

Business Spotlight MEDIA DATA 2027

Valid from 1. January 2027

ZEIT SPRACHEN



ZEIT SPRACHEN

ZEIT SPRACHEN is Europe's number one in the language magazine segment. As a wholly owned subsidiary of the ZEIT publishing group, we offer language learning products of the highest standard with our brands Spotlight, Business Spotlight, écoute, ADESSO, ECOS, Deutsch perfekt and the ZEIT SPRACHEN app.

Whether reading and listening comprehension, vocabulary, pronunciation or grammar – our products make language learning fun. With its journalistic content, ZEIT SPRACHEN also provides interesting insights into other countries and cultures.

Our magazines and apps are used intensively and multiple times per issue. This makes them the ideal environment for effectively placing your advertising message.

BUSINESS SPOTLIGHT

Improve your English for work with Business Spotlight!

Our working world is becoming more international: Business Spotlight is aimed at professionals and managers who frequently speak English in their organisation.

The magazine offers a variety of reports and interviews on topics such as leadership, communication, careers, innovation and digitalisation. Appropriate exercises and learning aids enable readers to apply what they have learnt.

Business Spotlight enables our readers to build up a toolkit for successful communication in an international environment.



Print Run	11,730
Sold Circulation	10,833

Source: Publisher information

PRODUCT PORTFOLIO (Print & Digital)

Language Magazine

This high-quality language magazine offers up-to-date, journalistic content on today's international working and business world. It also includes a practical language learning section with grammar and vocabulary exercises at the easy (A2), intermediate (B1) and advanced (B2 - C2) levels.

Exercise Booklet

The exercise book (print or digital) is the perfect complement to the magazine, offering the opportunity to put what you have learnt into practice. It contains language exercises covering grammar, vocabulary and everyday English.



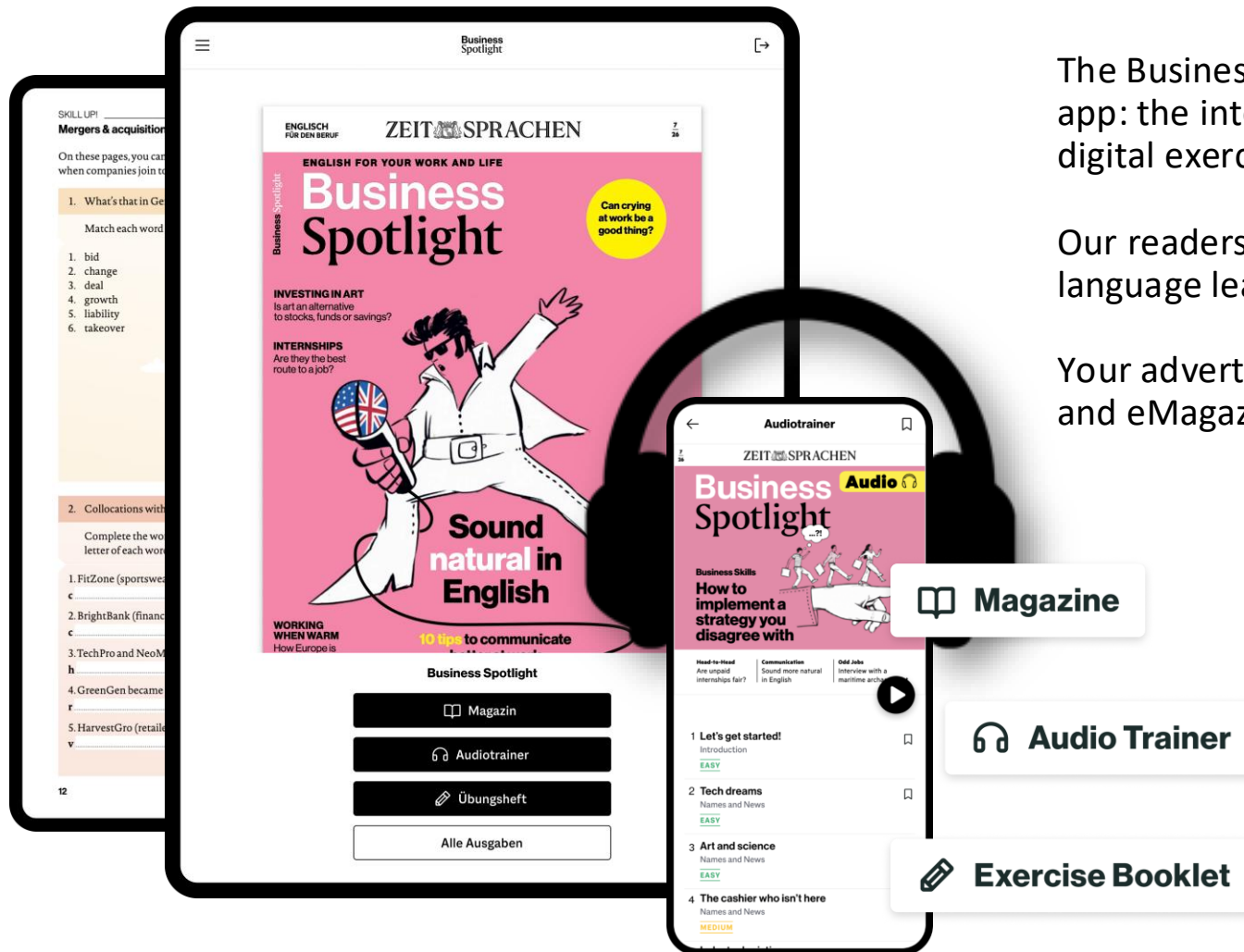
Audio trainer

The audio trainer offers varied audio content to accompany the magazine, spoken by native speakers. It trains listening comprehension in an entertaining way and can be used in the Spotlight app or as a CD.

BSL in the classroom

Business Spotlight in the classroom is aimed at English teachers. The newsletter contains the latest ideas, concepts and exercise sheets for English lessons. The content is linked to current content from the magazine, audio trainer and exercise book.

THE eMAGAZINE



The Business Spotlight eMagazine offers everything in one app: the interactive magazine, the audio trainer and the digital exercise book.

Our readers combine enjoyable reading with effective language learning – both at home and on the go.

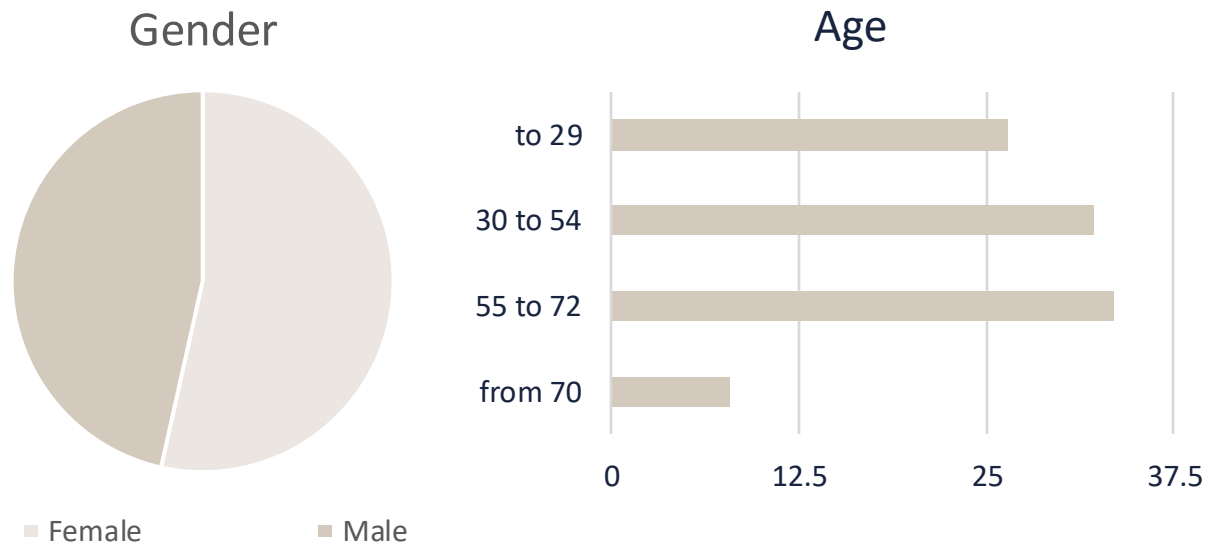
Your advertisement appears simultaneously in the print and eMagazine.



©iStockimages

TARGET GROUP

Business Spotlight's readers are mature, well-educated and enjoy learning languages. They also like to be well informed in order to better understand the political and social background to events happening around the world.



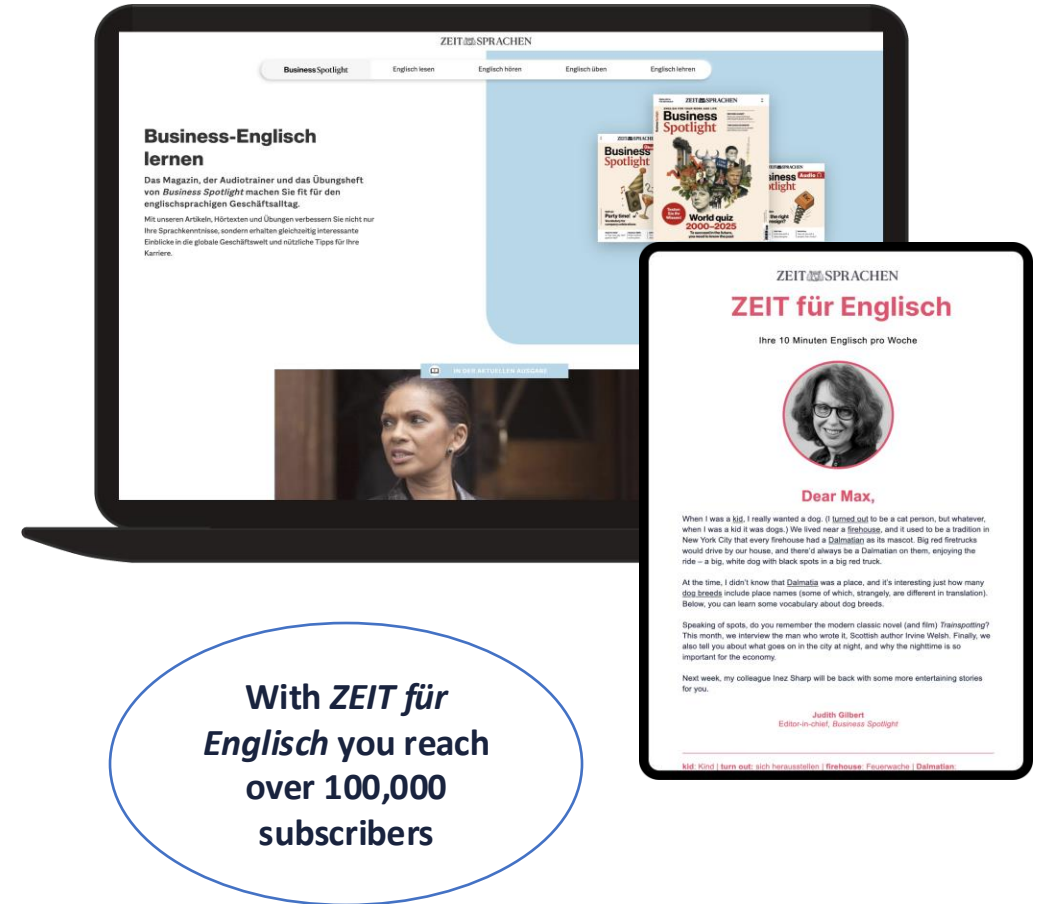
Source: Market Research Spotlight AWA 2020

ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,business-spotlight.de´ and the biweekly newsletter ,ZEIT für Englisch´ contain high quality articles, tools and audio content for effective English learning.

Integrationen	Format	Price
ZEIT für Englisch Newsletter	Image: 600 x 340 pixel Headline: max. 170 characters Text: 300 – 500 characters	1.990 €
In the classroom Newsletter	Image: 240 x 200 pixel Text: 300 - 500 characters	1.990 €

All prices plus VAT



With ZEIT für Englisch you reach over 100,000 subscribers

MAGAZINE: AD FORMATS



4c 12,600 €

2/1 Page
420 x 280 mm



4c 6,660 €

1/1 Page
210 x 280 mm



4c 3,680 €

1/2 Page
210 x 140 mm



4c 3,680 €

1/2 Page
105 x 280 mm



4c 2,520 €

1/3 Page
210 x 93 mm



4c 2,520 €

1/3 Page
70 x 280 mm



4c 2,000 €

1/4 Page
210 x 70 mm



4c 2,000 €

1/4 Page
53 x 280 mm



4c 2,000 €

1/4 Page
105 x 140 mm



4c 1,480 €

1/6 Page
123 x 58 mm

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

MARKETPLACE in the MAGAZINE

Typical mistake

Can you correct the common error(s) in the following sentence?

"They have asked us to spend €500 to their organization."

You'll find the answer below

Progress check

Replace the German word(s) (in *italics*) in the sentences below with the correct English equivalent(s).

- That's a great way to build trust and *(geschäftliches Ansehen)*.
- It has really increased the *(Stärke)* of our brand.
- A *(Unterstützung)* could make a huge difference to our sales figures.
- This event could not be held without *(größtenteils Sponsoring)*.

You'll find the answers below

ANSWERS

Knowledge check:

- B
- C
- A

Common check:

Exercise 1:

- long-term
- not-profit
- per-health
- one-off

Exercise 2:

- family-owned
- anti-corporate
- checklist-covered top-selling
- off-shore
- round-the-clock
- three-quarters

MARKTPLATZ – MARKETPLACE

Sprachkurse und Sprachferien

Learn English in Cornwall

ONLINE COURSES
NOW AVAILABLE

www.learnenglishincornwall.co.uk
Julie Tamblin MA - 0044 (0) 1208 871 184

Studitalia Sardinien

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Sprachferien in Olbia
www.studitalia.com
(0039) 333 2133760 info@studitalia.com

scuola toscana

Italienisch in Florenz

BILDUNGSURLAUBS KURSE
ab € 284 / Woche

ITALIENSCH KURS 50+
ab € 490 / Woche

ITALIENSCH WEIN & KÜCHE
ab € 470 / Woche

Scuola Toscana, Italienisch in Florenz, seit 1989
Via dei Bardi 23 - 50122 Firenze - Italia
Tel. +39 055 245523 (Mo-Fr 9h-18h)
www.scuola-toscana.com
info@scuola-toscana.com

Lernen Sie Italienisch, wo Italien zu Hause ist!

Möchten Sie Italienisch lernen und das Plaisir mit seiner Kultur, der vorzüglichen Küche und den ausgezeichneten Weinen verbinden?

Dann kommen Sie zu uns!

Hier wohnen Sie in gemütlichen Apartments und lernen die Sprache – individuell abgestimmt auf Ihre Wünsche und Vorlieben.

La Cascina dei Banditi
Tel. +39 331 6525424
www.la-cascina-dei-banditi.com

Ferienhäuser, -wohnungen

Italien/Marken: Gruppenurlaub in schöner Umgebung, historisches Ferienhaus direkt auf der Seepromenade, aktuell renoviert, Panorama-Garten, Pool, Sauna, Wellness, 650 m. Bad, 2 pr. Gemeinschaftsküche, Barbecue mit Aufzug, pr. Küche, w/ Barbecue mit Poolzugang, in der Nähe.

www.falcoconvivium.com

Nächste Anzeigentermine:

Ausgabe	Anzeigenschluss
08/2025	13.06.2025
09/2025	11.07.2025
10/2025	08.08.2025

Kontakt für Anzeigenkunden

+49-89/85681-131

ZEIT SPRACHEN GmbH – Ihr Ansprechpartner für Beratung und Verkauf

askes@zeit-sprachen.de

ZEIT SPRACHEN

Small budget - big effect!

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

Format	Basic Price b/w 5.70 € per mm	Basic Price 4c 6.90 € per mm
45 x 20 mm	114 €	138 €
45 x 50 mm	285 €	345 €
91.5 x 30 mm	342 €	414 €

All prices plus VAT.

Sample classified ads.

OVERVIEW OF DEADLINES

Issue	Date of Publication	Advertising Deadline	Copy Deadline
01/2027	11.12.2026	06.11.2026	13.11.2026
02/2027	15.01.2027	11.12.2026	18.12.2026
03/2027	12.02.2027	08.01.2027	15.01.2027
04/2027	19.03.2027	12.02.2027	19.02.2027
05/2027	23.04.2027	19.03.2027	25.03.2027
06/2027	21.05.2027	16.04.2027	23.04.2027
07/2027	18.06.2027	14.05.2027	21.05.2027
08/2027	16.07.2027	11.06.2027	18.06.2027
09/2027	13.08.2027	09.07.2027	16.07.2027
10/2027	10.09.2027	06.08.2027	13.08.2027
11/2027	22.10.2027	17.09.2027	24.09.2027
12/2027	19.11.2027	15.10.2027	22.10.2027
01/2028	10.12.2027	05.11.2027	12.11.2027

CONTACT

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<https://unternehmen.zeit-sprachen.de/fuer-werbekunden/agb>

<https://unternehmen.zeit-sprachen.de/fuer-werbekunden>

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

4 weeks before publication

Colour Profile

PSOcoated v3