DEUTSCH PERFEKT

MEDIA DATA 2021

Valid from 1. January 2021
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.
Discover the German-speaking world with Deutsch perfekt!

Deutsch perfekt presents useful grammar, vocabulary and idiomatic language that allows our readers to become more fluent in German. Comprehensive reports on interesting destinations around the German-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 German-speaking world are presented in an up-to-date context.
Product Portfolio

Language Magazine

The high-quality language magazine offers a comprehensive insight into the countries, people and cultures of the German-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 16-page exercise booklet offers additional language exercises covering grammar, vocabulary and everyday German.

Teacher’s Supplement

In order to enrich German 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.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
<th>Date of Publication</th>
<th>Advertising Deadline</th>
<th>Copy Deadline</th>
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<tbody>
<tr>
<td>03/2021</td>
<td>DaF Certificate</td>
<td>24.02.2021</td>
<td>27.01.2021</td>
<td>29.01.2021</td>
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<tr>
<td>Special Issue 1</td>
<td>Clichés</td>
<td>19.03.2021</td>
<td>17.02.2021</td>
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<td>04/2021</td>
<td>Bicultural Relationships</td>
<td>31.03.2021</td>
<td>03.03.2021</td>
<td>05.03.2021</td>
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<td>05/2021</td>
<td>Equal Rights</td>
<td>28.04.2021</td>
<td>24.03.2021</td>
<td>26.03.2021</td>
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<tr>
<td>07/2021</td>
<td>North Sea and Baltic Sea</td>
<td>30.06.2021</td>
<td>02.06.2021</td>
<td>04.06.2021</td>
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<tr>
<td>08/2021</td>
<td>Parks and Gardens</td>
<td>28.07.2021</td>
<td>30.06.2021</td>
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<td>10/2021</td>
<td>Diversity</td>
<td>22.09.2021</td>
<td>25.08.2021</td>
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<td>Special Issue 2</td>
<td>Art</td>
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<td>German Vine</td>
<td>27.10.2021</td>
<td>29.09.2021</td>
<td>01.10.2021</td>
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<td>12/2021</td>
<td>Cookie Culture</td>
<td>24.11.2021</td>
<td>27.10.2021</td>
<td>29.10.2021</td>
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</table>
Deutsch perfekt’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.
TARGET GROUP

Expats
Many people come to Germany because of the job. They use our language products to get to know the language and culture better.

Language Students
Many readers use our products for language and culture to prepare for working life or studying in Germany.

Culture Enthusiasts
With our products, those interested in culture can gain exciting insights into their favourite countries Germany, Austria and Switzerland.

Language Teachers
German teachers use our products to provide varied lessons. They can adapt the content to suit the different learners and levels.
PRINT: AD FORMATS

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
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<tbody>
<tr>
<td>2/1 Seite, 420 x 280 mm</td>
<td>9,140 €</td>
</tr>
<tr>
<td>1/1 Seite 210 x 280 mm</td>
<td>3,860 €</td>
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Plus production costs
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.

<table>
<thead>
<tr>
<th>Scope</th>
<th>Price</th>
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<tbody>
<tr>
<td>8 Pages</td>
<td>14,900 €</td>
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Other formats on request. Coverage extension across several magazines of Spotlight Verlag possible.
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.

<table>
<thead>
<tr>
<th>Format</th>
<th>Basic Price s/w 4,40 € pro mm</th>
<th>Basic Price 4c 5,60 € pro mm</th>
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<tbody>
<tr>
<td>45 x 20 mm</td>
<td>88 €</td>
<td>112 €</td>
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<tr>
<td>45 x 50 mm</td>
<td>220 €</td>
<td>280 €</td>
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<tr>
<td>91,5 x 30 mm</td>
<td>264 €</td>
<td>336 €</td>
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All prices plus VAT.
ONLINE: ADVERTISING OPPORTUNITIES

Be effective online!

Reach the Deutsch perfekt 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 German learning.

<table>
<thead>
<tr>
<th>Advertising Media</th>
<th>Format</th>
<th>Price</th>
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<tbody>
<tr>
<td>Newsletter-Banner</td>
<td>600-800 x 600-800 Pixel</td>
<td>1,280 €</td>
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<tr>
<td>Newsletter-Integration</td>
<td>600-800 x 600-800 Pixel</td>
<td>960 €</td>
</tr>
</tbody>
</table>

All prices per 30 days, plus VAT.
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.
Spotlight Verlag is a subsidiary company of the Zeitverlag Gerd Bucerius GmbH & Co. KG.
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Terms and 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 4 weeks before publication date.

Copy Deadline
18 working days before publication

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