

ADESSO

MEDIA DATA 2026

Valid from 1. January 2026



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.

ADESSO

Learning Italian with a pinch of Dolce Vita!

ADESSO invites you to get to know Italy and the Italian language even better in an enjoyable way.

With ADESSO, our readers travel to the most beautiful destinations and learn about the background to current political, economic and social events. In addition, ADESSO offers a wide range of opportunities to improve your Italian skills in the long term and apply what you have learned.

ADESSO not only teaches the Italian language, but also provides a comprehensive overview of the people, landscapes and culture of Italy.



Print Run **30.000**

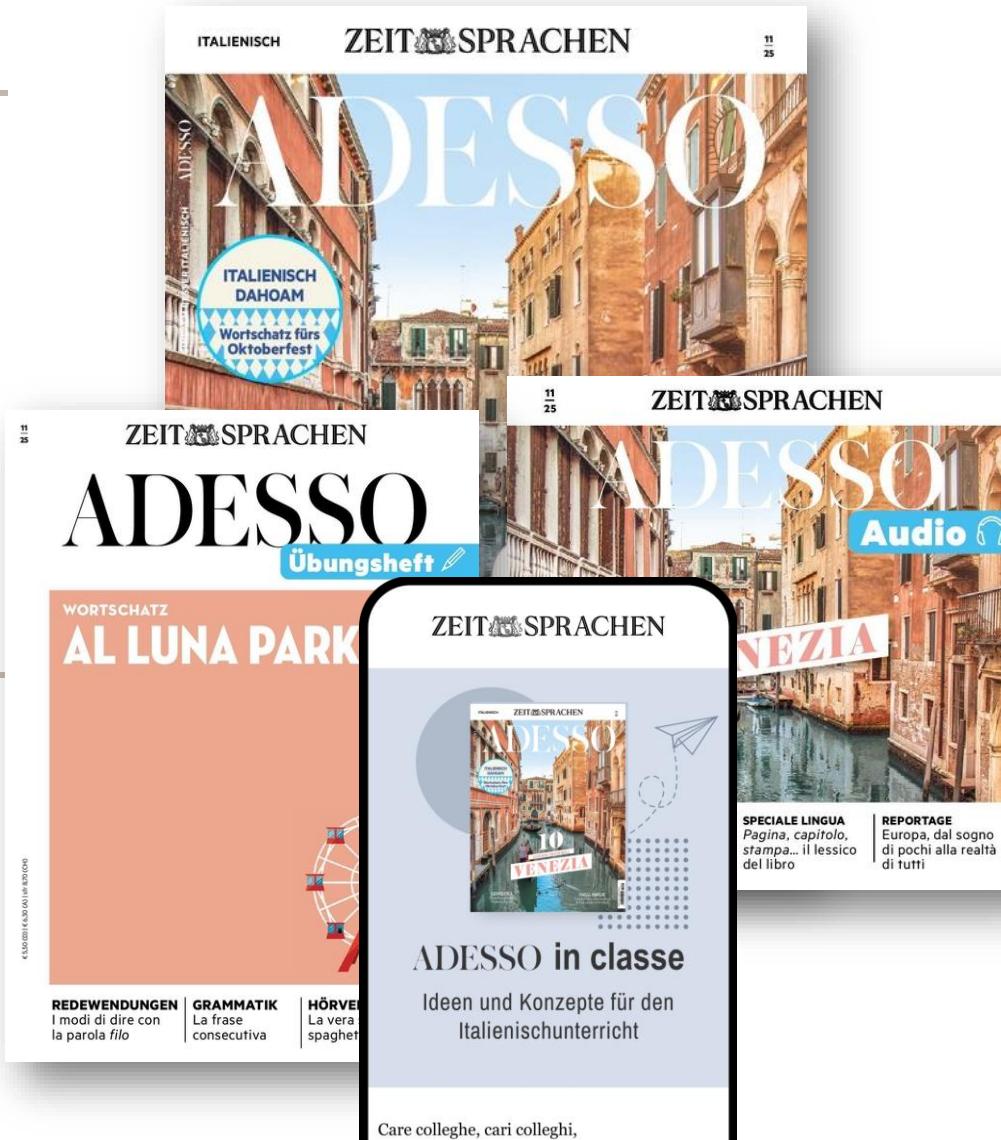
Solid Circulation **24.000**

Source: Publisher information

PRODUCT PORTFOLIO (Print & Digital)

Language Magazine

This high-quality language magazine offers comprehensive insights with exciting, up-to-date reports on Italy's most beautiful travel destinations, art and culture. 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 Italian.

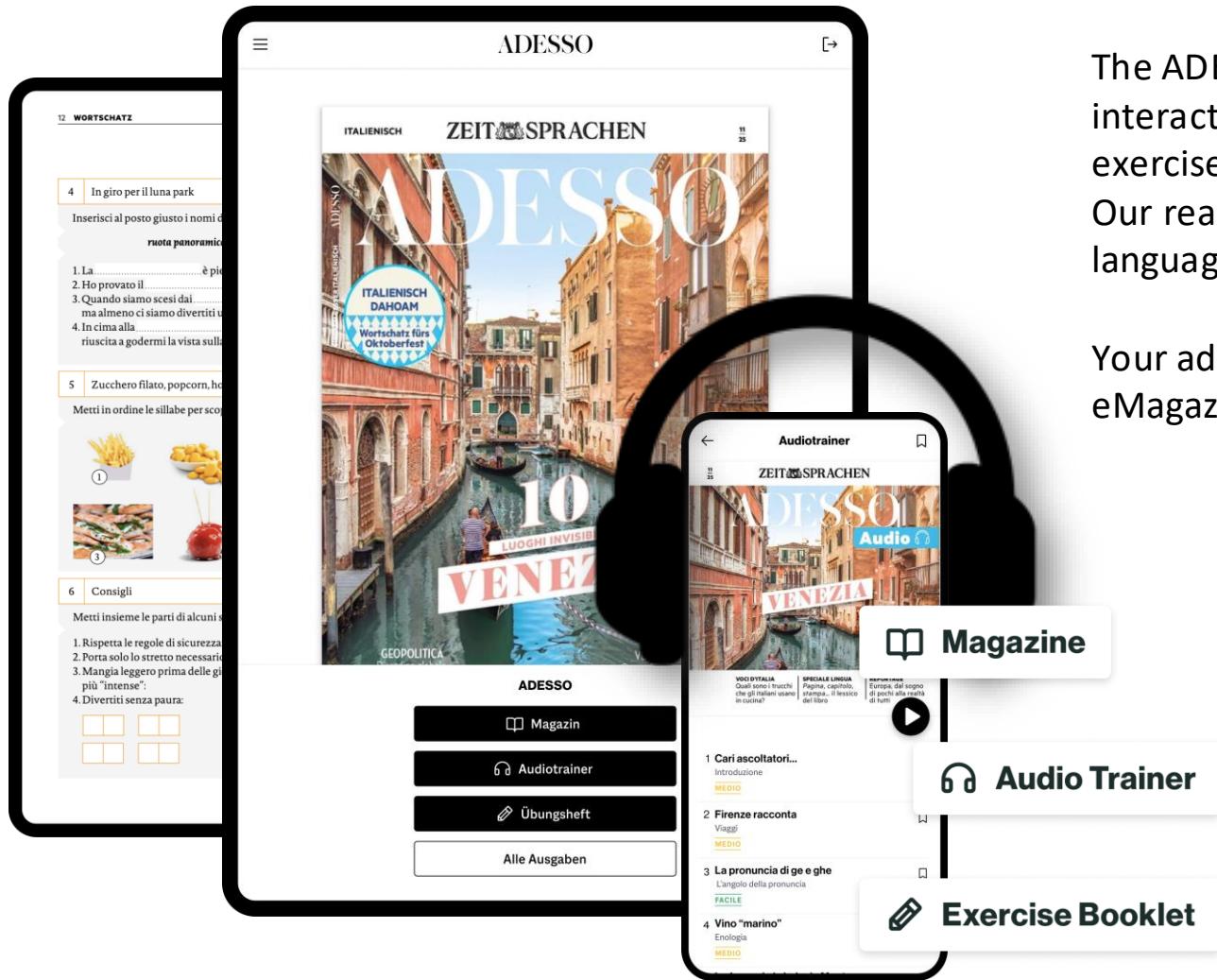
Audiotrainer

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

ADESSO in classe

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

THE eMAGAZINE



The ADESSO 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.

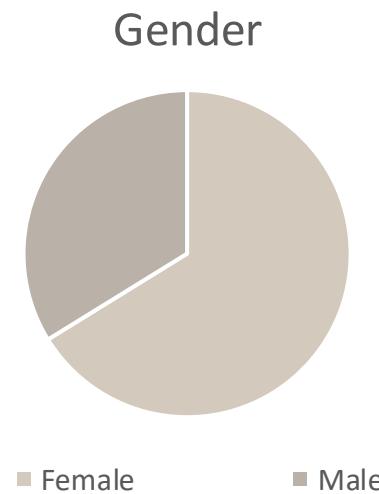
Your advertisement appears simultaneously in the print and eMagazine.



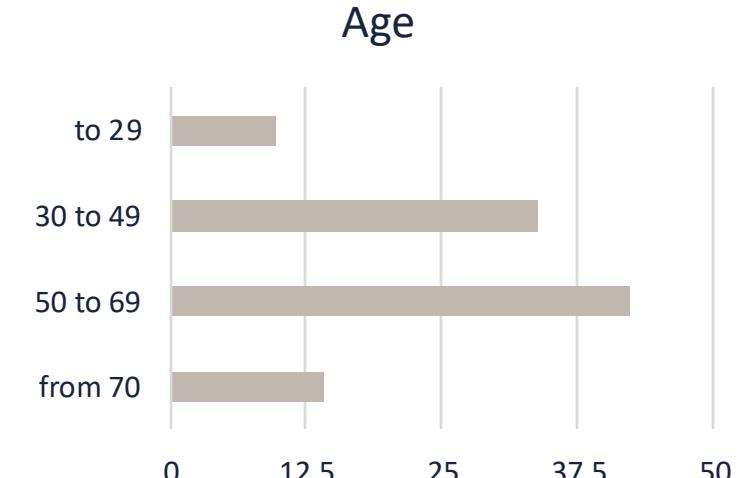
TARGET GROUP

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.



Source: AWA 2020



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

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 €

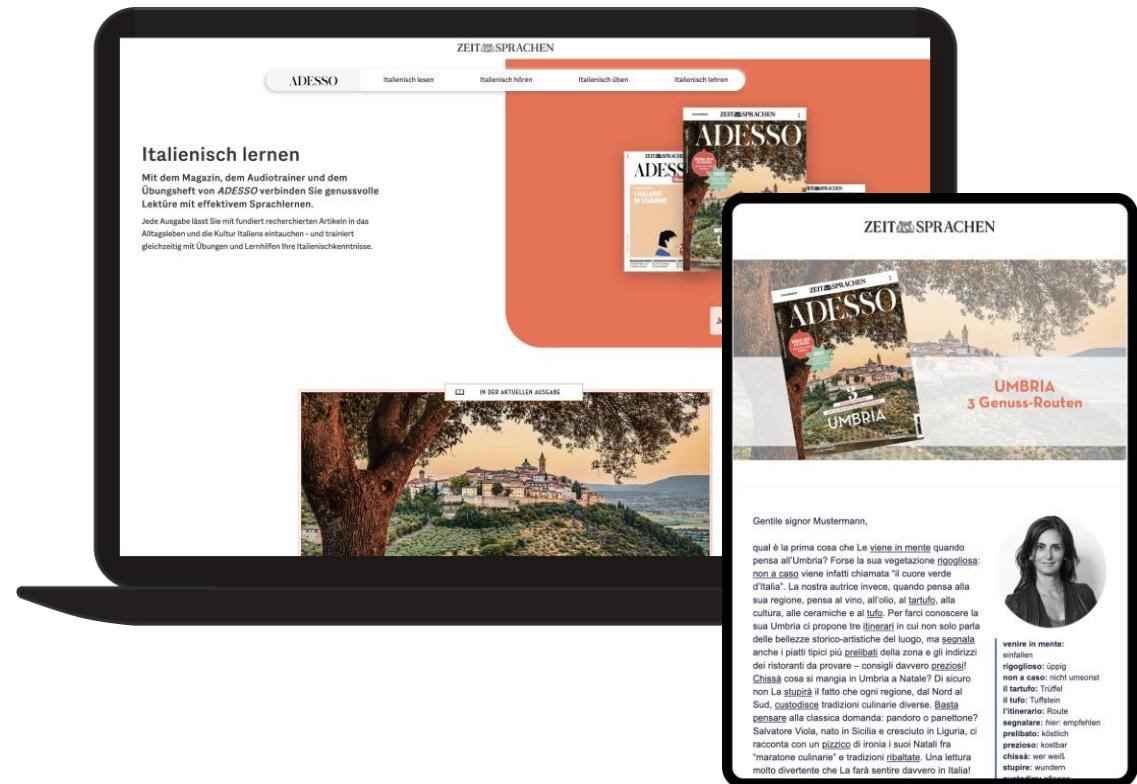
All prices plus VAT.

ONLINE: ADVERTISING OPPORTUNITIES

The brand website 'adesso-online.de' and the ADESSO newsletter contain high-quality articles, tools and audio contributions for effective Italian learning.

Integrationen	Format	Price
ADESSO Newsletter	Image: 240 x 200 Pixel Text: 300 - 500 characters	990 €
ADESSO in classe Newsletter	Image: 240 x 200 pixel Text: 300 - 500 characters	1.200 €
Logo & QR-Code in exercise sheets		350 €

All prices plus VAT.



OVERVIEW OF DEADLINES

Issue	Date of Publication	Advertising Deadline	Copy Deadline
01/2026	12.12.2025	07.11.2025	14.11.2025
02/2026	16.01.2026	05.12.2025	12.12.2025
03/2026	13.02.2026	09.01.2026	16.01.2026
04/2026 (Special Issue 1)	06.03.2026	30.01.2026	06.02.2026
05/2026	27.03.2026	20.02.2026	27.02.2026
06/2026	24.04.2026	20.03.2026	27.03.2026
07/2026	22.05.2026	17.04.2026	24.04.2026
08/2026	19.06.2026	15.05.2026	22.05.2026
09/2026	17.07.2026	12.06.2026	19.06.2026
10/2026	14.08.2026	10.07.2026	17.07.2026
11/2026	11.09.2026	07.08.2026	14.08.2026
12/2026 (Special Issue 2)	01.10.2026	28.08.2026	04.09.2026
13/2026	23.10.2026	18.09.2026	25.09.2026
14/2026	20.11.2026	16.10.2026	23.10.2026
01/2027	11.12.2026	06.11.2026	13.11.2026

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

CONTACT

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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)