

# ADESSO

## MEDIA DATA 2026

Valid from 1. January 2026

ZEIT  SPRACHEN



# ZEIT SPRACHEN

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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.



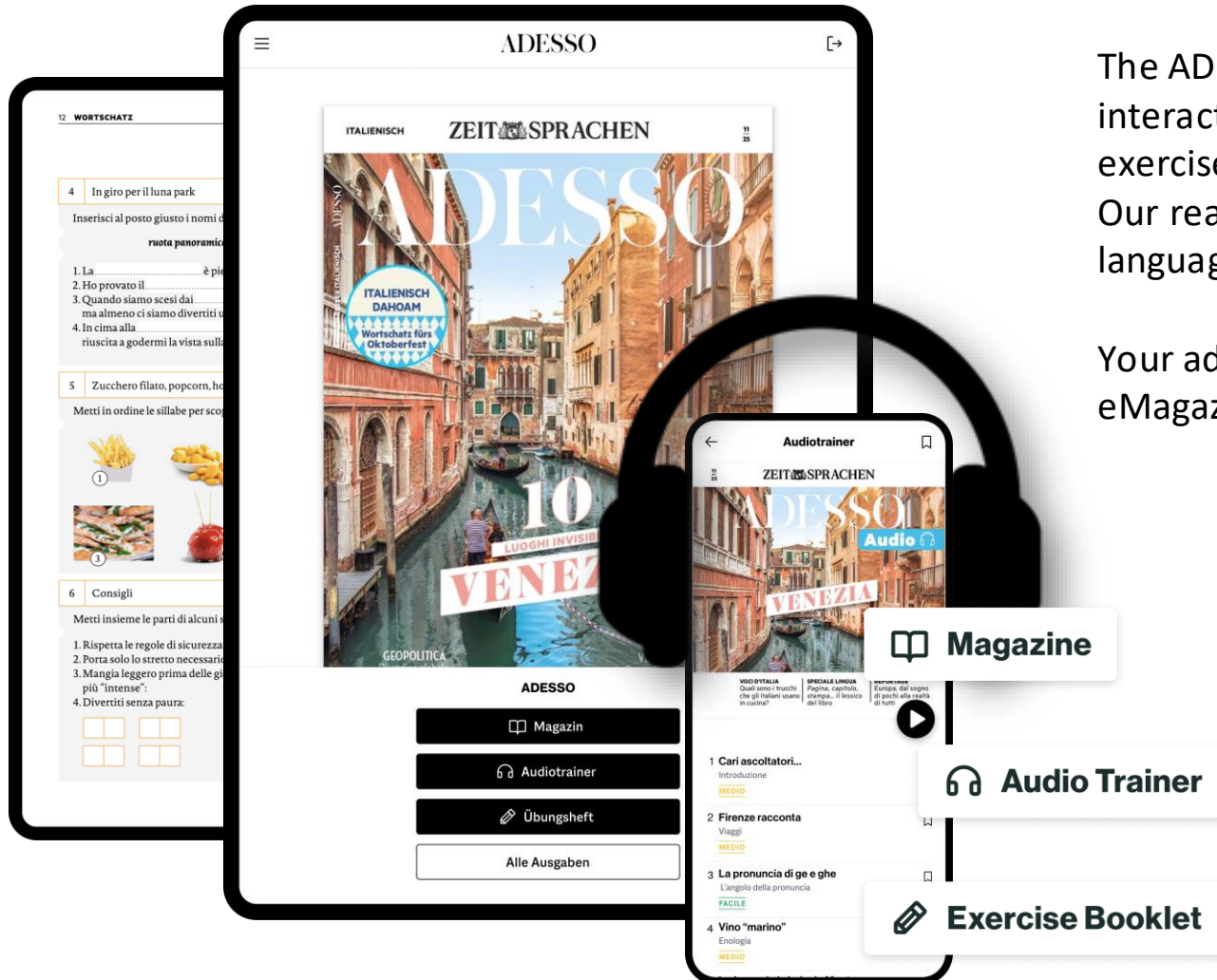
## Audiotrainer

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.

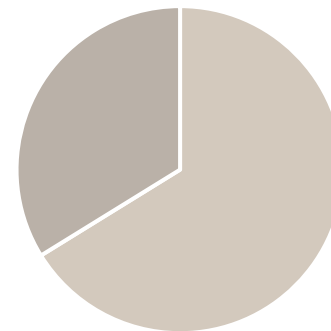


# TARGET GROUP

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.

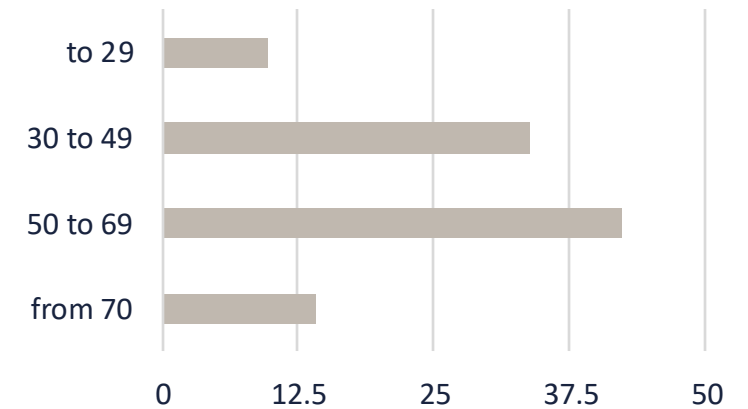
Gender



■ Female

■ Male

Age



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

Sprachkurse und Sprachferien

**Studitalia**  
Sardinien  
Italienisch lernen  
Sprachferien in Oltia  
www.studitalia.com  
(0039) 333 2133760 infotiscall@studitalia.com

Italienisch lernen in Bergamo  
www.italianobergamo.it

**Laboling**  
ITALIENISCH LERNEN, SZILIEN GENIEßEN!  
MILAZZO (Italien) +39 090 9283214  
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Online-Italienischunterricht  
Möchtest du Italienisch lernen, bevor du Urlaub in Italien machst?  
Sara Bozzato  
info@sabozzato.com www.sabozzato.com

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italcorside  
italcorsipubblicid@italcorside.com

Lernen Sie Italienisch,  
wo Italien zu Hause ist!  
Möchten Sie Italienisch lernen und das Paradies mit seiner Kultur, der einzigartigen Küche und den ausgefallenen Weinen entdecken?  
Dann kommen Sie zu uns!  
Hier schon Sie in gemütlichen Appartements und am besten die Sprache – Individual, abgesehen auf ihre Wünsche und Vorkenntnisse.  
**La Cascina dei Banditi**  
Tel. +39 331 6525424  
www.la-cascina-dei-banditi.com

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

**scuola toscana**  
Italienisch in Florenz  
- BILDUNGSURLAUB KURSE ab € 284 / Woche  
- ITALIENISCHKURS 50+ ab € 490 / Woche  
- ITALIENISCH, WEIN & KÜCHE ab € 470 / Woche  
Scuola Toscana, Belfiore in Florenz seit 1989  
Via del Belfiore 23 - 50122 Firenze - Italia  
Tel. +39 395 24993 (toll free) +39 571 300  
www.scuola-toscana.com  
mail: info@scuola-toscana.com

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Italienisch lernen und erleben  
Tel.: 0039 081 78 93 23  
oder 0039 34 94 62 65 41  
http://www.sprachferien-italien.de

**Kontakt für Anzeigenkunden**  
+49-89/85681-131  
ZEIT SPRACHEN GmbH – Ihr Ansprechpartner  
für Beratung und Verkauf  
zeitsprachen@zeit-sprachen.de

Guesthouses  
**Italien/Marken:** Raus aus dem Alltag! Stille, renoviertes Natursteinhaus, gepflegter Garten, Pool etc. für Sie, max. 6 Pers.  
www.villataruga.de  
E-Mail: ferien@villataruga.de  
**Italien/Marken:** Gruppenkurs in großer historischer, barocke Herrensitz direkt auf der Seepromenade, tolle Terrasse, Pool, Sauna, Whirlpool, etc. und 2 pr. Dienstleistungen dazu, barrierefrei mit Aufzug, in Küche, auf der Terrasse mit Pool, etc.  
www.kaisersheim.com

**ZEIT SPRACHEN**

**italianme**  
Die neue Art, Italienisch in Florenz zu lernen  
Befrei die "Italienische" in dir!  
"Auto-engl. deutsch", "Italienisch-engl. deutsch", "Italienisch-italienisch", "Italienisch-italienisch-italienisch"  
**Nächste Anzeigentermine:**  
Ausgabe Anzeigenschluss  
08/2025 13.05.2025  
09/2025 13.06.2025  
10/2025 13.07.2025

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.

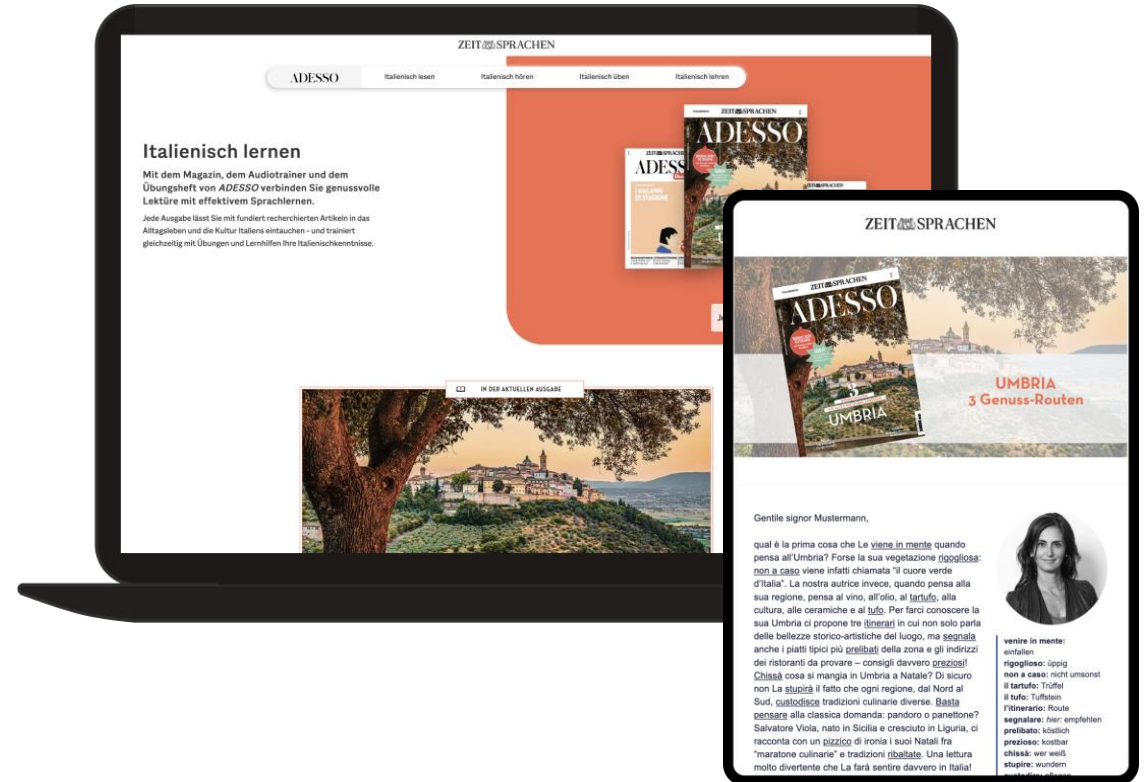
Sample classified ads.

# ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,[adesso-online.de](https://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

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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

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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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<https://unternehmen.zeit-sprachen.de/fuer-werbekunden/agb>

<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)