>
<td>11.09.2020</td>
</tr>
</tbody>
</table>

Reader Profile

- 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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Total population structure in %</th>
<th>SPOTLIGHT readers in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>62</td>
<td>51</td>
</tr>
<tr>
<td>Male</td>
<td>38</td>
<td>49</td>
</tr>
</tbody>
</table>

Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Total population structure in %</th>
<th>SPOTLIGHT readers in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-29 years</td>
<td>23</td>
<td>20</td>
</tr>
<tr>
<td>30-59 years</td>
<td>55</td>
<td>48</td>
</tr>
<tr>
<td>60 years and older</td>
<td>23</td>
<td>31</td>
</tr>
</tbody>
</table>

Social and economic status

<table>
<thead>
<tr>
<th>Social and economic status</th>
<th>Total population structure in %</th>
<th>SPOTLIGHT readers in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 to 2 (high)</td>
<td>56</td>
<td>23</td>
</tr>
<tr>
<td>Level 3 to 5 (medium)</td>
<td>38</td>
<td>55</td>
</tr>
</tbody>
</table>

Profession

<table>
<thead>
<tr>
<th>Profession</th>
<th>Total population structure in %</th>
<th>SPOTLIGHT readers in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-employed persons, proprietors, freelancers, CEOs</td>
<td>6</td>
<td>5</td>
</tr>
</tbody>
</table>

Reach:
287,000 readers per issue (AWA 2019)

Paid circulation:
34,574 copies (IVW 1st quarter 2019)

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

#### SPOTLIGHT

<table>
<thead>
<tr>
<th>No.</th>
<th>Fixed Formats</th>
<th>b/w</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2/1 page</td>
<td>€12,620</td>
<td>€21,020</td>
</tr>
<tr>
<td>2</td>
<td>1/1 page U4</td>
<td>€12,180</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1/1 page U2/U3</td>
<td>€11,620</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>1/1 page</td>
<td>€6,640</td>
<td>€11,080</td>
</tr>
<tr>
<td>5</td>
<td>1/2 page landscape or portrait</td>
<td>€3,420</td>
<td>€5,700</td>
</tr>
<tr>
<td>6</td>
<td>1/3 page landscape or portrait</td>
<td>€2,360</td>
<td>€3,950</td>
</tr>
<tr>
<td>7</td>
<td>1/4 page landscape, magazine format or portrait</td>
<td>€1,830</td>
<td>€3,050</td>
</tr>
<tr>
<td>8</td>
<td>1/6 page</td>
<td>€1,340</td>
<td>€2,230</td>
</tr>
</tbody>
</table>

**S** = Type Area, **A** = Bleed Size

- Blood formats: 5 mm on every side.

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.

**Ad examples**

**Format:** 45 x 20 mm

| b/w | € 126 / 4c: € 172 |

**Format:** 91.5 x 30 mm

| b/w: € 378 / 4c: € 516 |

**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
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 |

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

<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
- Super banner €1,800
- Wide skyscraper €2,000
- Medium rectangle €1,200

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

<table>
<thead>
<tr>
<th></th>
<th>Spotlight newsletter</th>
<th>Teacher newsletter</th>
<th>Language shop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>21,875</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 €1,000
- Newsletter integration €750

All prices exclude VAT
### Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPOTLIGHT</strong></td>
<td><strong>Bleed format:</strong> 210 mm width, 280 mm height + 5 mm trim on each side (adhesive binding)</td>
</tr>
<tr>
<td></td>
<td><strong>Type area format:</strong> 186 mm width, 246 mm height</td>
</tr>
<tr>
<td></td>
<td><strong>For spread bleed approx. 3 mm trim on each page for adhesive binding. Approx. 4 mm on the inside cover for adhesive binding.</strong></td>
</tr>
</tbody>
</table>

### Colour profiles

<table>
<thead>
<tr>
<th>Format</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPOTLIGHT</strong></td>
<td><strong>Cover:</strong> Coated FOGRA 39 (ISO 12647-2:2004)</td>
</tr>
<tr>
<td></td>
<td><strong>Content:</strong> PSO_LWC_Improved_eci.icc</td>
</tr>
</tbody>
</table>

### Mode of printing

<table>
<thead>
<tr>
<th>Format</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPOTLIGHT</strong></td>
<td><strong>Cover:</strong> Sheetfed offset (ISO 12647-2)</td>
</tr>
<tr>
<td></td>
<td><strong>Content:</strong> Web offset (ISO 12647-2)</td>
</tr>
</tbody>
</table>

### Data parameter

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total ink coverage</td>
<td>Max. 280 %</td>
</tr>
<tr>
<td>Resolution</td>
<td><strong>Line:</strong> 1,270 dpi</td>
</tr>
<tr>
<td></td>
<td><strong>Colour images:</strong> 300 dpi</td>
</tr>
<tr>
<td></td>
<td><strong>Greyscale:</strong> 300 dpi</td>
</tr>
<tr>
<td>Fonts and lines</td>
<td><strong>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.</strong></td>
</tr>
</tbody>
</table>

### 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.

### 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

<table>
<thead>
<tr>
<th>Format</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Type of delivery</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>by email to <a href="mailto:anzeige@spotlight-verlag.de">anzeige@spotlight-verlag.de</a></td>
<td></td>
</tr>
<tr>
<td>by post to the following address (on a data carrier)</td>
<td></td>
</tr>
</tbody>
</table>

**Postal address for print documents**

Spotlight Verlag GmbH
z. Hd. Anzeigenabteilung
Kistlerhofstr. 172
D-81379 München

Please note the closing dates for ads.
CONTACT SPOTLIGHT VERLAG

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aki.hardarson@zeit.de

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Gabriela Nöller
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Digital products and other titles:

www.spotlight-verlag.de/mediadaten