Spotlight Verlag 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 under the label ZEIT Sprachen 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.
PRODUCT PORTFOLIO

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 16-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 audio trainer is ideal for improving pronunciation, listening comprehension and vocabulary.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
<th>Date of Publication</th>
<th>Advertising Deadline</th>
<th>Copy Deadline</th>
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<tr>
<td>01/2021</td>
<td>Small but great Italian Cities</td>
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<td>18.11.2020</td>
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<td>700 years of Dante - on the Traces of the Poet</td>
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<td>30.06.2021</td>
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<td>Sardegna: Discover the Gulf of Orosei on foot</td>
<td>28.07.2021</td>
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<td>25.08.2021</td>
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<td>30.07.2021</td>
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<td>The most mysterious Places and Works of Art in Italy</td>
<td>27.10.2021</td>
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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.

Source: Market Research
TARGET GROUP

**Language Students**
Many readers use our products to read up on language and culture and prepare for professional life or stays abroad.

**Language Teachers**
Italian teachers use our products to provide varied lessons. They can adapt the content to suit the different learners and levels.

**Traveller**
Lovers of Italy who like to travel around the country and want to communicate there understand use Adesso as preparation and support.

**Culture Enthusiasts**
With our products, those interested in culture can gain exciting insights into their favourite country Italy.
PRINT: AD FORMATS

For trim sizes, the following applies: 5 mm trim allowance on all sides. All prices plus VAT.
Your advertising message in an editorial environment

Present your individual advertising message in a high-quality advertorial, which is created according to your ideas.

The look and feel of the editorial will enhance your advertising impact and be perfectly integrated into the magazine.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
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<tr>
<td>2/1 Seite, 420 x 280 mm</td>
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<tr>
<td>1/1 Seite 210 x 280 mm</td>
<td>4,350 €</td>
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Plus production costs.

A sample advertorial.
Your individual story on 8 pages

Tell your story in a variety of formats and narrative options and convince your readers with emotional imagery.

As an integral part of the magazine, the content is created individually and exclusively in close cooperation with you.

<table>
<thead>
<tr>
<th>Scope</th>
<th>Price</th>
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<tbody>
<tr>
<td>8 Pages</td>
<td>14,900 €</td>
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Other formats on request. Coverage extension across several magazines of Spotlight Verlag possible.
Small budget - big effect!

Even with a smaller budget we get the best out of your advertising message.

Whether language courses – products or travel – we offer the right advertising environment for every industry.

<table>
<thead>
<tr>
<th>Format</th>
<th>Basic Price s/w 4,50 € per mm</th>
<th>Basic Price 4c 5,70 € per mm</th>
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<tr>
<td>45 x 20 mm</td>
<td>90 €</td>
<td>114 €</td>
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<tr>
<td>45 x 50 mm</td>
<td>225 €</td>
<td>285 €</td>
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<td>91,5 x 30 mm</td>
<td>270 €</td>
<td>342 €</td>
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All prices plus VAT:
ONLINE: ADVERTISING OPPORTUNITIES

Be effective online!

Reach the Adesso readership online and use one of our digital advertising options for your offer.

The brand website and the newsletter contain constantly changing articles, columns and blogs for effective Italian learning.

<table>
<thead>
<tr>
<th>Advertising Media</th>
<th>Format</th>
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<tbody>
<tr>
<td>Newsletter-Banner</td>
<td>600-800 x 600-800 Pixel</td>
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<tr>
<td>Newsletter-Integration</td>
<td>600-800 x 600-800 Pixel</td>
<td>290 €</td>
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All prices per 30 days, plus VAT.
You are not just looking to place an ad, but want to present your advertising message individually?

We develop a 360-degree marketing in our products, individually tailored to your ideas and get the best out of your offer.

Feel free to contact us with your wishes and ideas and we will develop a suitable advertising strategy together.
YOUR CONTACT

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Commerzbank AG, Düsseldorf
IBAN: DE46 3008 0000 0212 8652 00
BIC: DRES DE FF 300

Terms and 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 4 weeks before publication date.

Copy Deadline
18 working days before publication

Colour Profiles
Cover and Contents: ICC profile ISOcoated_v2_eci (Fora 39L)