

The "Allgemeine Deutsche Zeitung für Rumänien" (German Newspaper for Romania) was founded 1949 in the communist Romania as the communist paper "Neuer Weg" (New Way) for the German minority in Romania. The first edition was published Sunday, March 13th 1949. The paper contained a lot of communist propaganda articles and speeches of leading socialist politicians – mostly on the first pages of the paper. But there was also room for articles about the German towns and villages in Romania and the cultural and social life of the German minority. So the paper became the linking medium of the Germans in the whole country. After the revolution of 1989 the paper was re-named into "Allgemeine Deutsche Zeitung für Rumänien" (ADZ). Nevertheless it lost a lot of its readers when they left the country for Germany. Now it is the paper of the remaining minority members and more and more German-speaking expats in Romania. The editor of the ADZ now is the organization of the German minority in Romania DFDR.

Allgemeine Deutsche Zeitung für Rumänien



The "Allgemeine Deutsche Zeitung für Rumänien" (German Newspaper for Romania) is the only German daily in eastern and south eastern Europe. It is published Tuesday till Saturday in Bucharest and distributed to the whole country. Readers of the paper are the members of the German minority in Romania and German speaking expats in the country, diplomats, businessmen etc. The ADZ writes about politics, culture, economy and sports in Romania, but also worldwide. Besides that, one of the focus areas of the paper is the German minority with their events, culture, problems and development.

Published in	Bucharest, Romania	Paper	Newsprint
Since	1949	Proportion of subscription/kiosk sales	90%/10%
Language	German	Delivery	Press distribution (10%), postal service (90%)
Editor-in-chief	Rohtraut Wittstock	Total staff	32
Printed circulation	3000	Journalists	22
Distributed circulation	2800	Freelancers	10
Sales circulation	2800	Address	Piata Presei Libere 1, 013701 Bucuresti, Romania
Frequency	Daily, 5 times per week	Phone	0040 21 3178915
Distribution rate LPA*/%	4000	Fax	0040 21 3178917
Ø Total number of pages/pages in colour	12/6	E-mail	info@adz.ro
Proportion of ads/text	5%/95%	Internet	www.adz.ro
Format	290x419 mm		
Printing press	Rotary press		
Maximum page coverage	16		

* Population over 14 who reads the product daily
 ** Population over 14 who reads the product at least once a week