

# ADESSO

## MEDIA DATA 2024

Valid from 1. January 2024





# ZEIT SPRACHEN

---

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.

# ADESSO

## Learning Italian with a pinch of Dolce Vita!

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



Print Run **32,700**

Sold Circulation **22,800**

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 Italian-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 Italian.



## Teacher's Supplement

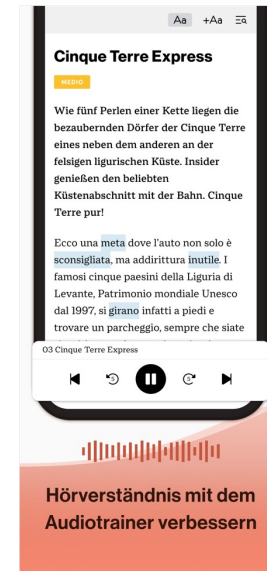
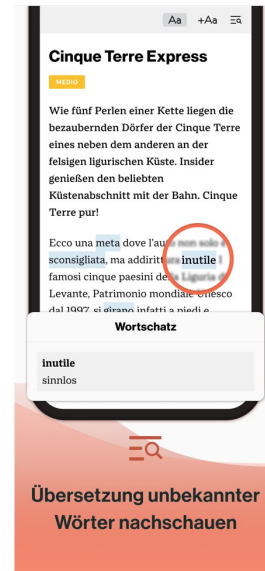
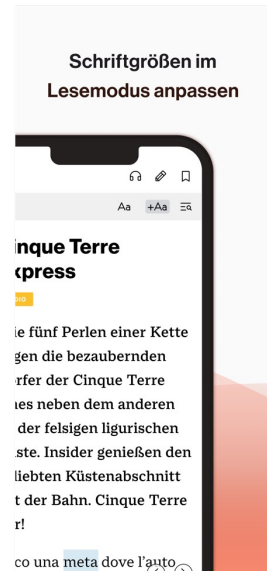
In order to enrich Italian lessons with individual tasks, the teacher's supplement offers a wide range of exercises to accompany the articles in the magazine as well as incentives for effective learning.

## 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 Adesso 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.





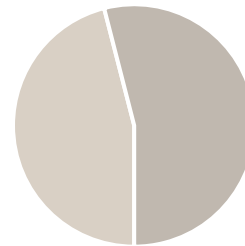


# TARGET GROUP

Adesso'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.

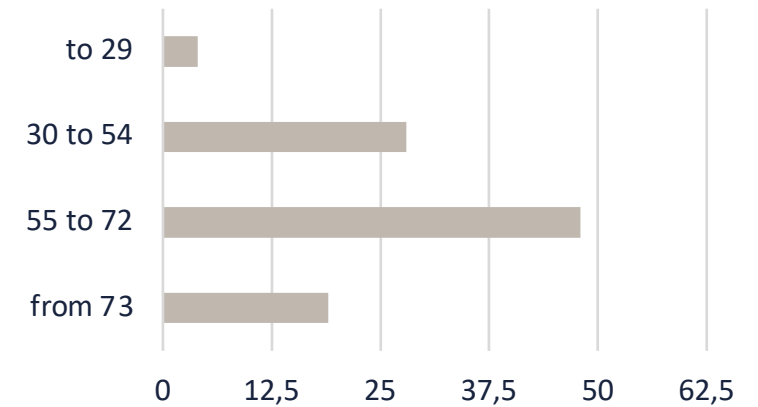
Our readers like to be well informed in order to better understand the political and social background to events happening around the world.

Gender



■ Male      ■ Female

Age



Source: Market Research

# MAGAZINE: AD FORMATS



**4c 10,500 €**

**2/1 Page**  
420 x 280 mm



**4c 5,700 €**

**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



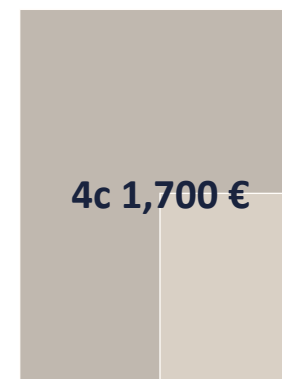
**4c 1,700 €**

**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 – PIAZZA AFFARI

Sprachkurse und Sprachferien

**Scuola Virgilio**  
International Language Schools  
Ambiente informale e amichevole.  
Corsi d'inglese e spagnolo in piccoli gruppi.  
Riserve naturali, spiagge e isole da sogno.  
Vi aspettiamo a Trapani!  
10% di sconto per chi prenota entro il 15/01/2013 con codice 7452  
www.scuolavirgilio.com | info@scuolavirgilio.com  
Tel.: +39 0923 360004 - Ms. Doroteo, 24 Trapani, Sicilia  
scuolavirgilio@trapani | scuolavirgilio@trapani

**Laboling**  
L'Accademia di Italiano in Sicilia  
ITALIENISCH LERNEN, SICILIEN GENIESSEN!  
MILAZZO (Sizilien) +39 090 9283214  
info@laboling.com - www.laboling.com

**Sizilien – Sprache und Kultur leben!**  
Italienisch Intensivkurs und Kochkurs in familiärer Atmosphäre mit erfahrener Lehrerin, Unterkunft und Verpflegung in kleinem Ort an der Küste in der Nähe von Palermo.  
Tel: 0039-32 76 99 52 24 e-mail: rbsicilia@hotmail.com

**Zagara Club Sicilia**  
italienisch lernen - Sprachferien in Sizilien  
Auch Bildungsurlaub für Hessen und Rhld-Pfalz  
Tel.: + 39 329 364 8087  
Tel.: + 49 171 371 1343  
www.zagaraclubsiciliacorsilinguaitaliana.it

**Studitalia Sardinien**  
italienisch lernen  
Sprachferien in Oibia  
www.studitalia.com  
(0039) 333 2133760 info@studitalia.com

**LAGO DI COMO** Lingua italiana e splendidi panorami  
• Lezioni e conversazioni • Passeggiate nella natura  
• Visite guidate di storia e arte • Esperienze di cucina italiana  
• 1-2 settimane per 1-6 persone • Molto curato • Soggiorno in B&B  
La Casa delle Rondini • Frazione Oro, 20 • 23922 Bellano (Lecco - Italy)  
tel/fax +39 0341 820.585 - cel +39 339 82.96.123 - www.casaroncini.it - costanza@orolaitalia.it

**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 Apartments und lernen die Sprache - individuell abgestimmt auf Ihre Wünsche und Vorkenntnisse.  
**La Cascina dei Banditi**  
Tel. +39 331 6526424  
www.la-cascina-dei-banditi.com

**Mola di Bari - Apulien**  
Absichts vom Massen-Tourismus italienisch lernen und erleben  
Tel. 0849 8161 78.55.25 oder 0039 34 94 62 65 41  
http://www.sprachferien-italien.de

**Traumferien Toskana**  
Genießen Sie unsere renovierten Naturstein-Landhäuser, eingebettet in Olivenhaine  
• Weingärten, mit Pool, Gartenanlagen + Terrassen in Meeresnähe (Scarfino + Massa Marittima), inkl. TV, GS, WM + Wäsche.  
Mehr unter www.chs.ch  
E-Mail: info@chs.ch  
Tel. +41 (0)41 340 48 84

**ITALIENISCH IN FLORENZ UND ONLINE**  
Sprachkurse für Erwachsene in Florenz, 4 Lekt./Tag, 2 Wochen € 360  
Online Italienischkurs - Überall und jederzeit. 12 Lekt. € 198  
SPECIAL PRICE FOR ABSENCE LEASER - 5% DISCOUNT  
**Scuola Toscana** - seit 1980 -  
Via dei Biondi, 20 - 50125 Firenze  
Tel/Fax +39 055 244583  
www.scuola-toscana.com

**Bücher**  
Neuerscheinung in einfachem Italienisch  
www.schinken-verlag.de

**Reisen**  
**Castellabate - Cilento Nationalpark**  
Ausgesucht schöne Ferienwohnungen, Häuser und Hotels am Meer.  
Persönlicher Service vor Ort  
www.azzurro-reisen.de  
0049 234 686354

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 € 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.

Sample classified ads.

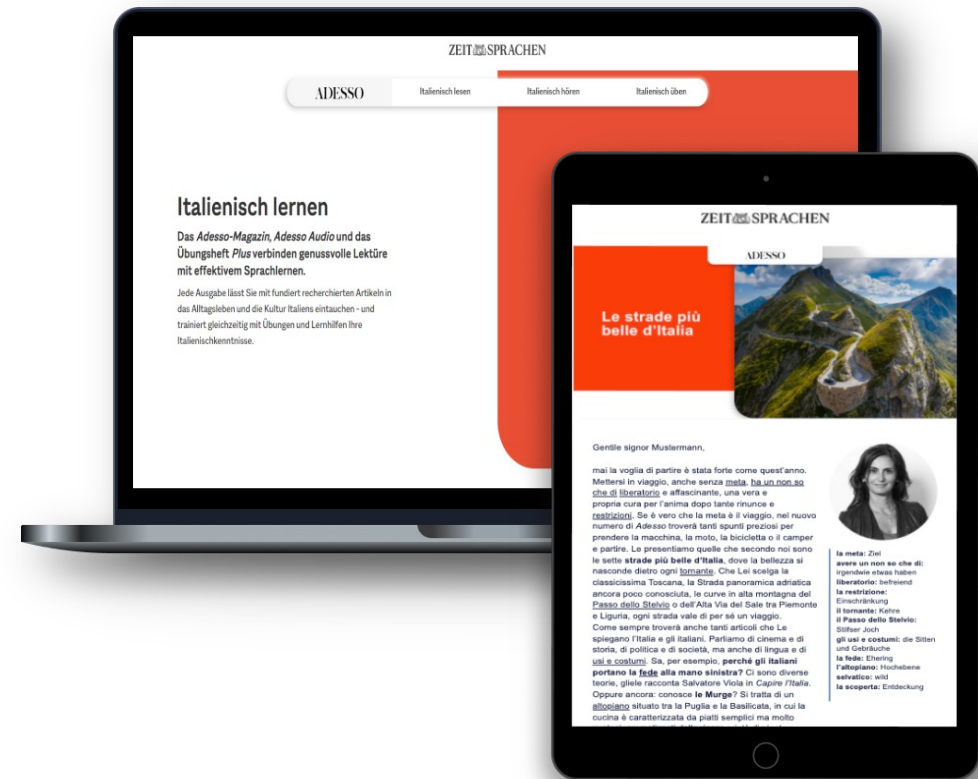


# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,[adesso-online.de](https://adesso-online.de)´ and the newsletter contain constantly changing articles, columns and blogs for effective Italian 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

---

Issue	Date of Publication	Advertising Deadline	Copy Deadline
01/2024	15.12.2023	15.11.2023	17.11.2023
02/2024	19.01.2024	08.12.2023	15.12.2023
03/2024	16.02.2024	12.01.2024	19.01.2024
04/2024 (Special Issue 1)	08.03.2024	02.02.2024	09.02.2024
05/2024	28.03.2024	23.02.2024	01.03.2024
06/2024	26.04.2024	22.03.2024	28.03.2024
07/2024	24.05.2024	19.04.2024	26.04.2024
08/2024	21.06.2024	17.05.2024	24.05.2024
09/2024	19.07.2024	14.06.2024	21.06.2024
10/2024	16.08.2024	12.07.2024	19.07.2024
11/2024	13.09.2024	02.08.2024	09.08.2024
12/2024 (Special Issue 2)	04.10.2024	30.08.2024	06.09.2024
13/2024	25.10.2024	20.09.2024	27.09.2024
14/2024	22.11.2024	18.10.2024	25.10.2024
01/2025	13.12.2024	08.11.2024	15.11.2024

---

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

---

## **Eva-Maria Markus**

Advertising Sales and Disposition

+49 89 85681 - 131

eva-maria.markus@zeit-sprachen.de

## **ZEIT SPRACHEN GmbH**

Kistlerhofstr. 172

81379 Munich

Germany

sales@zeit-sprachen.de

[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 Profiles**

Cover and Contents: ICC profile ISOcoated\_v2\_eci (Fora 39L)