ADA CROSSMEDIA MEDIA DATA
Understanding the future today
What **ada** stands for

Target group & Keyfacts

New features & Highlights

Magazine - Concept

Magazine - Content Formats

Magazine - Keyfacts
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!
ADA ... WHAT WE STAND FOR
The *ada* universe

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:

 Died Bundesregierung  
 Henkel  
 Allianz  
 otto group  
 Google Zukunftswerkstatt  
 Grohe

Lufthansa Group

TRUMPF

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.
Three main levels determine the content approach for the ada reporting

Where do we stand? How are technologies changing the way we do business, the way we work and the way we live? How can we proactively shape technologies to our own advantage?

Where are we headed? What are the technological megatrends and what opportunities do they present?
MAGAZINE IMPRESSIONS
A high-quality magazine with long-term value added content – both visually and haptically

We adopt different perspectives and create unusual encounters …

We refrain from sensationalist headlines. Instead, we provide an introduction to the topics using realistic, categorizing teasers and quotes.

We transcend borders and transfer reading habits between mediums. People feel like they want to “swipe” our pictures.”

We give even abstract topics a light feel and render complex subjects understandable and well-structured.
MAGAZINE CONTENT FORMATS
Be a part of ada and make your contribution to the debate on shaping our future

Technologie of the future
The Digital-Thinker
Future explained
The world in 2025

...Use the format of your choice to tell the stories that interest our community ...

Further formats on request!
### Magazine Key Facts

- **Copy price:** 8.90 €
- **Publication rhythm:** 4 x yearly (Feb, May, Aug, Nov)
- **Distributed circulation:** 60,000 copies
- **Distribution:** distribution via newsstand and to all WirtschaftsWoche subscribers; subscription as standalone and in combination with Handelsblatt/WirtschaftsWoche possible as well as via target group-specific cooperation partners in the B2B segment (example: business hotels, co-working spaces, events)
- **Technical information:**
  - Length: 124 pages, adhesive binding, format: 212 x 275 mm (W x H)
- **Dates and deadlines:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>PD</th>
<th>CD Content formats and premium positions</th>
<th>CD Regularads</th>
<th>CAD</th>
</tr>
</thead>
</table>

*Quelle: iq-Communication*
MAGAZINE AD FORMATS / RATES

Overview

Content formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>Premium content; Bleed 424 mm w x 275 mm h</td>
</tr>
<tr>
<td>1/1 page</td>
<td>Premium content; Bleed 212 mm w x 275 mm h</td>
</tr>
<tr>
<td>33,000 €</td>
<td>Plus creation costs; Per format (except info graphic) 4,000 €; Info graphic 16,800 €</td>
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</tbody>
</table>

Classic ad formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Regular ad; Bleed 212 mm w x 275 mm h</td>
</tr>
<tr>
<td>27,600 €</td>
<td>Opening spread; Double page before “Contents”; 1st DP after “Contents”;</td>
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<tr>
<td></td>
<td>Premium ad; Bleed 424 mm w x 275 mm h</td>
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<tr>
<td>13,800 €</td>
<td>Inside front cover; Outside back cover; 1st right-hand page</td>
</tr>
<tr>
<td>33,000 €</td>
<td>Premium ad; Bleed 212 mm w x 275 mm h</td>
</tr>
<tr>
<td>16,500 €</td>
<td></td>
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- Each exclusive content format is available once per issue and is natively integrated in the look & feel and the logic of the magazine (naturally in compliance with the press laws and labelled as advertising).
- iq media gmbh handles the content formats front to end. We produce your ad following a briefing and receipt of your input. Approval ensured by you as the client!
- All formats bookable as 1/1 page or 2/1 page – with the exception of the info graphic (2/1 page only)
ADA ... ALL ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.

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