ADA MEDIA DATA
What you can expect

What ada stands for

Target group & key facts

New features & highlights
Germany, the home of inventors and world market leaders, is in danger of losing touch with the future. Technological progress and global complexity are dramatically increasing the pace of developments in companies and in markets around the world.

We must reinvent the process of learning if the country of the economic miracle is to remain the world’s leading exporter in years and decades to come. This is why we created ada, a new kind of platform never seen before. A national, digital education offensive for Germany’s companies that ensures involvement and that is inspiring and effective.

In this way, the land of poets and thinkers will become a country of 80 million digital pioneers. And tomorrow’s leading export nation – on the road to an Economic Miracle 4.0!
PERSONNEL DEVELOPMENT 4.0
The Fellowship Programme

Participation subject to nomination of a partner

Personal development of future skills, value-enhancing transfer for your own company & social engagement for an Economic Miracle 4.0

Employee bonding & empowerment

Partners in 2019:

365 days of the fellowship platform/community

In total, 480 pages
***ada Magazin***

Multiple **podcast** series each year

**Weekly newsletter**
“Letter from the Future”

Multiple **events** each year

Highlights: “Morals & Machines” & “Ada Lovelace Festival”
ADA ... OUR READERS
Your direct line to exactly the right target group for your campaign

*ada* is designed to appeal to everyone who wants to embark on the greatest adventure of our era.

The members of the target group are very well-educated, career-focused and well-off.

They are 35 years old on average and belong to the young, modern mainstream.

They are looking to find their bearings. They want context and a qualified source of information – and they are extremely tech and IT-savvy.

Moreover, the *ada* target group is culturally and geographically mobile. The members of this target group are searching for new solutions, and they are determined, flexible and open-minded.
A specific topic is discussed by two people from ada and then analysed in depth with contributions from experts, CEOs, researchers and start-up founders.

The ada podcast ...

... is aired in series (each lasting 6 weeks).

... is bookable on a weekly basis (always on a Friday).

... averages 10,000 downloads per episode.

... is available on the ada website, in the ada newsletter, and on Spotify, iTunes & Deezer.

... is bookable with an audio ad (up to 30 secs).
The “ada-Letter” is a weekly briefing format featuring inspiring, interpretive and entertaining ada stories. It is not so much a newsletter as a place for new thoughts and ideas.

Every Sunday, the “ada-Letter” reaches more than 45,000 digital-savvy people who have their own ideas about shaping the future.

There is always also one core topic – which goes below the surface and which is supplemented by shorter, curated topics (e.g. “Serendipity” – what surprised us; what happened elsewhere – stories from other parts of the world).

The bookable formats are advertorial ads in the editorial, natively integrated in the newsletter.
ADA ... ALL ADVERTISING OPTIONS
One click away from more detailed information

BRAND AD SOLUTIONS

PROGRAMMATIC

NEWSLETTERS

TARGETING

PODCASTS

CONTENT MARKETING
INTERESTED?
Please call us. We’ll be happy to advise you.