



PRICE LIST 2022 (since 06/22)



DIGITAL VERSION

Print + Online

BASIC MEDIA DATA No. 32A, VALID FROM 01.06.2022

KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

The media channels of Immobilien Zeitung.

IZ PRINT

- trade journal for the real estate industry in Germany
- weekly expert reporting by a competent editorial team
- various themed specials



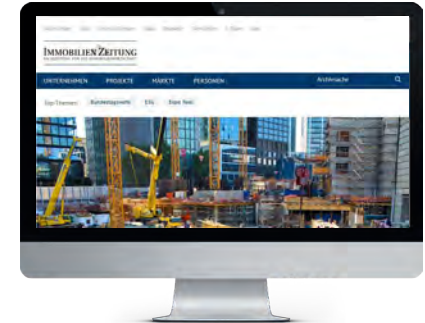
IZ NEWSLETTER

- daily newsletter **IZAktuell** (MON-FRI) exclusively for subscribers with the most important news of the day
- weekly newsletter **IZWoche** (FRI) for subscribers and registered users with the most important news of the week



IZ.DE

- permanently updated news portal
- brings together the knowledge of IZ
- combines data and research tools with daily news



IZ CAREER

- *partner for recruiting and career-marketing*
- *editorial job and career specials*
- *initiator of the Job Offensive for the real estate industry and the IZ career forum*



Subsidiary of the Immobilien Zeitung

HEUER DIALOG

- *has promoted dialogue between business, politics, science and the local authorities for over 40 years*
- *initiator of more than 50 premium events a year**



* Calendar of events on www.heuer-dialog.de/veranstaltungen.

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IZ CAREER

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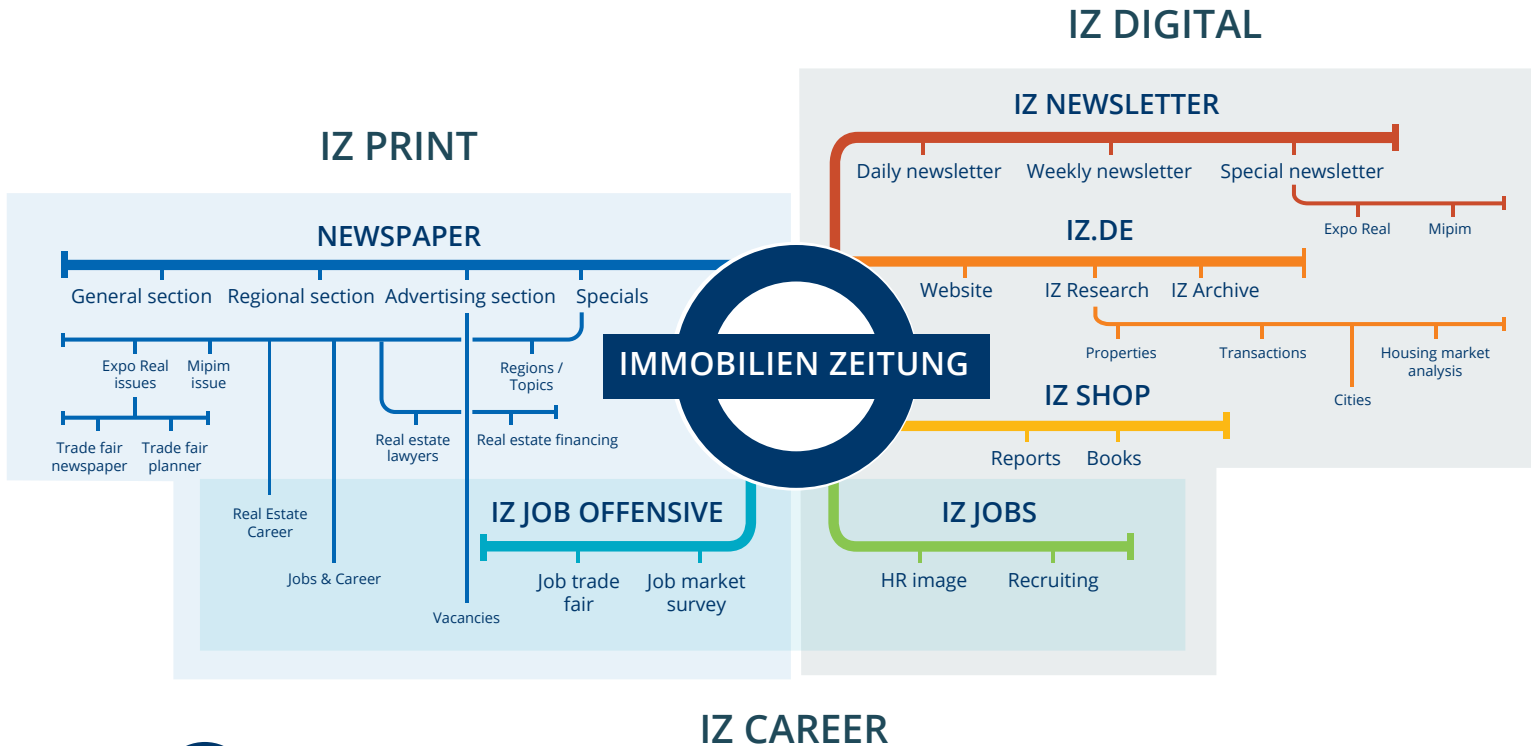
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The product world of Immobilien Zeitung.



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Further information about our media data?
Folder: media.iz.de

Media data.



Basic Media Data
media.iz.de/basis-mediatdaten



Special Advertising Formats
media.iz.de/sonderwerbformen



Advertorial
media.iz.de/advertorial



Real estate lawyers
media.iz.de/immobilienanwaelt



Real estate financing
media.iz.de/finanzierung



Regional / topic specials
media.iz.de/themenschwerpunkte



Topic special
International Investments
media.iz.de/mipim



Expo Real
media.iz.de/exporeal



IZ Digital
media.iz.de/digital



Online Advertising
Formats
media.iz.de/digital



IZ Career



Job and career specials



Marketing channels for
educational institutions

In terms of quality: It's top!



COMPETENCE

Boost your advertising efficiency in our high-quality environment!

108 employees, including 27 journalists, 12 data editors and 17 technical product developers, form the heart of IZ: This group of skilled journalists and our innovative technical environment guarantee a lasting attention for your advertising.



360-DEGREE INFORMATION

Use all touchpoints within our publishing group.

Trust in our newspaper opens doors. Make use of the 360° information provided by our products: print, IZ.de, IZ Research, IZ Shop, IZ Jobs and Heuer Dialog.

In terms of quantity: So much!



CIRCULATION

Attract customers who are willing to pay thanks to the reach of IVW-tested media channels.

Our subscriber circulation of 9,063 copies per edition* proves that Immobilien Zeitung provides the real estate sector with meaningful information on a weekly basis. The online portal boasts more than 860,000 PIs** per month and the daily newsletter more than 476,100 PIs** per month, round off IZ's offer.



TRADE FAIR SUPPORT

Find us at relevant hot spots on the industry's calendar.

With a total circulation of over 90,000 print copies*** and online circulation of more than 860,000 PIs** per month, we provide the real estate industry with all the important information it needs to guarantee success at Mipim and Expo Real.

* IVW 2/2021 ** Calculated by the publisher as an average of IVW online data from Jan 2021 to Jun 2021.

*** Including 50,958 copies of issues no. 10, 11, 39, 40/41 and 42 analysed by IVW in 2019 and 30,000 copies distributed at trade fairs and/or sent by partners (publisher's data).

The book structure.

GENERAL SECTION

The layout of the Immobilien Zeitung is designed to provide an optimum overview of the major issues in the real estate industry. The first two **BOOKS** – as the folded but unbound papers in a newspaper are called – include the following categories:

NEWS

JOB AND CAREER

FACILITY AND PROPERTY MANAGEMENT

RETAIL

THE DIGITAL WORLD

LAW AND TAXES



1ST BOOK



2ND BOOK

REGIONAL SECTION

The regional markets and the advertising section come next in the third and fourth books of the Immobilien Zeitung. All regional sections are published in the same issue for all over Germany, which means that regional ads have a nationwide range.

TITLE PAGE

NORTH GERMANY

NORTH RHINE-WESTPHALIA

HESSE / RHINELAND-PALATINATE / SAARLAND

BADEN-WÜRTTEMBERG

BAVARIA

EASTERN GERMANY

EVENTS (every two week)

MORTGAGE RATES

FORECLOSURE SALES

JOB ADS



3RD BOOK



4TH BOOK

The advertising rates.






















The advertising rates are calculated proportionally, making it possible for you to select the optimum height for your ad motif within the specified column width (see blue box). You can find the standard sizes on this double page.

There is a choice of two widths for **ISLAND ADS** which are surrounded by editorial text on three sides: 61 mm wide (1 column) or 127 mm wide (2 columns). You can select the height in mm-steps between 50 and 100 mm. Three price examples are given in the bottom line (see also calculation examples on p. 16).

Your printed ad will also be published in IZ's **e-paper**. There, your ad will be linked to a URL of your choice so that clients can reach your website by just one click.



More information on special advertising formats?
Folder: media.iz.de/sonderwerbformen

ADVERTISING MEASUREMENTS / mm				COLUMN WIDTHS			
 325 x 480				1 column = 61 mm			
 325 x 240	 259 x 300 Junior page			2 columns = 127 mm			
 127 x 457	 325 x 192			3 columns = 193 mm			
 259 x 200	 325 x 160	 193 x 267			4 columns = 259 mm		
 325 x 120	 127 x 300	 193 x 200	 259 x 150				
 325 x 96	 61 x 480	 127 x 240	 193 x 160				
 325 x 60	 61 x 300	 127 x 150	 193 x 100				
 Display advert on 3 or 4 pages				ISLAND AD Minimum height: Maximum height:			

GENERAL SECTION

REGIONAL SECTION

FORMAT basic price	BW / € 7.30	1 ADD. COLOUR / € 8.35	3 ADD. COLOURS / € 9.70	BW / € 5.15	1 ADD. COLOUR / € 5.60	3 ADD. COLOURS / € 6.90
1/1 page 2.400 mm 2nd book (-20 %)	17,520 13,970	20,040 16,025	23,280 18,590	12,360 --	13,440 --	16,560 --
1/2 page 1.200 mm 2nd book (-20 %)	8,735 6,990	10,020 8,015	11,620 9,300	6,180 --	6,720 --	8,285 --
2/5 page 960 mm	7,010	8,010	9,310	4,945	5,375	6,625
1/3 page 800 mm	5,840	6,680	7,760	4,120	4,480	5,520
1/4 page 600 mm	4,380	5,010	5,820	3,090	3,360	4,140
1/5 page 480 mm	3,505	4,010	4,655	2,475	2,690	3,315
1/8 page 300 mm	2,190	2,505	2,910	1,545	1,680	2,070
Basic price** 61 x 50 mm 127 x 100 mm 61 x 100 mm	13.20 660 2,640 1,320	EXAMPLE P.16 +100 760 2,740 1,420	+200 860 2,840 1,520	9,50 475 1,900 950	+100 575 2,000 1,050	EXAMPLE P.16 +200 675 2,100 1,150

* Exclusive placement is not guaranteed for formats under 800 mm.

* Exclusive placement is not guaranteed for formats under 600 mm.

** Minimum size for ads in the editorial sections (except for island ads): 300 mm.
A factor of 1.5 is applied to island ads when calculating the frequency rate.

The 2022 publication dates.

EDITION	PUBLICATION DATE	DEADLINE ADS until 15:00 pm	DEADLINE ADS Specials	SPECIALS / FOCUS TOPICS
1-2	13.01.	05.01.		Double issue
3	20.01.	12.01.		
4	27.01.	19.01.		
5	03.02.	26.01.		
6	10.02.	02.02.	17.12.2021	Focus Real estate financing Quo Vadis, 14.-16.02.
7	17.02.	09.02.		
8	24.02.	16.02.		
9	03.03.	23.02.		
10	10.03.	02.03.	23.02.	Focus International Investments Mipim, 15.-18.03.
11	17.03.	09.03.		Update issue, available on days 3 and 4 of the fair
12	24.03.	16.03.		
13	31.03.	23.03.		
14	07.04.	30.03.	23.03.	Focus Berlin
15	14.04.	06.04.		
16	21.04.	13.04.		
17	28.04.	20.04.	13.04	Focus North Germany
18	05.05.	27.04.		
19	12.05.	04.05.		
20	19.05.	11.05.	04.05.	Focus North Rhine Westphalia
21	27.05.	18.05.		
22	02.06.	25.05.		
23	09.06.	01.06.		
24	17.06.	08.06.		
25	23.06.	15.06.		
26	30.06.	22.06.		
27	07.07.	29.06.		

EDITION	PUBLICATION DATE	DEADLINE ADS until 15:00 pm	DEADLINE ADS Specials	SPECIALS / FOCUS TOPICS
28	14.07.	06.07.		
29	21.07.	13.07.		
30	28.07.	20.07.		
31	04.08.	27.07.		
32	11.08.	03.08.		
33	18.08.	10.08.		
34	25.08.	17.08.		
35	01.09.	24.08.		
36	08.09.	31.08.	27.07.	Focus Real estate lawyers
37	15.09.	07.09.	31.08.	Focus Logistics
38	22.09.	14.09.	07.09.	Focus IZ Trade Fair Planner Expo Real
39-40	29.09.	14.09.	07.09.	Special Metropolitan region FrankfurtRhineMain
			14.09.	Expo Real Special Edition
			14.09.	Focus Bavaria
04. / 05. / 06.10.			14.09.	Special IZ trade fair newspaper Expo Real
41	13.10.	05.10.		
42	20.10.	12.10.		
43	27.10.	19.10.		
44	03.11.	26.10.		
45	10.11.	02.11.		
46	17.11.	09.11.		
47	24.11.	16.11.		
48	01.12.	23.11.		
49	08.12.	30.11.		
50	15.12.	07.12.		
51	22.12.	14.12.		

Expo Real, 4. - 6.10.

The special advertising formats.

Using selected examples, we have included information on our best formats for you here. A detailed description, additional formats and all prices can be found in folder 1: Special advertising formats 2022.

TITLE ADS*

	FORMAT / mm	TITLE PAGE 4c / €	
		General section	Regional section
A Title head	61 x 40	2,000	1,315
B Title strip	325 x 100	6,155	4,145
C Large title ad	61 x 120	2,115	1,370
D Title ad at the top	61 x 50	1,560	1,030
E Title ad at the top centre	61 x 50	1,315	1,030
F Title ad at the bottom centre	61 x 50	1,315	1,030

ISLAND ADS – VIP positions for a longer attention period!

Island ads are surrounded by text on at least three sides and therefore have a high impact! For details, see page 12.

Sample calculation for island ads in the general section (2c / 1 column 50 mm height):

€ 13.20 basic price b/w per mm x 50 mm height + € 100 colour surcharge = € 760

Sample calculation for island ads in the regional section (4c / 2 columns 100 mm height):

€ 9.50 basic price b/w per mm x 2 x 100 mm height + € 200 colour surcharge = € 2,100



U4 – Last page, at a low regional rate!

Format: 1/1 page	325 x 480 mm	€ 12,415 / bw	€ 13,375 / 2c	€ 16,700 / 4c
------------------	--------------	---------------	---------------	---------------

DOUBLE SKYSCRAPER

	FORMAT / mm	bw / €	2c / €	4c / €
General section	2 x 61 x 480	7,010	8,010	9,300
	2 x 127 x 480	13,970	16,025	18,590
Regional section	2 x 61 x 480	4,945	5,375	6,625
	2 x 127 x 480	9,890	10,755	13,250

CIRCULAR ADVERTISING FORMAT

Format: Ø 80 mm	Fixed price € 3,160	Closing date for ads 2 weeks before publication
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OBITUARY – All advertising formats at regional price, placement in the general section!



More information on special advertising formats?
Folder: media.iz.de/sonderwerbeformen

PANORAMA AD – XL + XXL for your major events!

PLACEMENT	FORMAT / mm	4c / €
General section	Minimum size 675 x 200	19,400
	Maximum size 675 x 480	42,765
	XL panorama 1,000 x 480	52,380
	XXL panorama 1,350 x 480	69,840



FLYING PAGE – Impress our readers at first glance!

Size: 4 pages | 150 x 480 mm | Fixed price € 29,160 plus printing costs

IZ 39–40/2022 (Expo Real issue with double circulation*): € 44,355

POST-IT – An ad that can be detached and stuck down again!

Title page | 76 x 76 mm | € 8,220 / 4c including printing costs



TUNNEL AD

PLACEMENT	FORMAT / mm	4c / €
General section	1/4 page 193 x 200	7,300
	1/3 page 279 x 200 (across gutter)	9,745
	1/2 page 279 x 300 (across gutter)	14,605



* Widespread circulation, publisher's information. Provided that the event takes place.

CONVENTIONAL LOOSE INSERT

Minimum quantity: 10,000 copies

Format: DIN A6 to DIN A4

WEIGHT / g	€ / 1,000
up to 25	400
up to 30	410
up to 35	420

ADVERTORIAL

An advertorial is an advertisement that is designed to look like editorial content. It enables you to present your company, product or event with the look and feel of an editorial news report. **All advertising formats are possible at the regular advertising rates.** Please refer to Folder 2 for details.

iCOVER

The real page 1 is preceded by a "fake page 1" with a whole page of advertising space on its rear side, offering a particularly prominent placement compared to the real page 1. **Price: € 58,230**



More information on special advertising formats?
Folder: media.iz.de/sonderwerbformen

The touchpoints for Mipim.

IZ FOCUS
„INTERNATIONAL INVESTMENTS“
IZ 10/2022



IZ TRADE FAIR ISSUE
11/2022



SONDERNEWSLETTER

MIPIM AT IZ.DE



IZ 12/2022

IZ DAILY NEWSLETTER

mipim

approx. 26,800 participants
approx. 3,800 exhibitors*
15.-18. march 2022

More information on Mipim?
Folder: media.iz.de/mipim

The touchpoints for Expo Real.



* Taken from www.exporeal.net/de/messe/informieren/daten-fotos, status: 8/2020.

More information about Expo Real?
Folder: media.iz.de/exporeal

The IZ.de news portal.

The IZ.de news portal provides the real estate industry with the latest information on a daily basis. The contents are accessible on a paid-content basis for all customers of the Immobilien Zeitung. A limited number of free articles per month are available for registered readers.

CAMPAIGN VISIBILITY

Choose between full bookings and a rotation of three. With a full booking, your banner will be shown on all pages featuring the ad position you have selected. Within a set of three ads rotating, three campaigns share one ad position.

DIGITAL PERFORMANCE DATA

Monthly average for 1st half year 2021*:

Pls **864,574** Visits **328,569**

CLOSING DATES FOR ADVERTISING BANNERS

10 working days before publication



More information on online advertising formats?
Flyer: media.iz.de/digital

TECHNICAL SPECIFICATIONS see page 44

SPECIFICATIONS FOR ADVERTISING MATERIALS

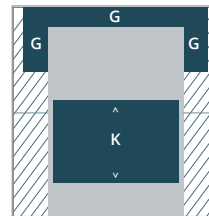
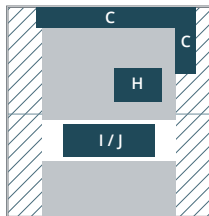
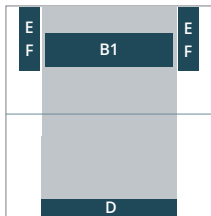
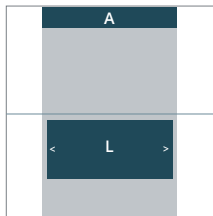
Delivery by e-mail, specifying client name, job name and target link. E-mail: anzeigen@iz.de

BANNER FORMATS AND PRICES



WEEKLY PRICES MON-SUN / €

ADVERTISING FORM	KB	FORMAT / px	FORMAT / px	FULL PLACEMENT	3-AD-ROTATION	2-AD-ROTATION
A Superbanner	100	300 x 120	980 x 150	8,560	4,280	-
B1 Billboard	150	300 x 250	940 x 250	13,375	6,690	-
B2 Billboard push down (Desktop, mouse over)	150	300 x 250	940 x 250 to 500	13,375	6,690	-
C Wallpaper	80	300 x 120	980 x 150 + 160 x 600 + Backgroundcolor	10,490	5,245	-
STICKY D Floor Ad	100	-	980 x 150	8,560	4,280	-
E Wide Skyscraper	100	-	160 x 600	4,280	2,150	-
STICKY F Double Wide Skyscraper	each 100	-	2x 160 x 600	8,560	4,280	-
G Fireplace	80	300 x 120	980 x 150 +2x 160 x 600 + Backgroundcolor	17,120	8,560	-
H Rectangle	100	300 x 250	300 x 250	3,425	1,715	-
I1 Content Ad	100	300 x 120	617 x 250	3,425	1,715	-
I2 Content Ad (Parallax)	150	300 x 200	617 x 250	4,280	2,150	-
J Video Ad	10 MB	300 x 250	617 x 250	4,280	2,150	-
K Poster Ad (Parallax)	150	300 x 480	935 x 700	10,490	5,245	-
L Gallery Ad (monthly)	150	-	935 x 580	-	-	5,245



IZ aktuell – the daily newsletter.

The daily newsletter **IZAKTUELL** provides daily information (MON-FRI, except on public holidays) on all the most important and up-to-date news in the real estate industry. **IZAktuell** is exclusively available to Immobilien Zeitung subscribers.

The benefits for your advertising: close-up display and high opening rate*.

PERFORMANCE DATA**

476,102 PIs per month on average

23,224 PIs per day on average

CLOSING DATES FOR ADVERTISING BANNERS

3 working days before publication

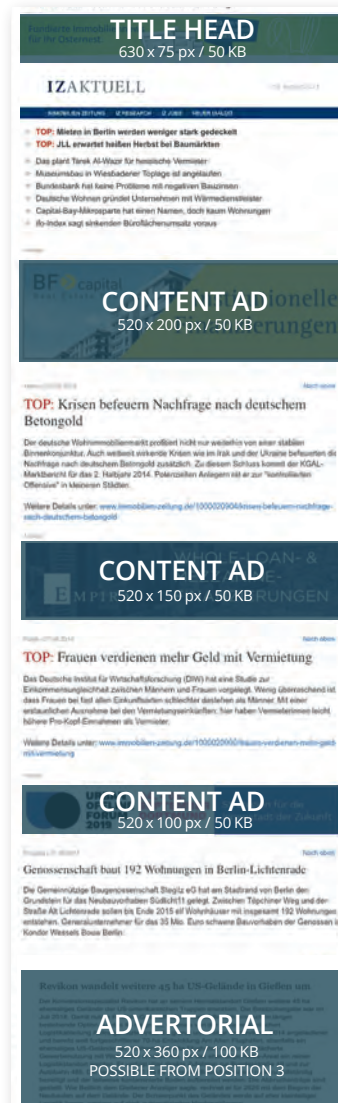
BANNER DELIVERY

Delivery by e-mail, specifying client name, job name and target link to: anzeigen@iz.de

TECHNICAL SPECIFICATIONS see page 44

* Approx. 3.3 views per recipient, calculated on the basis of 7,013 daily recipients (publisher's data, status Aug 2021) and 23,224 daily views (average according to IVW online, Jan to Jun 2021).

** Calculated by the publisher as an average of IVW online data from Jan 2021 to Jun 2021.



S CONTENT AD
520 x 100 px / KB 50

POSITION	€ / WEEK
1	2,660
2	1,835
3	1,605
4	1,375
5	1,265
6	1,150
7	1,045
8	930
from 9	810

M CONTENT AD
520 x 150 px / KB 50

POSITION	€ / WEEK
1	3,460
2	2,505
3	2,100
4	1,700
5	1,535
6	1,425
7	1,315
8	1,200
from 9	1,140

L CONTENT AD
520 x 200 px / KB 50

POSITION	€ / WEEK
1	4,780
2	3,655
3	3,190
4	2,275
5	1,940
6	1,750
7	1,595
8	1,480
from 9	1,260

A ADVERTORIAL
520 x 360 px / KB 100
from Position 3

POSITION	€ / WEEK
3	6,390
4	4,550
5	3,875
6	3,500
7	3,185
8	2,960
from 9	2,510

ADVERTORIAL

The most important news of the day is condensed into the daily newsletter. You can place your message here as an **ADVERTORIAL** (text only) or as an **IMAGE + TEXT BANNER** (e.g. image or logo with 500 characters of text with a link). With a size of 520 x 360 px, your message stands out – use this special position!

For advertorials, the font size, font type etc. of your banner differs from that of the editorial content.

However, your company's message blends in with an editorial context.

T TITLE HEAD
630 x 75 px / KB 50

4,780 € / week



More information about IZ Digital?
Folder: media.iz.de/digital

The weekly newsletter.

The weekly newsletter **IZWOCHE** is published every Friday and contains the most important news of the week. It is available to both subscribers and registered users.

PERFORMANCE DATA

Just under **36,804** registered recipients and some **9,681** Pls per issue.*

ADVERTISING FORM	FORMAT / px	DATA SIZE / KB	PRICE / €	+ BOOKING IZ AKTUELL ** / €
TITLE HEAD	630 x 75	50	1,425	–
S CONTENT AD	520 x 100	50	1,175	570
L CONTENT AD	520 x 200	50	1,425	680

Positions after the 1st and 2nd articles: first come first served.

CLOSING DATES FOR ADVERTISING

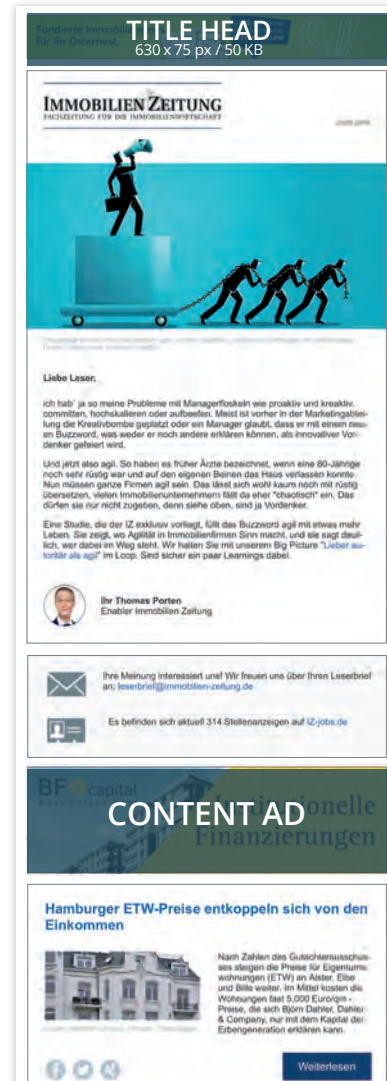
3 working days before publication

BANNER DELIVERY

Delivery by e-mail, specifying client name, job name and target link to: anzeigen@iz.de

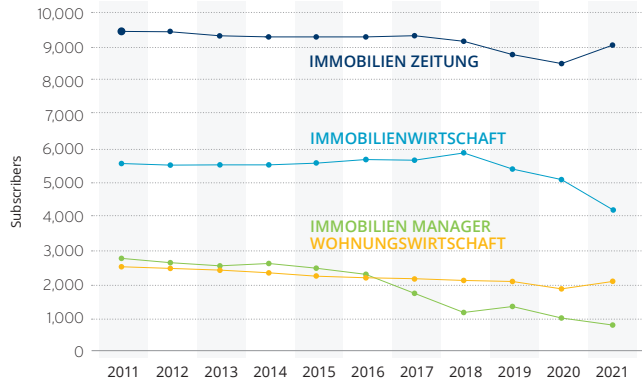
TECHNICAL SPECIFICATIONS see page 44

* Average based on documents sent out in CW 19 to 26/2021 (publisher's data).
 ** Applies when booking in the same week and for the same size; combined rate does not apply in week 36-42.



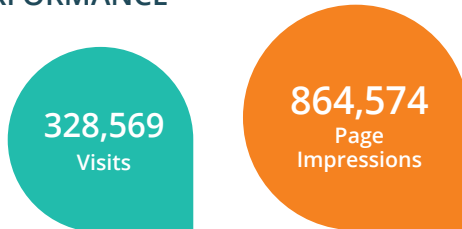
Comparison of print run and distribution.

DEVELOPMENT OVER 10 YEARS



Long-term comparison of subscriber figures for real estate media analysed by IWV on the basis of IWV analyses from Feb 2011 to Feb 2021, status Feb 2021.

ONLINE PERFORMANCE*



AVERAGE PRINT RUN 2rd QUARTER 2021**

Print run	10.399
No. of issues distributed	10.264
No. of issues sold = subscribers	9.063

DISTRIBUTION BY NIELSEN AREAS***

NIELSEN AREAS	FEDERAL STATES	DISTRIBUTION OF ISSUES SOLD
I	Bremen, Hamburg, Lower S., Schl.-Holst.	16.9 %
II	North Rhine-Westphalia	19.3 %
IIIa	Hesse, Rhineland-Palatinate, Saarland	19.7 %
IIIb	Baden-Württemberg	9.0 %
IV	Bavaria	16.0 %
V	Berlin	13.5 %
VI	Meckl.-Vorp., Brandenb., Saxony-Anhalt	2.3 %
VII	Thuringia, Saxony	3.3 %

* Calculated by the publisher as an average of IWV online data from Jan 2021 to Jun 2021.

** IWV 2/2021 *** Publisher's data, 2/2021.

IZ-Jobs Range Extender Campaigns

Basic	Best Practice	Premium
<p>ONLINE</p> <ul style="list-style-type: none">✓ Job ad on iz-jobs.de (35 days)✗ Job link on iz.de home page (7 days)	<p>ONLINE</p> <ul style="list-style-type: none">✓ Job ad on iz-jobs.de (35 days)✓ Job link on iz.de home page (7 days)	<p>ONLINE</p> <ul style="list-style-type: none">✓ 1 to 2 job ad(s) on iz-jobs.de (35 days)✓ Job link on iz.de home page (7 days)
<p>NEWSLETTER</p> <ul style="list-style-type: none">✓ IZ jobs, career newsletter (once)✗ Weekly IZ newsletter✗ Daily IZ newsletter	<p>NEWSLETTER</p> <ul style="list-style-type: none">✓ IZ jobs, career newsletter (once)✓ Weekly IZ newsletter (once)✓ Daily IZ newsletter (5 days)	<p>NEWSLETTER</p> <ul style="list-style-type: none">✓ IZ jobs, career newsletter (once)✓ Weekly IZ newsletter (once)✓ Daily IZ newsletter (5 days)
<p>IMMOBILIEN ZEITUNG</p> <ul style="list-style-type: none">✓ Job teaser w/o logo	<p>IMMOBILIEN ZEITUNG</p> <ul style="list-style-type: none">✓ Job teaser w/ logo and QR code	<p>IMMOBILIEN ZEITUNG</p> <ul style="list-style-type: none">✓ Job teaser w/ logo and QR code✓ From 1/4 page, 4c, 160 x 220 mm (once)
<p>RESPONSE AMPLIFIER</p> <ul style="list-style-type: none">✓ Posts on facebook and Instagram (once)✗ Top position on IZ jobs home page (7 days)✗ Ranking boost (hot listing, always displayed as top search result, 35 days)	<p>RESPONSE AMPLIFIER</p> <ul style="list-style-type: none">✓ Posts on facebook and Instagram (once)✓ Top position on IZ jobs home page (7 days)✓ Ranking boost (hot listing, always displayed as top search result, 35 days)	<p>RESPONSE AMPLIFIER</p> <ul style="list-style-type: none">✓ Posts on facebook and Instagram (once)✓ Top position on IZ jobs home page (7 days)✓ Ranking boost (hot listing, always displayed as top search result, 35 days)
<p>35 days</p> <p>€ 915.00</p>	<p>35 days</p> <p>€ 1,315.00</p>	<p>35 days</p> <p>€ 2,100.00</p>

Your jobs on all IZ channels



PRINTED EDITION

Providing the real estate sector with indispensable information, Immobilien Zeitung is sent to 9,063 subscribers every week (IVW 2/2021).



IZ-JOBS.DE & IZ.DE

Boasting over 377.463 visits every month*, you'll extend the range of your ad among active and passive candidates via our job portal, IZ-Jobs.de, and our news portal, IZ.de.



IZ-JOBS CAREER NEWSLETTER

This weekly newsletter targets over 11,000 registered career-oriented users.**



IZ NEWSLETTERS

Every working day, IZAktuell provides its subscribers with relevant news. In addition, a weekly newsletter is received by registered users on Fridays.

With more than 515,000 openings per month**, your job is truly in the headlines read by the sector.



SOCIAL NETWORKS

We place your ad in our users' news feed. Arranged among postings by family and friends, your job ad is received by candidates not actively searching for a job.

* Publisher's calculation, average according to IVW Online, 1 – 6/2021 (iz.de) and publisher's data according to Google Analytics 1 – 6/2021 (iz-jobs.de).

** Publisher's data.

www.iz-jobs.de/arbeitgeber
www.iz-jobs.de/mediadaten

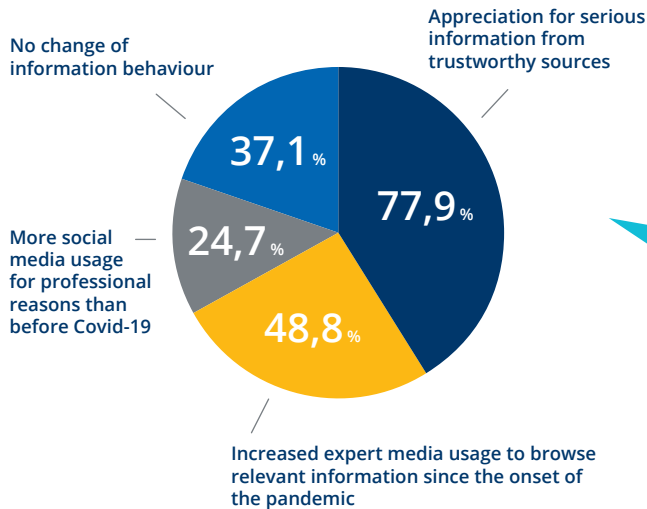
IZ READERS' SURVEY*:

Pandemic-associated changes of information behaviour

To what extent has our readers' information behaviour changed since May 2020? The IZ Readers' Survey gives clues on the influence of the pandemic on media usage.

STATEMENTS ON INFORMATION BEHAVIOUR

Multiple answers possible



Ever since the onset of the pandemic, serious information from trustworthy sources has become more relevant for **77.9%** of our readers. Approx. **48.8%** of IZ readers have been using expert media more intensely for professional information purposes. With independent, fact-based content Immobilien Zeitung intends to cater for its readers' needs.

IZ READERS' SURVEY*:

By company – By sector.

By sector (multiple responses, cumulated)

PROJECT DEVELOPMENT/PLANNING/DESIGN 67 %

Architect or engineering office	10 %
Project manager (third-party service provider)	10 %
Construction company	3 %
Project development company	30 %
Property developer	14 %

INVESTORS 56 %

Real estate investment trust / real estate company	4 %
Pension fund	4 %
Investor for the Group's real estate portfolio	8 %
Private investor	24 %
Other investment company	12 %
Closed real estate funds	4 %

ADMINISTRATORS 55 %

Housing association	8 %
Property management	14 %
Asset management	14 %
Operator of special-purpose facilities	6 %
Other	13 %

SERVICE PROVIDERS 84 %

Research	7 %
Company consultancy / consultant	18 %
Facility management	6 %
Reviewer / independent expert / assessor	19 %
Financial services provider (including insurance broker)	10 %
Communication / Marketing	5 %
IT/software / Internet services	1 %
Lawyer / tax advisor	4 %
Other	14 %

* Publisher's data, based on IZ readers' survey with 179 participants in Aug./Sept. 2020.

IZ READERS' SURVEY*:

The reader in the company.

AREAS OF ACTIVITY (multiple responses)

Financial brokering	8 %
Sales of capital investments	6 %
Credit lending	6 %
Property evaluation	17 %
Architectural and engineering services	11 %
Project management / project development	29 %
Real estate brokering	18 %
Management of property for use by third-party	12 %
Management of property for own use	16 %
Business facility management	4 %
Technical facility management	5 %
Fund management	5 %
Research / consulting	11 %
Legal and tax advice	5 %
Research and education	2 %

SPHERES OF INFLUENCE (multiple responses)

Buying and selling of property	56 %
Investment decisions about building projects	46 %
Financing of real estate projects	40 %
Equipping the property	32 %
Purchase of specialised software for real estate activities	16 %
Property location	41 %
Rental of office space	15 %
Letting of office space	23 %
Letting of residential housing	24 %

MAIN FOCUS OF BUSINESS ACTIVITIES (multiple responses)

SHARE OF TURNOVER	
Real estate brokerage	21 %
Project development / project planning / construction	38 %
Investment	14 %
Real estate services	20 %
Property Management	14 %
Financing	13 %
Public area / Authority	4 %
Others	10 %

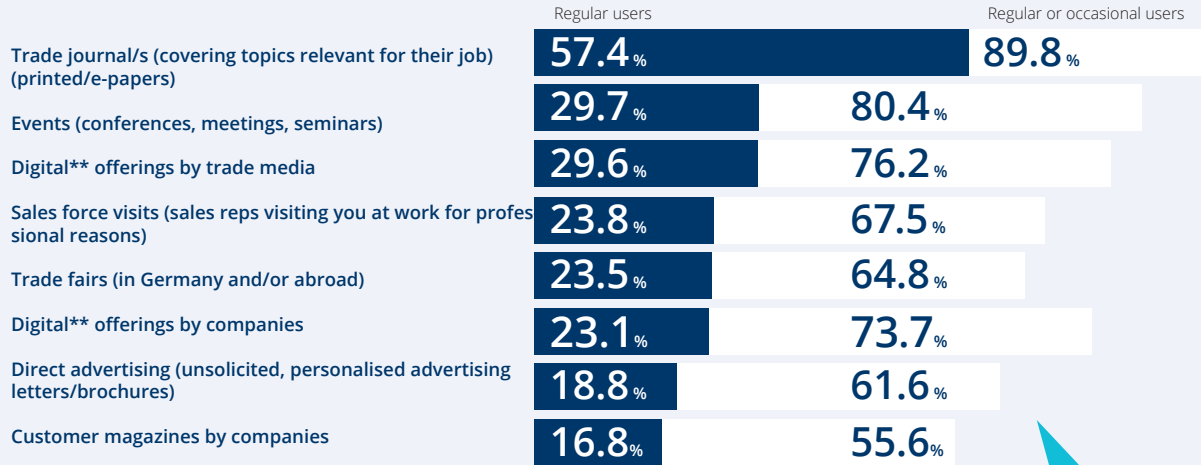
Important types of media for professionals.

	2020	2019	2018	2017	2016
Trade journals (industry-specific)	73 %	72 %	71 %	72 %	73 %
Web pages by manufacturers, dealers, service providers	49 %	50 %	49 %	48 %	50 %
Web pages of newspapers and magazines	38 %	36 %	33 %	33 %	35 %
National daily and weekly papers	37 %	36 %	37 %	39 %	40 %
Social media	37 %	37 %	37 %	32 %	28 %
Politics and business magazines	35 %	32 %	33 %	36 %	36 %
Newsletters published by newspapers and magazines	20 %	20 %	18 %	18 %	19 %
Television	19 %	16 %	15 %	17 %	17 %
None of these / no data available	13 %	13 %	19 %	13 %	12 %

Trade journals are by far the leading source of information for decisionmakers!

How sources of information are used.

BY DECISION-MAKERS IN BUSINESS AND IN THE ADMINISTRATION



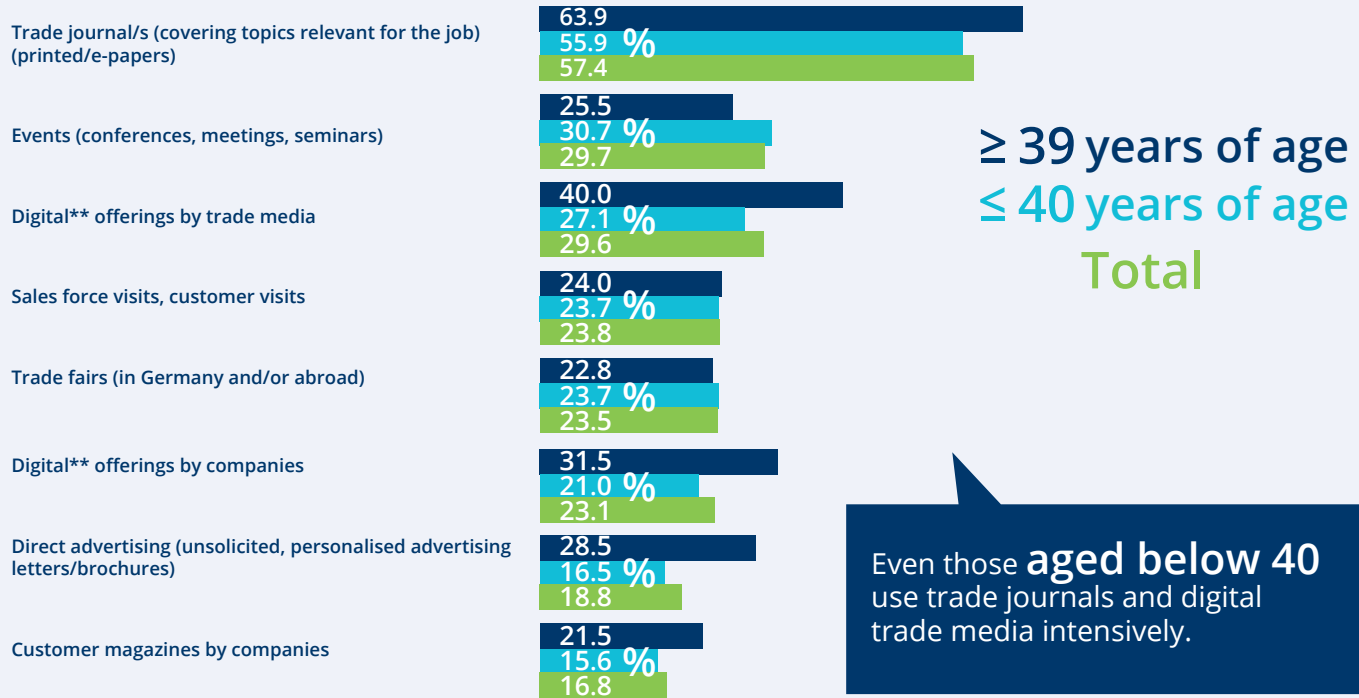
90% of decision-makers in Germany use trade journals, **76%** consume digital content by trade-specific media. Consequently, content provided by specialist media substantially outweighs other sources of information.

* Source: Decision-maker analysis 2020 / Deutsche Fachpresse. (Leseranalyse Entscheidungsträger 2020) / Deutsche Fachpresse (German Association of Business Media).

** Websites, social media, newsletters, apps

Regular usage of sources of information.

BY DECISION-MAKERS IN BUSINESS AND IN THE ADMINISTRATION (CLASSIFIED BY AGE)



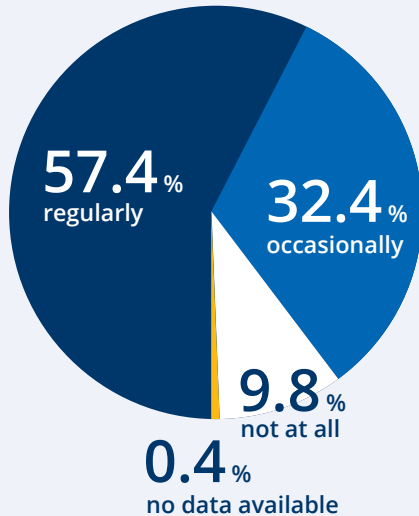
* Source: Decision-maker analysis 2020 / Deutsche Fachpresse. (Leseranalyse Entscheidungsträger 2020) / Deutsche Fachpresse (German Association of Business Media).

** Websites, social media, newsletters, apps.

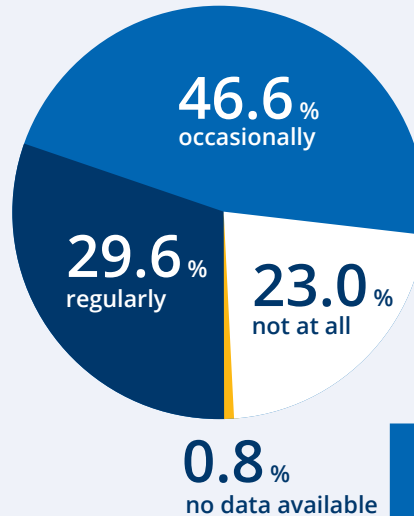
Sources of information: Frequency of usage.

BY DECISION-MAKERS IN BUSINESS AND IN THE ADMINISTRATION

Trade journal/s (covering topics relevant for the job)
(printed/e-papers)



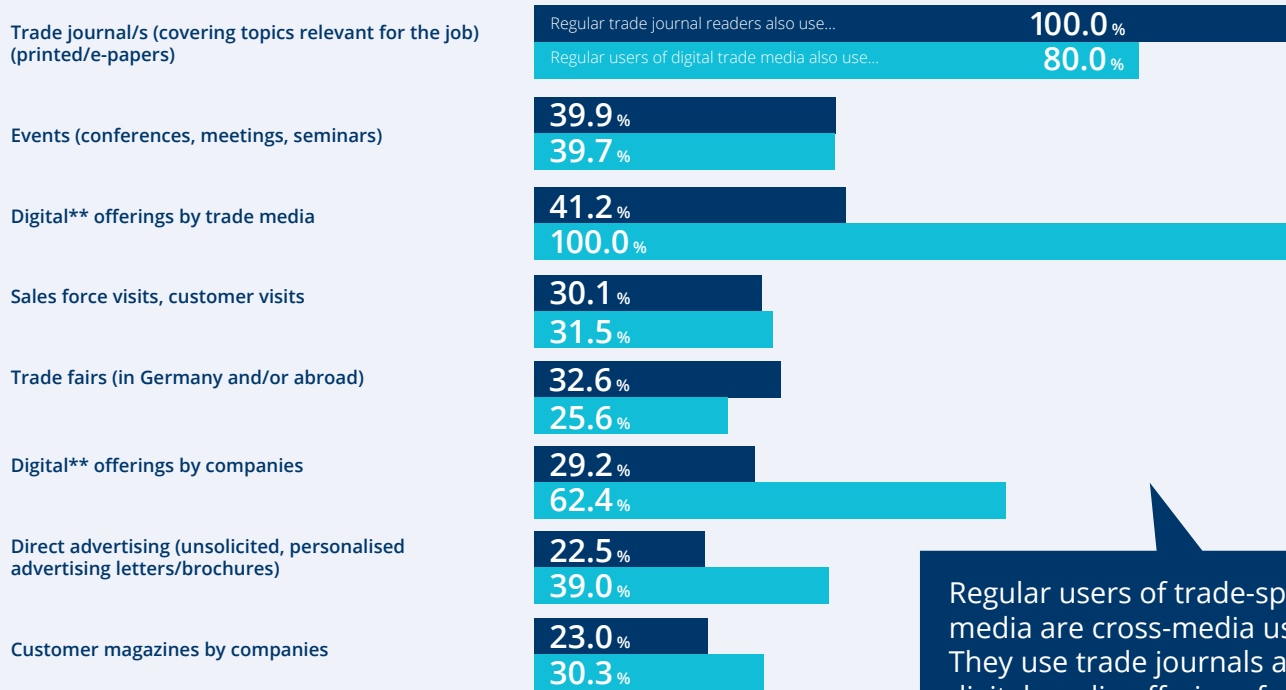
Digital* offerings by trade media



Over 50% of decision-makers read trade journals covering topics relevant for their job on a regular basis.

How intensely are sources of information used?

BY DECISION-MAKERS IN BUSINESS AND IN THE ADMINISTRATION



Regular users of trade-specific media are cross-media users. They use trade journals and digital media offerings for their industry to a very high extent.

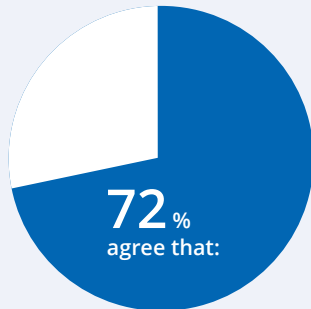
* Source: Decision-maker analysis 2020 / Deutsche Fachpresse. (Leseranalyse Entscheidungsträger 2020) / Deutsche Fachpresse (German Association of Business Media).

** Websites, social media, newsletters, apps.

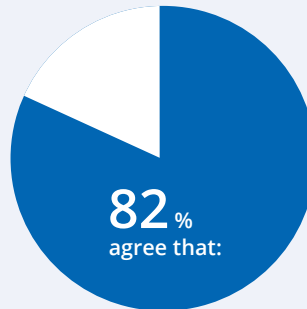
Advertising in trade-specific media

IS USEFUL AND IMAGE-ENHANCING

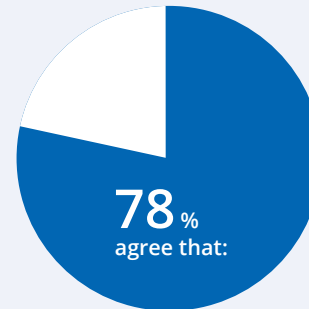
Advertising ^{within a topical context} is extremely effective.



” Companies advertising in trade-specific media show that they're important market players. “



” Advertising in trade-specific media has a positive impact on the image of advertising companies and their products. “



” Advertising is a useful element of trade-specific media. “

Survey on real estate journalism.*

In 2018, WVF^{**} and bulwiengesa asked “What is good real estate journalism?” The survey aimed to shed light on the respondents’ reading habits and to determine the individual criteria with which they assessed the reporting on the real estate industry in Germany.

WHAT IS GOOD REAL ESTATE JOURNALISM?

1

Good real estate journalism researches and informs about the hitherto unknown – it does not just copy out press releases. It does not do business in itself.

2

Good real estate journalism is credible with its facts, reliable due to its expertise, and neutral thanks to its objectivity and distance. It ensures that readers are thoroughly informed, it thus strengthens their ability to judge and converts information into knowledge.

3

Good real estate journalism has integrity, and is both informative and knowledge-enhancing.

* Survey „What is good real estate journalism?“ – Survey by bulwiengesa on behalf of WVF e.V. 2018.

Quotes taken from page 15, 25 and 23. Available on www.iz.de/mediadaten.

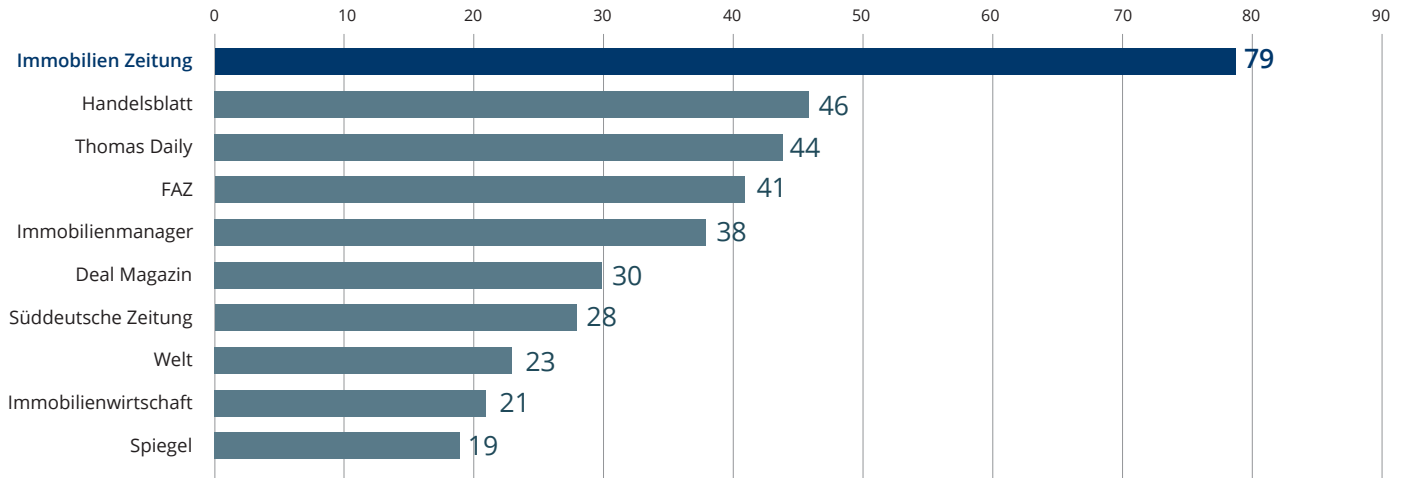
** WVF (Wissenschaftliche Vereinigung zur Förderung des Immobilienjournalismus e.V.)

The most important media.*

When the respondents were asked what they considered to be the most important media in the industry, **the Immobilien Zeitung was by far the most frequently mentioned (79%)**. This result highlights the special position of the Immobilien Zeitung as the most important industry medium.

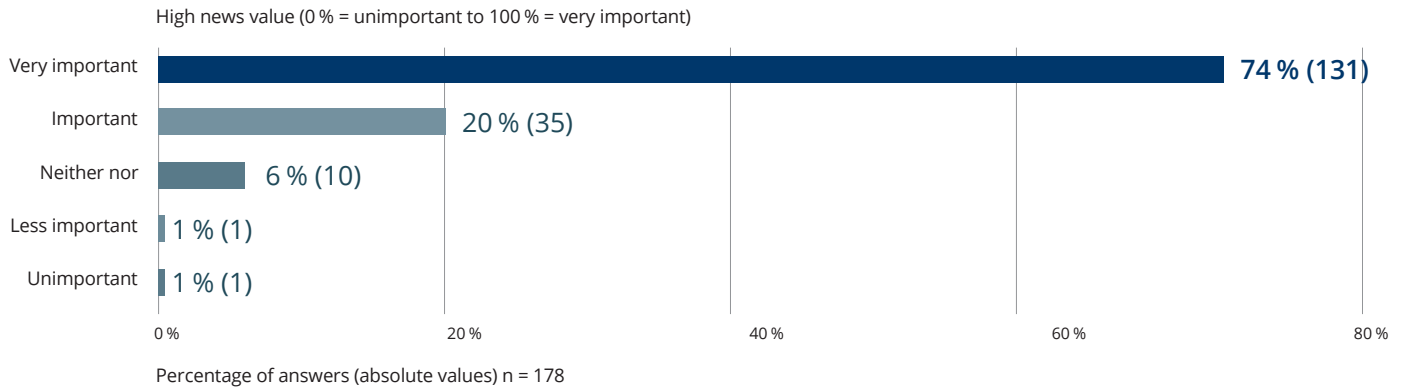
THE TOP 10 OF THE MOST IMPORTANT INDUSTRY MEDIA

As a percentage of the 180 surveyed industry professionals (multiple answers were possible).



The personal quality criterion.*

What inspires real estate professionals to read a specific article?
A catchy headline may grab their attention and encourage them to read, but a high news value does so much more than that.



94% of the respondents say a high news value is important or very important and it is this that we provide in the Immobilien Zeitung. The Immobilien Zeitung's journalists have already won a number

of awards, inter alia, the Golden Brick Award, and they have also been awarded the 'Journalist Award of the German Real Estate Industry' and the 'Specialist Journalist of the Year' several times.

* Survey „What is good real estate journalism?“ – Survey by bulwiengesa on behalf of WVFI e.V. 2018. Evaluation taken from page 22. Available on media.iz.de/basis-mediadaten.

Terms and conditions.

1. In the following General Terms and Conditions of Business, an "advertising order" refers to a contract with an advertiser or other advertising party for the publication of one or more advertisements in one of the publisher's printed publications for the purpose of distribution.
2. In case of any doubt, advertisements are to be released for publication within one year of the conclusion of the contract. If the right to release individual advertisements is granted by the contract, the advertising order shall be executed within one year of the publication of the first advertisement, providing that the first advertisement was called up and published within the time limited specified in the first sentence. If concrete publication dates have been agreed, these are also binding.
3. If contracts have been concluded, the ordering party is entitled to release additional advertisements exceeding the quantity of advertisements specified in the order, providing this is done within the agreed period or the period specified under section 2. If a higher discount group is reached, a corresponding credit note will be issued for the discount difference.
4. If an order is not carried out owing to circumstances over which the publisher has no control, the ordering party, irrespective of any other legal obligations it may have, shall reimburse the publisher for the difference between the discount granted and the discount applicable for the number of advertisements actually booked. Reimbursement shall not be required if non-fulfilment is caused by force majeure within the scope of the publisher's risk. If the ordering party agrees a fixed placement with the publisher, the publisher shall be entitled to charge the advertisement price in full, if the order cannot be implemented for reasons for which the ordering party is responsible and if no other buyer has been found for the agreed placement.
5. When calculating purchase volumes, lines of text (in millimetres) shall be converted into advertising millimetres in order to determine the price.
6. Orders for advertisements and inserts to be published only in specific numbers, specific issues or in specific positions in the printed publication must be submitted to the publisher far enough in advance so that the publisher can notify the ordering party before the copy deadline if the order cannot be carried out as requested. Placement commitments shall be restricted to specifications in the price list. Classified advertisements shall only be placed in the sections offered by the publisher.
7. The publisher shall mark any advertisements which are not readily recognisable as such due to their editorial layout by adding the word "advertisement".
8. The publisher reserves the right to refuse any advertisement orders or also individual advertisement release orders under an existing contract or insert orders due to content, origin or technical format according to the uniform, objectively justified principles of the publisher, if the content is in breach of the law or other official regulations or if the publisher deems publication to be unreasonable. This also applies to orders placed with branch offices, agencies or representatives. Insert orders are only binding for the publisher after the submission of a sample insert and the publisher's approval thereof. Inserts with a format or design which give the impression that they are an integral part of the newspaper or contain third-party advertisements will not be accepted. The rejection of an order shall be communicated to the ordering party without delay.
9. The ordering party shall be responsible for the punctual delivery of the advertisement text and flawless print documents or of the inserts. The publisher shall demand a replacement for recognisably unsuitable or damaged print documents without delay. The publisher shall guarantee the usual print quality for the publication in question, but only in so far as possible for the print documents submitted.
10. If an advertisement published is completely or partially illegible, incorrect or incomplete, the ordering party shall be entitled to a fault-free replacement advertisement. If the replacement advertisement is again faulty, the ordering party shall be entitled to receive an appropriate reduction in price or to annul the order. Claims for damages arising from a positive breach of contract, negligence upon conclusion of contract and unlawful acts are excluded – even if the order has been confirmed by telephone. Claims for damages arising from impossibility of performance and delay shall be limited to compensation for foreseeable damages and to the fee payable for the advertisement or insert in question. This does not apply to intent or gross negligence on the part of the publisher, its legal representatives or its vicarious agents. The liability of the publisher for damages due to the lack of characteristics or features that were promised shall not be affected. Within the scope of the publisher's commercial transactions, the publisher is also not liable for gross negligence on the part of vicarious agents. In all other cases, the extent of the liability towards traders for gross negligence shall be limited to the foreseeable damage up to the amount of the advertisement fee in question.
11. Proofs shall only be supplied if explicitly requested. The ordering party shall bear responsibility for the accuracy of the returned proofs. The publisher shall take into account all of the corrections submitted within the time limit specified when the proofs were sent out or by the copy deadline. If the publisher has offered to produce online advertising media free of charge, the service shall be deemed to have been provided as soon as the second proof has been transmitted or, at the latest, when two graphic designer hours have been spent on it.

- 12.** In the absence of any specifications with regard to size, the ordering party shall be invoiced for the print size that is customary for that type of advertisement.
- 13.** Except in cases of payment in advance, the invoice shall be sent out immediately, if possible 14 days after publication of the advertisement. Except in cases of payment in advance or unless otherwise agreed, the invoice shall be payable within the time limit specified in the price list, starting from the date when the invoice was received. Any deductions for early payment shall be granted as specified in the price list.
- 14.** In the event of payment default or deferment of payment, interest shall be charged at a rate of 8.5 % p. a. plus collection costs. In the event of default of payment, the publisher may postpone further execution of the current order until payment has been received and demand advance payment for the remaining advertisements. If there are legitimate doubts concerning the ordering party's ability to pay, the publisher is entitled to make publications of any further advertisements dependent on payment in advance and on the payment of any sums outstanding, even during the term of the contract and irrespective of the terms of payment agreed therein.
- 15.** The publisher shall supply a copy of the advertisement together with the invoice, if so requested. Extracts, whole pages or complete issues shall be delivered, depending on the type and scope of the advertisement order. If a copy of the advertisement is no longer available, the publisher shall supply legally binding certification to the effect that the advertisement has indeed been published and distributed.
- 16.** The ordering party shall bear any costs incurred for the preparation and redesign of the print documents and drawings and also for any major changes to the originally agreed versions requested or caused by the ordering party.
- 17.** The ordering party cannot claim a price reduction for an order of several advertisements on grounds of reduced circulation.
- 18.** Classified advertisements will not be published for commercial advertisers.
- 19.** Printing materials shall only be returned if explicitly requested by the ordering party. The publisher is bound to keep the printing materials for three months after completion of the order. Complaints must be made within four weeks after receipt of the invoice and proof, unless the errors concerned are not obvious.
- 20.** The place of jurisdiction is the publisher's registered office. In business dealings with traders, judicial entities, public corporations or ordering parties based abroad, the place of jurisdiction for litigation is the publisher's registered office. If the publisher's claims cannot be satisfied by issuing payment reminders, the place of jurisdiction for non-traders shall be determined by their place of domicile. If the ordering party's or the non-trader's domicile or ordinary place of residence is unknown at the time the suit is filed, or if the ordering party's domicile or ordinary residence moves outside the territory subject to German law subsequent to the conclusion of contract, the publisher's registered office shall be deemed the place of jurisdiction.
- 21.** Data protection: pursuant to §26 of the German Data Protection Act, the customer and delivery data required within the scope of business relations will be stored at the premises of the publisher or a company authorized by the publisher with the aid of electronic data processing.
- 22.** Should one of the above-mentioned conditions or a condition of the contractual relationship between the publisher and the advertiser be invalid, the validity of the remainder of the conditions of the contractual relationship shall not be affected. The invalid condition shall be replaced by a valid condition that is created after having reasonably assessed the overall context and its economic effects.
- 23.** Advertisement orders by an agency shall be accepted in its name and on its account. Advertising space buyers and advertising agencies shall be obliged to adhere to the publisher's price list with regard to offers, contracts and invoices with advertisers. The agency commission granted by the publisher may not be passed onto the ordering party either in whole or in part.
- 24.** The publisher's General Terms and Conditions shall also apply *mutatis mutandis* to orders for fixed inserts, supplements, inserts and special technical designs. Each order shall only become legally binding after it has been confirmed in writing by the publisher.
- 25.** If an advertisement, insert or bound-in order which has been confirmed and booked by advertisers or their advertising agent is not published for reasons for which the ordering party is responsible, the publisher shall reserve the right to charge a cancellation fee of 25 % of the net order value. If an advertising order for a special placement in the publication is cancelled by the ordering party, the publisher shall reserve the right to charge for the cancelled advertisement in full if an alternative customer is not found for the agreed placement.

Technical specifications.

DATA FORMAT:	PDFx3. Open files upon request	COLOUR APPLICATION:	Maximal 240 %. Dot gain: a 50% tone of the original (black) is increased by about 26% during the offset printing process. Tonal range: 3-90%
IMAGE RESOLUTION:	300 dpi (minimum 200 dpi)	PAPER FORMAT:	350 mm wide x 510 mm high
DATA:	Print document to be delivered by e-mail, specifying client name, job name and target link to anzeigen@iz.de	PRINT AREA:	325 mm wide x 480 mm high
PRINT DOCUMENTS:	The delivery deadline for print documents is the closing date for advertisements for the issue booked. Print documents drawn up in the final format and without crop marks.	NO. OF COLUMNS:	Text section: five 61 mm columns, advertising section: six 50 mm columns
FONTS:	Fonts must be embedded in the PDF file or converted into paths. If the font is made up in white, the font size must be at least 7 points against multi-coloured backgrounds and should not be designed as a light style, otherwise 6 points suffice (printing colour black, overprinting mode).	PRINTING TECHNOLOGY:	Newspaper offset printing
COLOURS:	CMYK, Euro scale. Use ISOnewspaper26v4.icc colour profile to ensure colour consistency. Black text must be 100 % and made up entirely of black. A colour profile can be downloaded from media.iz.de	PROOF:	To produce an optimal printing result of your ad, we need a proof that complies with the ISO 12647-3 standard for colour ads. A motif-wide ugra / FOGRA media key must be shown on the proof. Otherwise the proof cannot be accepted as colour reproducible.
LINES:	Lines must be minimum 0.25 points; white lines on a multi-coloured background minimum 0.4 points.	DATA FORMAT IZ.DE:	GIF, JPEG, PNG oder HTML. Delivery by e-mail specifying target link to: anzeigen@iz.de .
QR CODE:	To ensure sharp contours, the QR Code should be created in b/w (not in 4c and not as "copy and paste").	DATA FORMAT NEWSLETTER:	JPEG, PNG or GIF (static, as some Outlook versions do not support GIF animation by default). Delivery by e-mail specifying target link to: anzeigen@iz.de .

Technical specifications.

TRADE FAIR PLANER and TRADE FAIR JOURNAL for EXPO REAL

TRADE FAIR PLANER (EXPO REAL) TRADE FAIR JOURNAL (EXPO REAL)

PAPER FORMAT:	240 mm wide x 335 mm high
PRINT AREA :	231 mm wide x 325 mm high
NO. OF COLUMNS:	4 columns at 54 mm
COLUMN-GAP:	5 mm
COLOURS:	black, cyan, magenta, yellow , no spot colours
PRINTING MATERIALS:	PDFx3. Open files upon request
DATA FORMAT:	Final format without crop marks
PRINTING PROCESS:	Newspaper offset printing, screen ruling 40 l/cm
COLOUR APPLICATION:	Maximum 240 %
COLOUR PROFILE:	ISOnewspaper26v4.icc
DATA:	Print document to be delivered by e-mail, specifying client name, job name and target link to anzeigen@iz.de



Trade Fair Journal
(Expo Real)



Trade Fair Planer
(Expo Real)

The discounts.

In each case only one scale is applied. All advertisements published during one calendar year or during one individually agreed discount year are eligible for discounts. This does not include advertisement packages at IZ-Jobs.de, Job Offensive and third-party advertising inserts. Agency commission: 15 % on image and job advertisements, as well as newsletter and online banner ads. We would be happy to recommend the most suitable discount scale for you.

FREQUENCY SCALE

2 - 5 times	3 %
6 - 14 times	6 %
15 - 19 times	9 %
20 - 25 times	12 %
from 26 times	15 %

The frequency scale is usually applied to ads placed in the advertising section. For small island advertisements, it is worth comparing the costs of the two discount scales. This scale does not apply to the newsletter or to online turnover.

When calculating the frequency scale at the end of the accounting year, a factor of 1.5 is applied to island ads. Unless otherwise agreed, the end of the accounting year is the end of the calendar year.

TURNOVER SCALE

€ 10,000	5 %
€ 20,000	10 %
€ 30,000	15 %
€ 45,000	18 %
€ 60,000	20 %
€ 90,000	22 %
€ 120,000	24 %
€ 150,000	26 %
€ 200,000	28 %
€ 250,000	30 %
up from € 300,000	31 %

The turnover scale is the more favourable option for most of our advertising customers. It applies to print and online turnover. The turnover discount scale is already more advantageous for advertising formats from 150 mm in the regional section 4c.

It applies to all advertising turnover with the publisher Immobilien Zeitung (gross turnover excluding agency fees, cash discounts or other discounts), e. g. print + online + newsletter.

Your contact persons.



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🌐 www.iz.de

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Nassauische Sparkasse, Wiesbaden

IBAN DE36 5105 0015 0189 0265 28

SWIFT-BIC: NASSDE 55 XXX

Commerzbank AG, Wiesbaden

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