

ADESSO

MEDIA DATA 2025

Valid from 1. January 2025

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 **35,000**

Sold Circulation **24,000**

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.



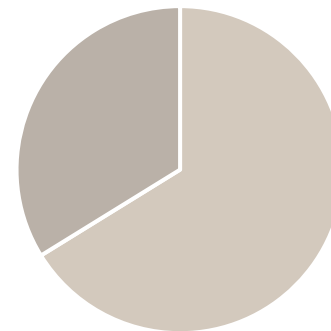


TARGET GROUP

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.

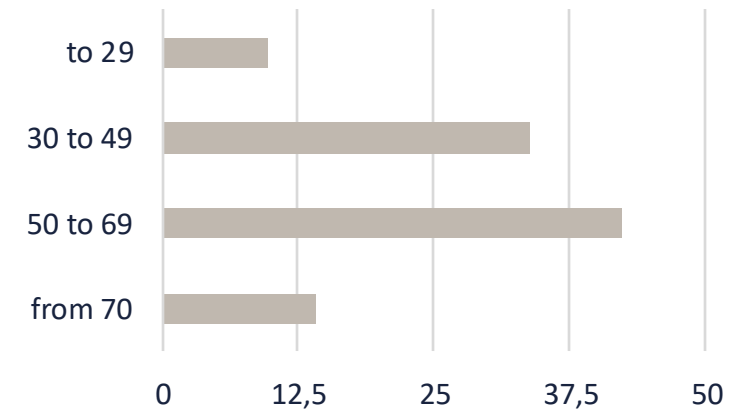
Gender



■ 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

Sizilien – Sprache und Kultur erleben!
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: rbsizilia@hotmail.com

Learn English in Cornwall
ONLINE COURSES
NOW AVAILABLE
www.learnenglishincornwall.co.uk
Julie Tambin MA - 0044 (0) 1208 871 184

Studitalia Sardinien
Italienisch lernen Sprachferien in Oltia
www.studitalia.com
0039 333 2 133760 info@studitalia.com

Italienisch lernen in Bergamo
www.italianobergamo.it

ROMANICA
Die 1998
die italienische Sprache in MODENA
Sprachkurse - Sommer - Winterkurse
www.romantica.it

L'italiano su misura per Lei!
Nationalen lernen - abwechselungsweise, effizient und individuell abgestimmt - mit Methoden, die Spaß machen und die Lernenden motivieren.
Methodenleiter: Gabriele Paganoni (für: Italien, Rom, in Ligurien und Ost-Toskana)
www.milanoitalia.it - info@milanoitalia.it - Tel: 02 50000000

Laboling
ITALIENISCH LERNEN, SIZILIEN GENIEßEN!
MILAZZO (Sizilien) +39 000 9283214
info@laboling.com - www.laboling.com

Bücher

Sehnsucht nach Meer und Italien!
...und Italienisch lernen - ganz nebenbei und ohne Mühe!
"Senti il mare?" von Roberta Gregorio
Wie durch einen geschichteten, traumatischen Augenblick über die Meer- und Berglandschaften zu den Wundern des Meeres.
schöner-verlag.de

scuola toscana
Italienisch in Florenz
-BILDUNGSURLAUB KURSE ab € 284 / Woche
-FLORENZ ENTDECKEN ab € 490 / Woche
-ITALIENISCH WEIN & KÜCHE ab € 470 / Woche
Scuola Toscana, Italienisch Florenz seit 1989
Via dei Bardi 23 - 50122 Firenze - Italia
Tel: 055 2322 24650 Fax: 055 2321300
www.scuolatoscana.com
mail: info@scuola-toscana.com

Mila di Bari – Apulien
Ab jetzt vom Meer zum Feiertag
Italienisch lernen und erleben
Tel: 0049 8161 76 95 25
0049 0039 24 24 62 55 41
http://www.sprachferien-italien.de

italianme
Das neue Art (deutsches) in Florenz zu lernen
Bücher zum Italienisch in 10
10. November 2024 - 10. November 2024
11/2024 - 02.06.2024
12/2024 - 30.08.2024
13/2024 - 20.09.2024

Nächste Anzeigentermine:
Ausgabe Anzeigenschluss
11/2024 02.06.2024
12/2024 30.08.2024
13/2024 20.09.2024

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

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

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 € 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.

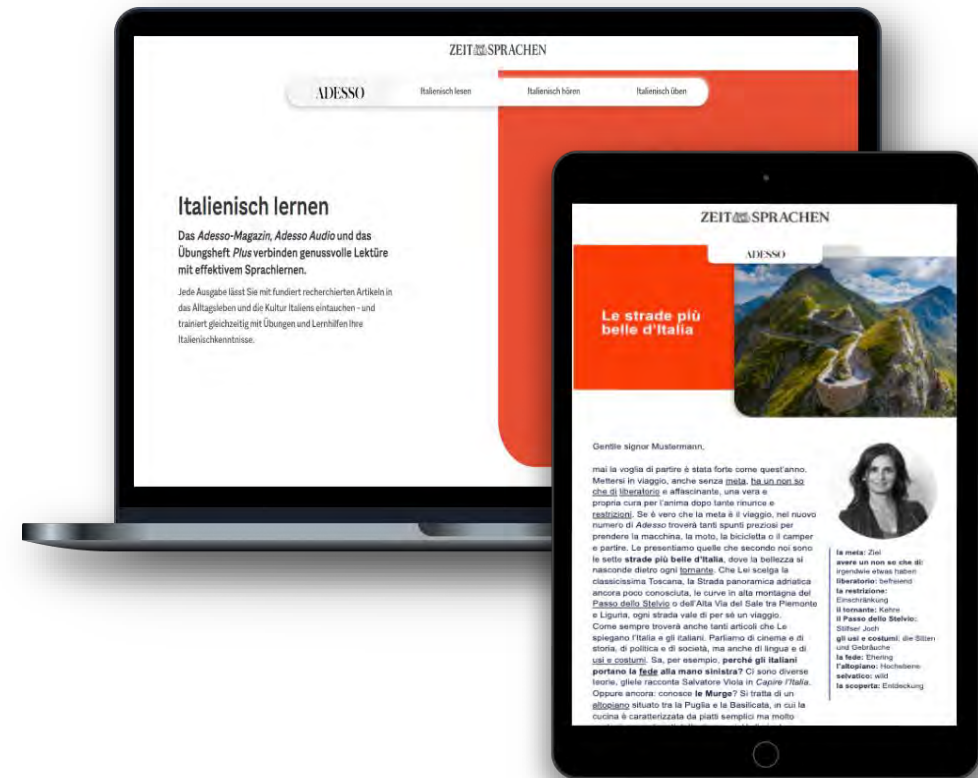
Sample classified ads.

ONLINE: ADVERTISING OPPORTUNITIES

The brand website ,[adesso-online.de](https://www.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 |
|---------------------------|---------------------|----------------------|---------------|
| 01/2025 | 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 |

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)