

# ECOS

## MEDIA DATA 2025

Valid from 1. January 2025

ZEIT  SPRACHEN





# ZEIT SPRACHEN

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ZEIT SPRACHEN 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 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.

# ECOS

## Spanish temperament and Latin American attitude to life

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

Comprehensive reports on interesting destinations around the Spanish-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 Spanish-speaking world are presented in an up-to-date context.



Print Run **22.500**

Sold Circulation **16.200**

Source: Publisher information

# PRODUCT PORTFOLIO (Print & eMagazine)

## Language Magazine

The high-quality language magazine offers a comprehensive insight into the countries, people and cultures of the Spanish-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 Spanish.



## Teacher's Supplement

In order to enrich Spanish 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.

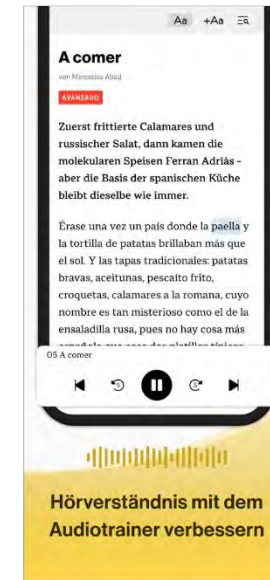
## Audio Trainer

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 new eMagazine is here!

The ECOS eMagazine offers everything in one app: exciting articles, audio content and interactive exercises. The reader combines enjoyable reading with effective language learning. Perfect for deepening your favorite language.



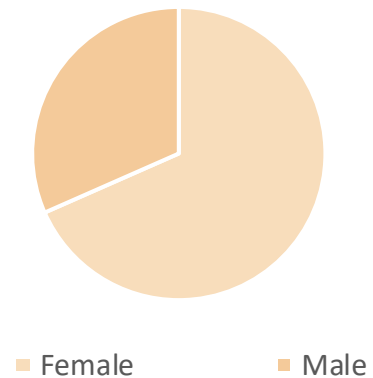


# TARGET GROUP

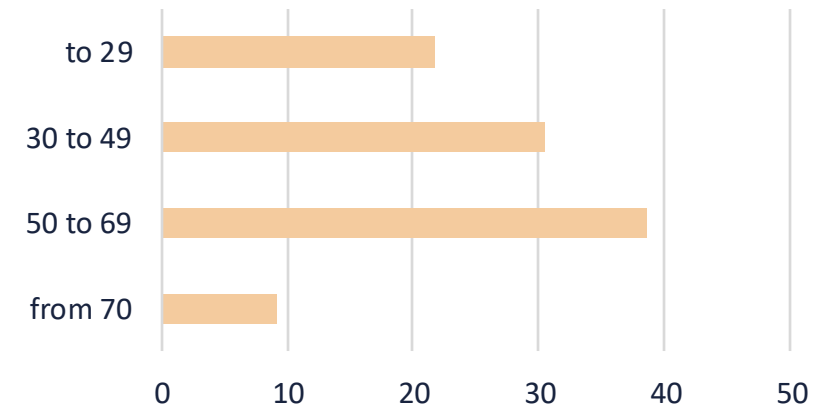
ECOS' readers are mature, well-educated and enjoy learning languages. They are also interested in the countries, people and cultures of the countries where this language is spoken.

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

Gender



Age



Source: Market Research AWA 2020

# MAGAZINE: AD FORMATS



4c 10,500 €

2/1 Page  
420 x 280 mm



4c 5,650 €

1/1 Page  
210 x 280 mm



4c 3,070 €

1/2 Page  
210 x 140 mm



4c 3,070 €

1/2 Page  
105 x 280 mm



4c 2,100 €

1/3 Page  
210 x 93 mm



4c 2,100 €

1/3 Page  
70 x 280 mm



4c 1,700 €

1/4 Page  
210 x 70 mm



4c 1,700 €

1/4 Page  
53 x 280 mm



4c 1,700 €

1/4 Page  
105 x 140 mm



4c 1,260 €

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

MARKTPLATZ – MERCADO

**Bücher**

Los libros, cómo y cómo leerlos...  
**aprendamos a abrir un mundo de posibilidades a través de los libros**  
 Descubre los beneficios de leer los libros.  
 Descubre los beneficios de leer los libros.  
 Descubre los beneficios de leer los libros.

**Sprachkurse und Sprachferien**

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**SPRACHREISEN IN LANZAROTE**  
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 Sprachreisen in Lanzarote  
 Sprachreisen in Lanzarote  
 Sprachreisen in Lanzarote

**italiano**  
 Lernen Sie Italienisch, wo Italien zu Hause ist!  
 Möchten Sie Italienisch lernen und das Piemont mit seiner Kultur, der vorzüglichen Küche und den ausgezeichneten Weinen entdecken?  
 Dann kommen Sie zu uns!  
 Hier wohnen Sie in gemütlichen Appartements und lernen die Sprache – individuell abgestimmt auf Ihre Wünsche und Vorlieben.  
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 www.la-cascina-dei-bandelli.com

**Studitalia Sardinien**  
 Italienisch lernen Sprachferien in Olbia  
 www.studitalia.com  
 (0039) 333 2133780 info@studitalia.com

**Italienisch lernen in Bergamo**  
 www.italianoabergamo.it

**Français facile à Nice**  
 Prof. expérimentée (Alliance Française, IB M, Thales) propose: Séjour avec 2h cours individuel/jour, excursions, Chambre vue mer, Balcon Cours en ligne toute l'année  
 Info: marilette.gaboriau@gmail.com (gerne auch auf Deutsch)

**Ferienhäuser, -wohnungen**  
**Mühle in der Südbretagne**  
 ruhig und idyllisch direkt am Meer  
 Ferienhaus mit allem Komfort, 2 bis 6 Pers.  
 https://moulinlabbe.fr

**FRANZÖSISCH LERNEN IN BÉZIERS**  
 - Unterricht von deutschem Muttersprachler  
 - Frühstück + Abendessen + Unterricht 90k/Tag  
 - Von Oktober bis April 30% Rabatt  
 - guido1900@unitybox.de  
 - Tel. 0049-173-3786019  
 www.sprachgenuss.de

**Kontakt für Anzeigen**  
 +49-89/3568 1-131  
 ZEIT SPRACHEN GmbH - Ihr Ansprechpartner für Bestellung und Verkauf  
 sales@zeit-sprachen.de

**Nächste Anzeigentermine:**  
 Ausgabe Anzeigenschluss  
 12/2024 30.06.2024  
 13/2024 20.06.2024  
 14/2024 18.10.2024

**ZEIT SPRACHEN**

Small budget - big effect!

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

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

All prices plus VAT.

Sample classified ads.

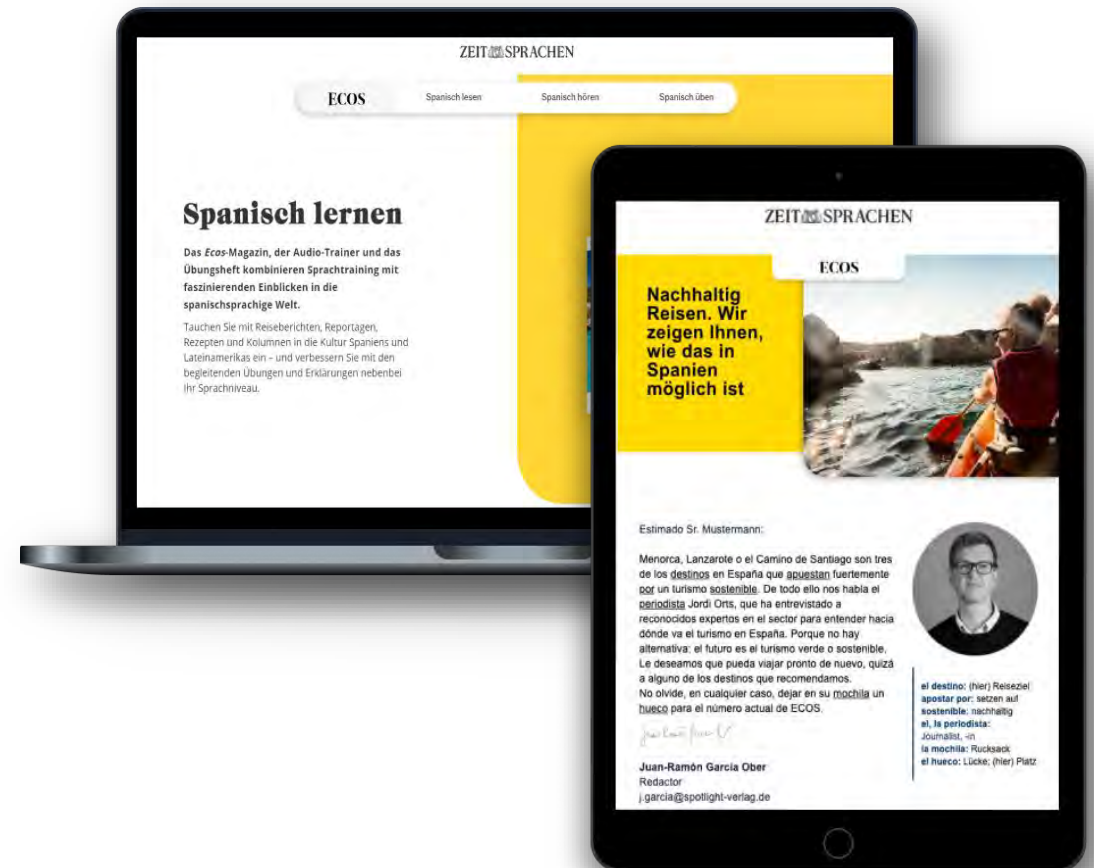


# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,ecos-online.de´ and the newsletter contain constantly changing articles, columns and blogs for effective Spanish learning.

Advertising Media	Format	Price
Newsletter-Integration	Image: 240 x 200 Pixel Text: 300 - 500 Characters	990 €

All prices plus VAT



Sample online ads.

# OVERVIEW OF DEADLINES

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Issue	Date of Publication	Advertising Deadline	Copy Deadline
01/2025	13.12.2024	08.11.2024	15.11.2024
02/2025	17.01.2025	06.12.2024	13.12.2024
03/2025	14.02.2025	10.01.2025	17.01.2025
04/2025 (Special Issue 1)	07.03.2025	31.01.2025	07.02.2025
05/2025	28.03.2025	21.02.2025	28.02.2025
06/2025	25.04.2025	21.03.2025	28.03.2025
07/2025	23.05.2025	17.04.2025	25.04.2025
08/2025	20.06.2025	16.05.2025	21.05.2025
09/2025	18.07.2025	13.06.2025	20.06.2025
10/2025	15.08.2025	11.07.2025	18.07.2025
11/2025	12.09.2025	08.08.2025	15.08.2025
12/2025 (Special Issue 2)	02.10.2025	29.08.2025	05.09.2025
13/2025	24.10.2025	19.09.2025	26.09.2025
14/2025	21.11.2025	17.10.2025	24.10.2025
01/2026	12.12.2025	07.11.2025	14.11.2025

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If you have specific questions about the topic overview, please feel free to contact us at [sales@zeit-sprachen.de](mailto:sales@zeit-sprachen.de).



# CONTACT

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## **ZEIT SPRACHEN GmbH**

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[https://unternehmen.zeit-sprachen.de/  
fuer-werbekunden](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