Deutsch perfekt

MEDIA DATA 2027

Valid from 1. January 2027

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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.

DEUTSCH PERFEKT

Discover the German-speaking world with Deutsch perfekt!

Deutsch perfekt is aimed at international professionals living in German-speaking countries. With Deutsch perfekt, they can improve both their German language skills and their understanding of German-speaking culture in an entertaining way.

Reports and background articles on life in Germany, Austria and Switzerland, as well as on current political, economic and social events, support learning success.

Deutsch perfekt not only teaches the language but also provides a better understanding of German-speaking countries, their people and their cultures.

Print Run	**19,600**
Sold Circulation	**19,350**

Source: Publisher information

PRODUCT PORTFOLIO (Print & Digital)

Language Magazine

This high-quality language magazine features exciting, up-to-date reports on countries, people and culture, offering interesting insights into German-speaking regions. It also includes a language learning section with grammar and vocabulary exercises at beginner (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 German.

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 Deutsch perfekt app or as a CD.

Deutsch perfekt im Unterricht

The newsletter is aimed at teachers of German and contains the latest ideas, concepts and exercise sheets for teaching German. The content is linked to current content from the magazine, audio trainer and exercise book.

ZEIT SPRACHEN

THE eMAGAZINE

Deutsch perfekt 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.

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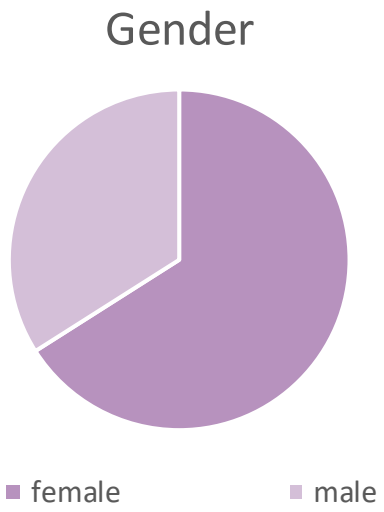
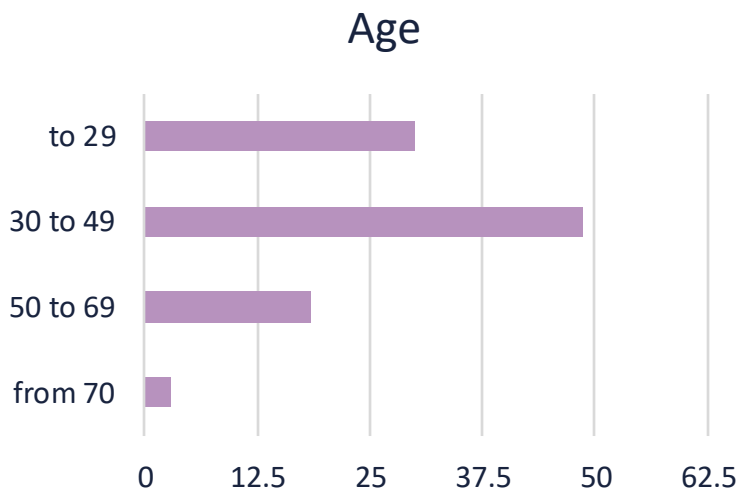
TARGET GROUP

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.





Source: Market Research

MAGAZINE: AD FORMATS

2/1 Page
420 x 280 mm

1/1 Page
210 x 280 mm

1/2 Page
210 x 140 mm

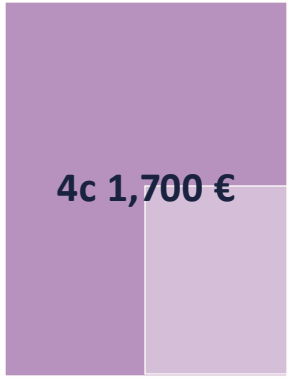
1/2 Page
105 x 280 mm

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

MARKETPLACE in the MAGAZINE

Sample classified ads.

Small budget - big effect!

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

Format	Basic Price b/w 4.90 € per mm	Basic Price 4c 6.10 € per mm
45 x 20 mm	98 €	122 €
45 x 50 mm	245 €	305 €
91.5 x 30 mm	294 €	366 €

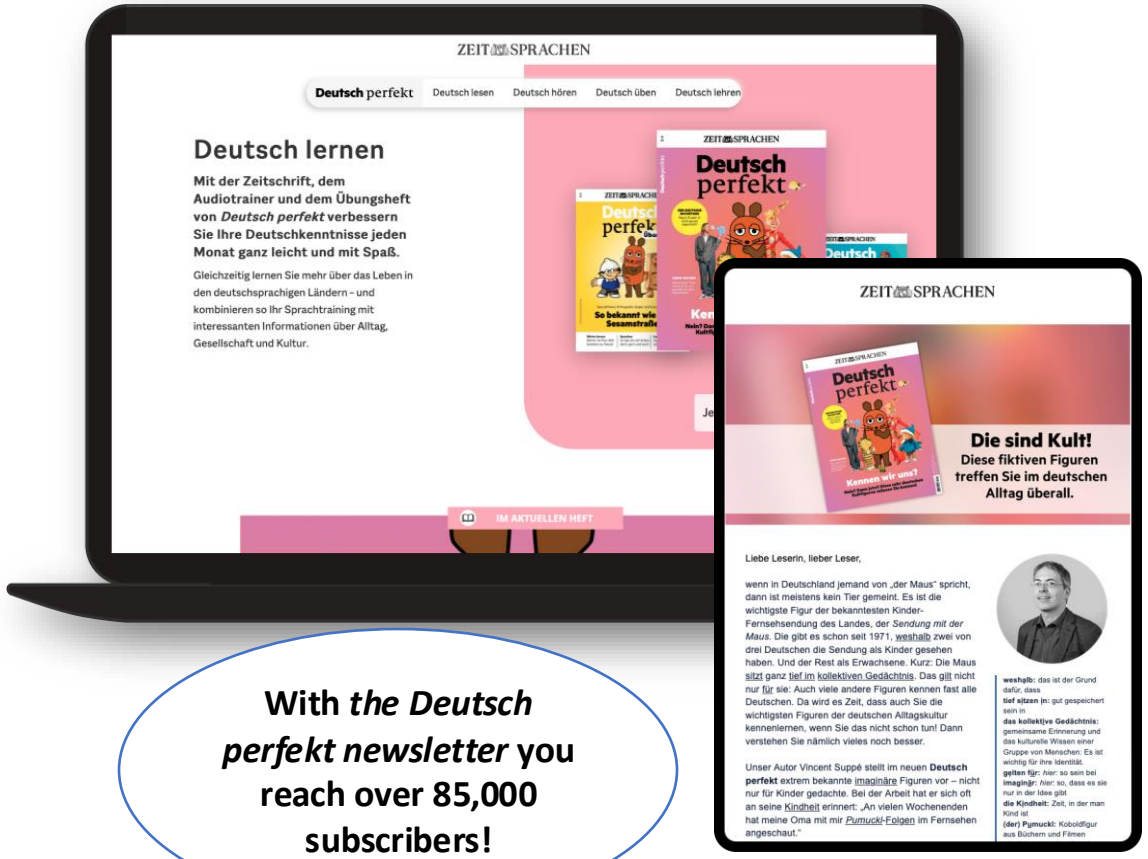
All prices plus VAT.

ONLINE: ADVERTISING OPPORTUNITIES

The brand website deutsch-perfekt.com and the Deutsch perfekt newsletter contain high-quality articles, tools and audio contributions for effective German learning.

Integrationen	Format	Preis
Deutsch perfekt Newsletter	Image: 240 x 200 pixel Text: 300 - 500 characters	1.490 €
Deutsch perfekt im Unterricht Newsletter	Imagine: 240 x 200 pixel Text: 300 - 500 characters	1.500 €
Logo & QR-Code in exercise sheets		350 €

All prices plus VAT.



With *the Deutsch perfekt newsletter* you reach over 85,000 subscribers!

Sample online 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 (Special issue 1)	05.03.2027	29.01.2027	05.02.2027
05/2027	19.03.2027	12.02.2027	19.02.2027
06/2027	23.04.2027	19.03.2027	25.03.2027
07/2027	21.05.2027	16.04.2027	23.04.2027
08/2027	18.06.2027	14.05.2027	21.05.2027
09/2027	16.07.2027	11.06.2027	18.06.2027
10/2027	13.08.2027	09.07.2027	16.07.2027
11/2027	10.09.2027	06.08.2027	13.08.2027
12/2027 (Special issue 2)	01.10.2027	27.08.2027	03.09.2027
13/2027	22.10.2027	17.09.2027	24.09.2027
14/2027	19.11.2027	15.10.2027	22.10.2027
01/2028	10.12.2027	05.11.2027	12.11.2027

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

ZEIT SPRACHEN

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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