WELCOME TO THE FUTURE

The ada mission

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 **fellowship** platform/community

In total, 480 pages **ada Magazin**

Multiple podcast series each year

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

Multiple events each year
Highlight: “Morals & Machines” event and “Ada Lovelace Festival”
TARGET GROUP

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

The target group:

- well-educated, career-focused
- economically successful
- 35 years of age on average (modern, young middle)
- high need of orientation, information and qualification
- extremely tech and IT savvy
- culturally and geographically mobile – and in search of new solutions
- determined, flexible and tolerant
Three main levels determine the content approach for the ada reporting

**Inhalt**

1. Ada & “The Now”
   - 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?

2. Ada & “The Soon”
   - Where are we headed? What are the technological megatrends and what opportunities do they present?

3. Ada & “The You”
   - What does it mean for me and my life?

Excerpt, subject to editorial changes
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
Interview “5 questions for”
The world in 2025

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

Further formats on request!
**MAGAZINE KEYFACTS**
First edition launched in October 2018

- Copy price: 8.90 €
- Publication rhythm: 4 x yearly (Feb, May, Aug, Nov)
- Distributed circulation: 60,000 copies
- Distribution: 15,000 copies newsstand and subscriptions (single or combination purchase), 2) 20,000 copies for target group-specific cooperation partners in the B2B segment (including co-working/ office spaces and special-topic events in the business and digital field) and 3) 25,000 copies for registered users as part of the ada Fellowship Programme
- Technical information:
  - Length 124 pages, adhesive binding, format: 212 x 275 mm (W x H)
- Dates and deadlines:

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*PD = Publication date, CD = Closing date, CAD = Copy/Artwork deadline*
### MAGAZINE AD FORMATS / RATES

#### Overview

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<th>Content formats</th>
<th>Classic ad formats</th>
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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)
- No other client content formats or advertorials possible

For all content formats and premium positions, the closing date is two weeks before the closing date for regular ads and positions.
Production costs do not qualify for discounts or agency commission.
The “ada-Letter” is a weekly briefing format with inspiring, interpretative and entertaining ada stories. It is not so much a “news”letter as a venue for new thoughts and ideas.

Every Sunday, the “ada-Letter” is your direct line to more than 45,000 people who are digital-savvy and stake their claim to shaping tomorrow’s world.

The briefing always has a core theme. This longer piece is supplemented by additional sections with shorter curated topics (e.g. “Serendipity – what surprised us; what happened elsewhere – stories from other parts of the world”).

Bookable formats from 2,000 € gross:

- Advertorial ads in the editorial – natively incorporated in the newsletter
PODCAST
The weekly audio format

- The ada podcast

  - A topic is discussed by two ada presenters and looked at in greater depth by experts, CEOs, researchers and start-up founders.

- Published in seasons (each with a duration of 6 weeks)

- Broadcasted weekly (on Fridays)

- An average 10,000 downloads per episode

- Available on the ada website, ada newsletter, spotify, iTunes & Deezer

- Bookable with Podcast audio ad (up to 30 secs) before the podcast for 4,800 € gross (incl. 1,000 € production costs*)

* Production costs do not qualify for discounts or agency commission
CROSSMEDIA PROPOSAL
Digital & print – duration: 3 months

We want ada to be a forum for debate. You too can be a part of it by booking content formats that are natively integrated and of high relevance for our target groups.

- 2/1-page print content format* (based on client preference and availability)
- 4 advertorial ads (one insertion per week) in the ada newsletter
- 2 sponsored podcasts (each with a duration of 1 week)
- Podcast audio ad (up to 30 secs)

* No info graphic possible / Production costs do not qualify for discounts or agency commission.

Package price for media + digital package from 54,600 € gross*
WE LOOK FORWARD TO HEARING FROM YOU

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