

ADESSO MEDIA DATA 2024

Valid from 1. January 2024

ZEIT  SPRACHEN



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.

Italienisch lernen jederzeit und überall

Alle Inhalte des Magazins in einer App

Im Lesemodus durch das Heft blättern

Schriftgrößen im Lesemodus anpassen

Cinque Terre Express

Übersetzung unbekannter Wörter nachschauen

Cinque Terre Express

Hörverständnis mit dem Audiotrainer verbessern

Gelerntes in interaktiven Übungen anwenden

The image displays seven smartphone screens showcasing the Adesso eMagazine app's features. The first screen shows the app's main menu with options for 'Magazin', 'Audiotrainer', and 'Übungsheft'. The second screen displays the magazine's cover and content list. The third screen shows a magazine page in a flip-through reading mode. The fourth screen illustrates the font size adjustment feature. The fifth screen shows an article about Cinque Terre with a red circle highlighting the word 'inutile', which is then shown in a 'Wortschatz' (Vocabulary) pop-up. The sixth screen shows the article with an audio player at the bottom for listening practice. The seventh screen shows an interactive exercise where the user selects the correct answer from multiple choices.

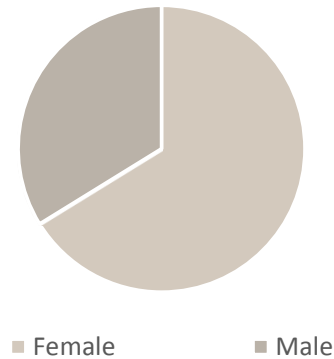


TARGET GROUP

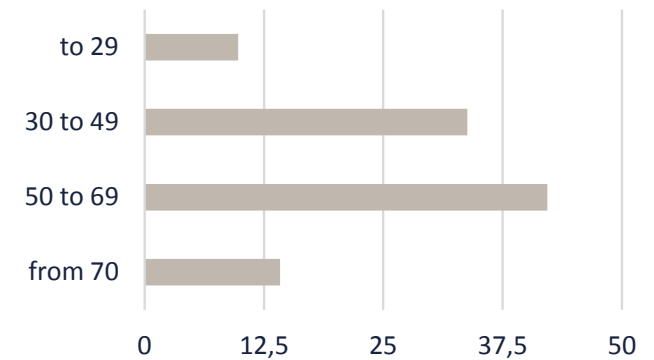
Adesso's readers are mature, well-educated and enjoy learning languages. They are also interested in the countries, people and cultures of the countries where this language is spoken.

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

Gender



Age



Source: Market Research AWA 2020

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.

MARKETPLACE in the MAGAZINE

MARKTPLATZ – PIAZZA AFFARI

Sprachkurse und Sprachferien

Scuola Virgilio
Informatore per lingue e cultura
Analisti e traduttori con licenze
Classi private di alta qualità (online)
Ripetizioni, spieghe e note da leggere

Laboling
ITALIENISCH LERNEN, SIZILIEN GENIESSEN!
MILAZZO (Sizilien) +39 090 9283214
info@laboling.com - www.laboling.com

Sizilien – Sprache und Kultur leben!
Italienisch, Italienisch 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: rbaudia@hotmail.com

Studitalia Sardinien
Italienisch lernen
Sprachferien in Othia
www.studitalia.com
(0039) 333 2133760 info@studitalia.com

LAGO DI COMO

Lernen Sie Italienisch, wo Italien zu Hause ist!
Möchten Sie Italienisch lernen und das Flair einer sauberen 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 6525424
www.la-cascina-dei-banditi.com

Moja di Bari – Apulien
Abzweigen vom Massentourismus
Italienisch lernen und erleben!
Tel.: 0049 8167 7339 25
oder 0039 34 34 62 65 41
http://www.sprachferien-italien.de

Traumferien Toskana
Genießen Sie unsere renovierten
Naturstein-Landhäuser,
eingebettet in Olivenhaine
+ Weinbergen, mit Pool,
Gartenanlagen + Terrassen in
Meereshöhe (Sarfino + Massa
Marittima), inkl. TV, GS,
WM + Wäsche.
Mehr unter www.wichasch.com
E-Mail: info@wichasch.com
Tel. +41 (0)41 340 48 84

ITALIENISCH IM FLORENZ UND ONLINE
Sprachkurse für Erwachsene in
Florenz, 4 Lekt. 1 Tag, 2 Wochen € 360,-
Online Italienischkurs (Überrall und
jederzeit, 12 Lekt. € 199,-)
FRANZÖSISCH FÜR ERWACHSENE IN FLORENZ
Scuola Toscana – seit 1989 -
Via de' Bardi, 23 - 50122 Firenze
Tel/Fax +39 055 244563
www.scuola.toscana.com

Castel abate - Cilento Nationalpark
Ausgesucht: schöne Ferienwohnungen,
Häuser und Hotels am Meer.
Persönlicher Service vor Ort
www.azzurro-reisen.de
0049 224 686354

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

Reisen

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.

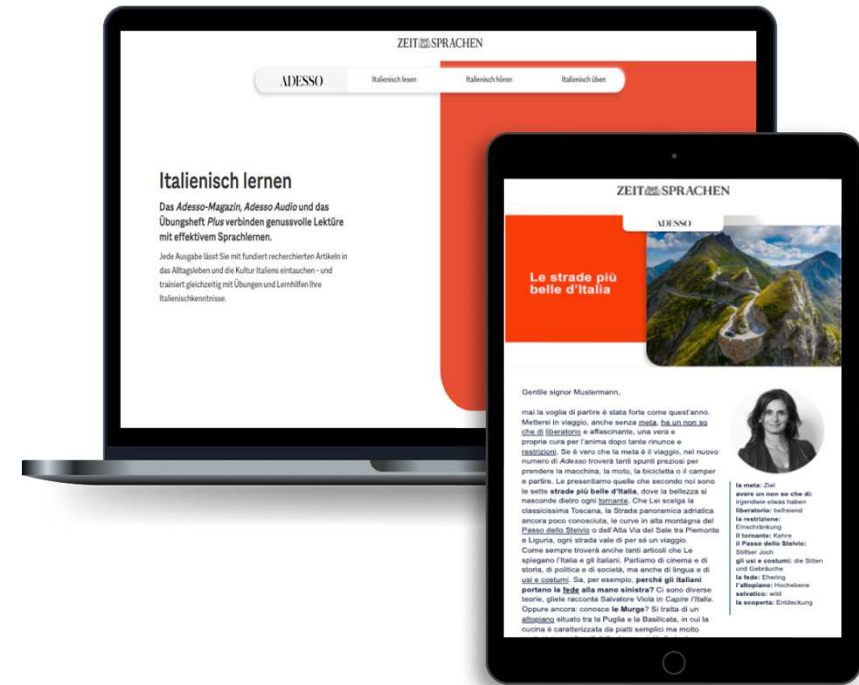
Sample classified ads.

ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,adesso-online.de´ 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 .

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)