SPOTLIGHT

MEDIA DATA 2022

Valid from 1. January 2022

SPOTLIGHT VERLAG

Spotlight Verlag is Europe's number one publisher of language magazines. As a 100% subsidiary of the ZEIT publishing group, we offer high quality language learning products under the label ZEIT SPRACHEN with our brands Spotlight, Business Spotlight, Écoute, Adesso, Ecos and Deutsch perfekt.

Every month, 1.4 million people place their trust in our print and digital products. Whether reading or listening comprehension, grammar, vocabulary or pronunciation - our products make language learning a pleasure. The useful and instructive content means that our readers spend around eight hours on every issue of our magazine. For this reason, our publications are an ideal environment for you to place your message effectively.

SPOTLIGHT

Discover the English-speaking world with Spotlight!

Spotlight presents useful grammar, vocabulary and idiomatic language that allows our readers to become more fluent in English.

Comprehensive reports on interesting destinations around the English-speaking world as well as articles on current political and social trends make for a rounded learning experience.

In this way, not only the language but also the countries, people and cultures of the English-speaking world are presented in an up-to-date context.

Print Run	**57,877**
Sold Circulation	**33,748**

Source: Publisher information

PRODUCT PORTFOLIO

Language Magazine

The high-quality language magazine offers a comprehensive insight into the countries, people and cultures of the English-speaking world with exciting, up-to-date reports. In addition, there is an extensive language learning section with grammar and vocabulary exercises at the levels of easy (A2), medium (B1 - B2) and difficult (C1).

Exercise Booklet

As a perfect complement to the magazine, the 24-page exercise booklet offers additional language exercises covering grammar, vocabulary and everyday English.

Teacher‘s Supplement

In order to enrich English lessons with individual tasks, the teacher's supplement offers a wide range of exercises to accompany the articles in the magazine as well as incentives for effective learning.

Audio Trainer

The audio trainer offers 60 minutes of exclusive listening material. Texts recorded by native speakers, in conjunction with the accompanying booklet, provide full listening comprehension. The audio trainer is ideal for improving pronunciation, listening comprehension and vocabulary.

ZEIT SPRACHEN

OVERVIEW OF DEADLINES

Issue	Date of Publication	Advertising Deadline	Copy Deadline
01/2022	15.12.2021	09.11.2021	18.11.2021
02/2022	26.01.2022	08.12.2021	10.12.2021
03/2022	23.02.2022	19.01.2022	28.01.2022
04/2022 (Special Issue 1)	11.03.2022	02.02.2022	11.02.2022
05/2022	30.03.2022	23.02.2022	04.03.2022
06/2022	27.04.2022	16.03.2022	25.03.2022
07/2022	25.05.2022	20.04.2022	29.04.2022
08/2022	29.06.2022	18.05.2022	27.05.2022
09/2022	27.07.2022	22.06.2022	01.07.2022
10/2022	24.08.2022	20.07.2022	29.07.2022
11/2022	21.09.2022	17.08.2022	26.08.2022
12/2022 (Special Issue 2)	07.10.2022	31.08.2022	09.09.2022
13/2022	26.10.2022	21.09.2022	30.09.2022
14/2022	23.11.2022	19.10.2022	28.10.2022
01/2023	14.12.2022	09.11.2022	18.11.2022

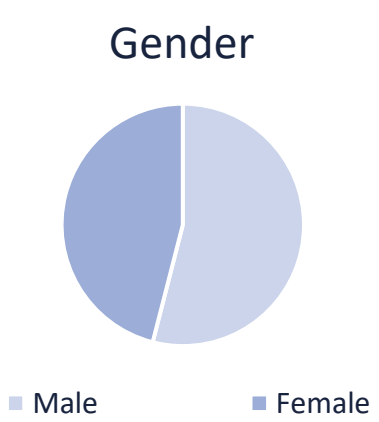
If you have specific questions about the topic overview, please feel free to contact us at sales@spotlight-verlag.de .

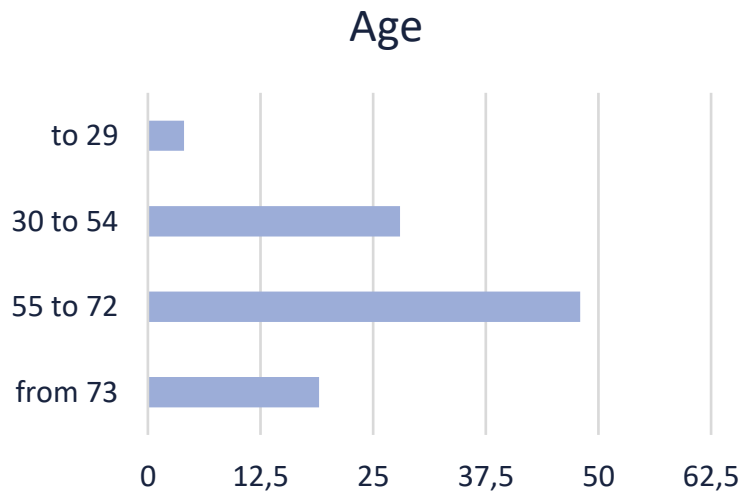
ZEIT SPRACHEN

TARGET GROUP

Spotlight's readers are mature, well-educated and enjoy learning languages. They are also interested in the countries, people and cultures of the countries where this language is spoken.

Our readers like to be well informed in order to better understand the political and social background to events happening around the world.





Source: Market Research

ZEIT SPRACHEN

TARGET GROUP

Travelers

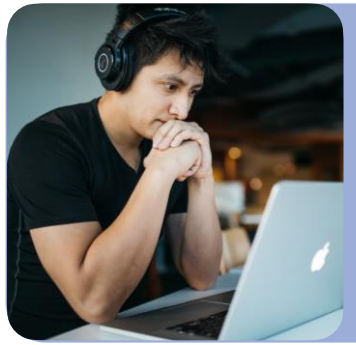
Travelers often travel to new, unknown countries and like to prepare for the country, people and language beforehand.

International Business

In order to communicate with international customers or business partners, many readers use our magazines to refresh vocabulary and grammar.

Culture Enthusiasts

With our products, those interested in culture can gain exciting insights into their favourite countries England, USA, Australia, New Zealand and many more.



Language Students

Many readers use our products to read up on language and culture and prepare for professional life or stays abroad.

Language Teachers

English teachers use our products to provide varied lessons. They can adapt the content to suit the different learners and levels.

PRINT: AD FORMATS

2/1 Page
420 x 280 mm

1/1 Page
210 x 280 mm

1/2 Page
210 x 140 mm

1/2 Page
105 x 280 mm

1/3 Page
210 x 93 mm

1/3 Page
70 x 280 mm

1/4 Page
210 x 70 mm

1/4 Page
53 x 280 mm

1/4 Page
105 x 140 mm

1/6 Page
123 x 58 mm

For trim sizes, the following applies: 5 mm trim allowance on all sides. All prices plus VAT.

ZEIT SPRACHEN

PRINT: ADVERTORIAL

Your advertising message in an editorial environment

Present your individual advertising message in a high-quality advertorial, which is created according to your ideas.

The look and feel of the editorial will enhance your advertising impact and be perfectly integrated into the magazine.

Format	Price
2/1 Page, 420 x 280 mm	21,000 €
1/1 Page, 210 x 280 mm	11,080 €

Plus production costs

A sample advertorial.

PRINT: SUPPLEMENT

Your individual story on 8 pages

Tell your story in a variety of formats and narrative options and convince your readers with emotional imagery.

As an integral part of the magazine, the content is created individually and exclusively in close cooperation with you.

Scope	Price
8 Pages	14,900 €

Other formats on request. Coverage extension across several magazines of Spotlight Verlag possible.

All prices plus VAT.

A sample supplement.

PRINT: CLASSIFIED ADS

Sample classified ads.

Small budget - big effect!

Even with a smaller budget we get the best out of your advertising message.

Whether language courses – products or travel – we offer the right advertising environment for every industry.

Format	Basic Price b/w 6.30 € per mm	Basic Price 4c 8.60 € per mm
45 x 20 mm	126 €	172 €
45 x 50 mm	315 €	430 €
91.5 x 30 mm	378 €	516 €

All prices plus VAT.

ONLINE: ADVERTISING OPPORTUNITIES

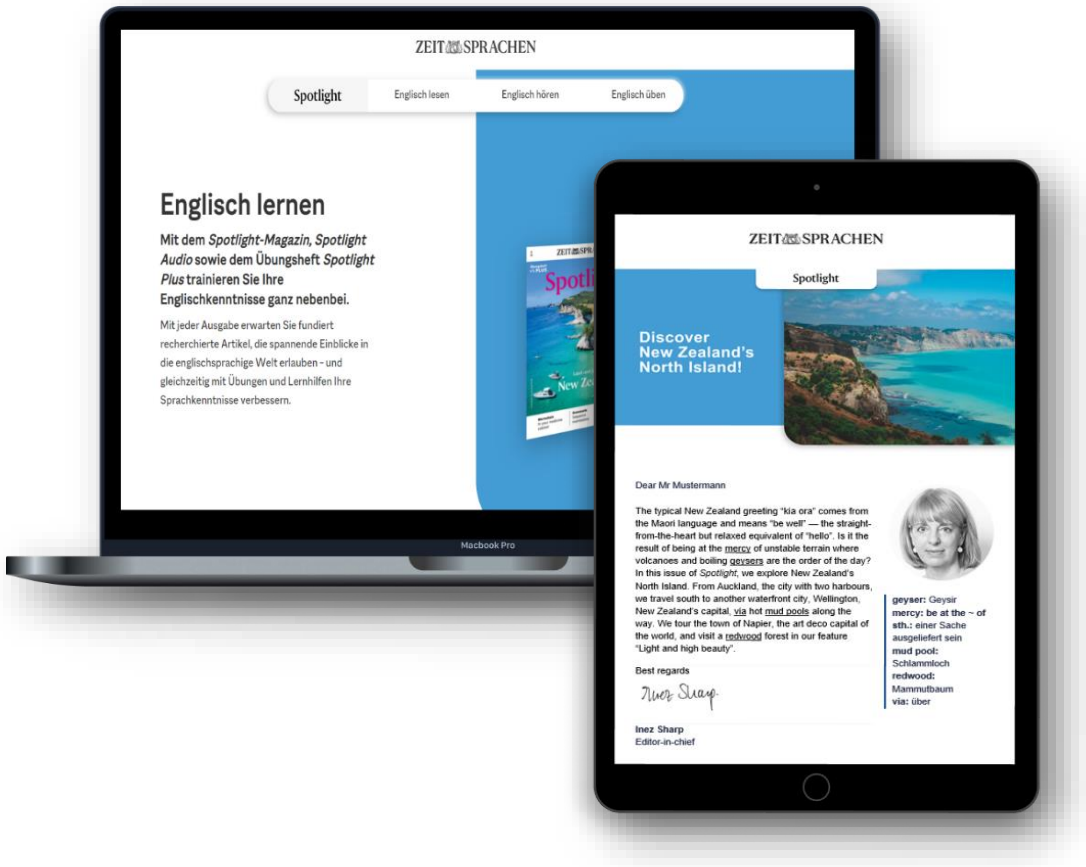
Be effective online!

Reach the Spotlight readership online and use one of our digital advertising options for your offer.

The brand website and the newsletter contain constantly changing articles, columns and blogs for effective English learning.

Advertising Media	Format	Price
Newsletter-Banner	600 x 200 Pixel	890 €
Newsletter-Integration	Image: 240 x 200 Pixel Text: 300 - 500 Characters	1,190 €

All prices plus VAT



Sample online ads.

360 DEGREE MARKETING

You are not just looking to place an ad, but want to present your advertising message individually?

We develop a 360-degree marketing in our products, individually tailored to your ideas and get the best out of your offer.

Feel free to contact us with your wishes and ideas and we will develop a suitable advertising strategy together.

Sample ads.

CONTACT

Eva-Maria Markus
Sales Manager Ads
+49 89 85681 - 131
e.markus@spotlight-verlag.de

Spotlight Verlag is a subsidiary company of the Zeitverlag Gerd Bucerius GmbH & Co. KG.
Kistlerhofstr. 172
81379 Munich
Germany

sales@spotlight-verlag.de

www.spotlight-verlag.de

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

Terms of Conditions
The publisher's terms and conditions of business shall apply to the processing of advertising orders of any kind.

Terms of Payment
Within 30 days net after receipt of invoice by bank transfer, direct debit, for advance payment up to the first day of sale 2% discount.

Value Added Tax
The statutory value added tax applies.

Deadline for Advertisements / Right of Withdrawal
Advertising deadline is 5 weeks before publication date.

Copy Deadline
18 working days before publication

Colour Profiles
Cover and Contents: ICC profile ISOcoated_v2_eci (Fora 39L)