

Spotlight magazines Factsheet 2010

Positioning

The language magazines from the Spotlight Verlag publishing company feature articles and reports on social and cultural life in English (Spotlight, Business Spotlight, Spot on), Spanish (Ecos), French (Écoute), Italian (Adesso) and German (Deutsch perfekt).

All the magazines are a byword for first-rate journalism and stylishly combine the effective teaching of language skills on the one hand with the provision of well-researched background information on the other.

Advantages for advertisers

- The portfolio of titles from Spotlight Verlag targets readers with wide-ranging interests who are always open for new ideas.
- Interesting and well-researched features on the country in question and its people provide maximum reading pleasure for readers interested in travel and cultural topics – they are also ideal environments for the presentation of your products and services.
- The Mediterranean titles and Spotlight, Business Spotlight and Deutsch perfekt reach an extremely well-educated and high-earning target group made up of people who are very successful in their chosen careers.
- Spot on targets the group of brand-conscious young trendsetters.
- The documented high level of reader loyalty ensures quality contacts for your advertising in all Spotlight magazines.

Editorial concept

All the language magazines provide their readers with first-hand information on current social and political developments in the various language regions. Culture, language, trends and travel are also integral elements in the unique magazine concept.

Thanks to the comprehensive language and vocabulary support complete with grammar tips and exercise cards, readers can brush up and improve on their language skills with maximum convenience. In well-researched articles and features, top international journalists report from the various countries exclusively for the magazines.

Business Spotlight and Spot on are geared towards a special strategy.

Catering to the needs of readers with good existing language skills, Business Spotlight additionally focuses on English for businesspeople.

The lifestyle topics in Spot on are designed to appeal to school students and other young people who want to build on their basic language skills in an entertaining format.

coverage (AWA 2009)

Spotlight	425,000 Leser
Spotlight + Kombi	673,000 Leser
écoute*	342,000 Leser
ADESSO*	232,000 Leser

*) 6 insertions

sold circulation (IVW II/2009)

Spotlight	67,146
Business Spotlight	49,528
ECOS	48,580
écoute	42,305
ADESSO	24,848
Spot on	27,133
DEUTSCH perfekt	20,817



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Readership Spotlight combination (AWA 2009)

	in %	Index
Gender		
Male	38	79
Female	62	120
Age		
14 to 19 years old	14	174
20 to 29 years old	17	126
30 to 39 years old	15	103
40 to 49 years old	20	104
50 to 59 years old	15	100
60 years and above	20	66
Household net income		
€ 3,500 and above	36	182
Financial withdrawal		
€ 500 and above	28	126
Socio-economic status		
Level 1 – 2	54	242
Personality strength		
Level 1 – 2	36	135

Publication details	published	Rates 1/1 page 4c
Spotlight	monthly	€ 10,446
Business Spotlight	6 times per year	€ 8,670
écoute	monthly	€ 5,715
ECOS	monthly	€ 5,151
ADESSO	monthly	€ 5,095
Spot on	monthly	€ 3,592
DEUTSCH perfekt	monthly	€ 4,069

Please refer to the current rate cards.
More rates, discounts etc. at www.iqm.de

Additional communication options

- Sprachtrainer Plus is a 24-page booklet full of exercises and games to help readers perfect their language skills. It is published for all the titles except Deutsch Perfekt and offers a range of sponsoring options.
- The audio CDs in the Spotlight titles help readers to improve their listening comprehension and offer advertisers the option of booking an integrated ad spot or slogan.

Details of costs on request.

Contact

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