



PRICE LIST 2023



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DIGITAL VERSION

# Print + Online

BASIC MEDIA DATA No. 33, VALID FROM 01/09/2022

JUBILEE:

30

years of IZ!

KNOW MORE,  
DECIDE BETTER.

IZ

# 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



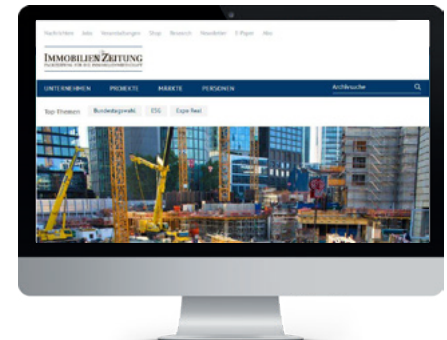
## IZ NEWSLETTER

- daily newsletter IZ Aktuell (Mon-Fri) exclusively for subscribers with the most important news of the day



## IZ.DE

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



## IZ CAREER

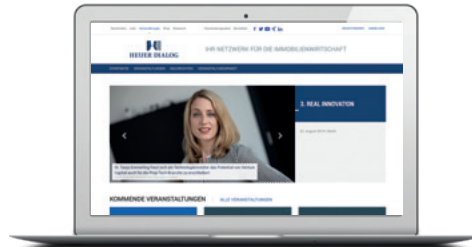
- partner for recruiting and career-marketing
- editorial job and career specials
- initiator of the Job Offensive for the real estate industry and the IZ career forum



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](http://www.heuer-dialog.de/veranstaltungen).

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# The product world of Immobilien Zeitung.



1-9

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

# Media Data.



Basic Media Data  
[media.iz.de/basis-media-daten](https://media.iz.de/basis-media-daten)



1 Special Advertising Formats  
[media.iz.de/sonderwerbeformen](https://media.iz.de/sonderwerbeformen)



2 Advertorial  
[media.iz.de/advertorial](https://media.iz.de/advertorial)



3 Real estate lawyers  
[media.iz.de/immobilienanwaelte](https://media.iz.de/immobilienanwaelte)



4 Real estate financing  
[media.iz.de/finanzierung](https://media.iz.de/finanzierung)



5 Regional / topic specials  
[media.iz.de/themenschwerpunkte](https://media.iz.de/themenschwerpunkte)



6 Topic special  
International Investments  
[media.iz.de/mipim](https://media.iz.de/mipim)



7 Expo Real  
[media.iz.de/exporeal](https://media.iz.de/exporeal)



8 IZ Digital  
[media.iz.de/digital](https://media.iz.de/digital)



9 Online Advertising  
Formats  
[media.iz.de/digital](https://media.iz.de/digital)



IZ Career

# The Book's 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



1<sup>ST</sup> BOOK



2<sup>ND</sup> 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

HESSÉ / RHINELAND-PALATINATE / SAARLAND

BADEN-WÜRTTEMBERG

BAVARIA

EASTERN GERMANY

EVENTS (every two week)

MORTGAGE RATES

FORECLOSURE SALES

JOB ADS



3<sup>RD</sup> BOOK



4<sup>TH</sup> BOOK

# 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. 14).

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](http://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		4 columns = 259 mm
	325 x 120		127 x 300		5 columns = 325 mm
	325 x 96		61 x 480		
	325 x 60		61 x 300		
	Display advert on 3 or 4 pages				
					<b>ISLAND AD</b> Minimum height: Maximum height:

## GENERAL SECTION

## REGIONAL SECTION

FORMAT basic price	BW / € 7.00	1 ADD. COLOUR/ € 8.05	3 ADD. COLOURS / € 9.00	BW / € 5.05	1 ADD. COLOR / € 5.00	3 ADD. COLORS / € 6.00
1/1 page 2,000 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 1,000 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
<b>Basic price**</b> 61 x 50 mm 127 x 100 mm 61 x 100 mm	13.20 660 2,640 1,320	+ 100 760 2,740 1,420	+ 200 860 2,840 1,520	9.50 475 1,900 950	+ 100 575 2,000 1,050	+ 200 675 2,100 1,150

EXAMPLE  
P. 14

EXAMPLE  
P. 14


\* 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 1.0 is applied to island ads when calculating the frequency rate.

# Publication dates, 2023

EDITION	PUBLICATION DATE	DEADLINE ADS by 3 p.m.	DEADLINE ADS Specials	SPECIALS / FOCUS TOPICS
1-2	12/01	04/01		Double issue
3	19/01	11/01		
4	26/01	18/01		
5	02/02	25/01	16/02/2022	Focus <b>Real estate financing</b> <span style="background-color: #90EE90; padding: 2px;">Quo Vadis, 13 - 15/02</span>
6	09/02	01/02		
7	16/02	08/02		
8	23/02	15/02		
9	02/03	22/02		
10	09/03	01/03	22/02	Focus <b>International Investments</b> <span style="background-color: #000080; color: white; padding: 2px;">Mipim, 14 - 17/03</span>
11	16/03	08/03		Update issue, available on days 3 and 4 of the fair
12	23/03	15/03		
13	30/03	22/03	15/03	Focus <b>Berlin</b>
14	06/04	29/03		
15	13/04	05/04		
16	20/04	12/04		
17	27/04	19/04	12/04	Focus <b>North Germany</b>
18	04/05	26/04		
19	11/05	03/05		
20	19/05	10/05	03/05	Focus <b>NRW</b>
21	25/05	17/05	12/05	<b>Career Forum coverage</b>
22	01/06	24/05		
23	09/06	31/05		
24	15/06	07/06		
25	22/06	14/06		
26	29/06	21/06		
27	06/07	28/06		

EDITION	PUBLICATION DATE	DEADLINE ADS by 3 p.m.	DEADLINE ADS Specials	SPECIALS / FOCUS TOPICS
28	13/07	05/07	28/06	Special: <b>Employer ranking</b>
29	20/07	12/07		
30	27/07	19/07		
31	03/08	26/07		
32	10/08	02/08		
33	17/08	09/08		
34	24/08	16/08		
35	31/08	23/08		
36	07/09	30/08	26/07	Focus <b>Real estate lawyers</b>
37	14/09	06/09	30/08	Focus <b>Logistics</b>
38	21/09	13/09	06/09	Focus <b>IZ Trade Fair Planner Expo Real</b>
39-40	28/09	13/09	13/09	Trade Fair issue, <b>Expo Real</b>
			13/09	Focus <b>Bavaria</b>
			14/09	JK Special, <b>Expo Real</b>
	04, 05, 06/10		13/09	Special IZ trade fair issue, Expo Real
41	12/10	04/10		
42	19/10	11/10		
43	26/10	18/10		
44	02/11	25/10		
45	09/11	01/11		
46	16/11	08/11		
47	23/11	15/11		
48	30/11	22/11		
49	07/12	29/11		
50	14/12	06/12		
51	21/12	13/12		

# 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 2023.

## 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):

€ 13.00 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):

€ 9.00 basic price b/w per mm x 2 x 100 mm height + € 200 colour surcharge = € 2,100

\* Depending on the editorial image layout, the ads can also be placed across the gutter.



## 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
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## DOUBLE SKYSCRAPER

	FORMAT / mm	sw / €	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!

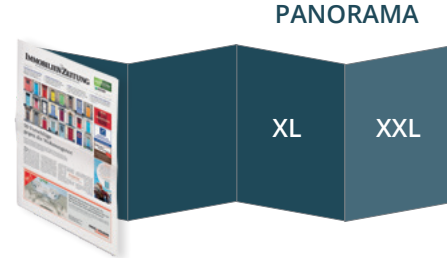


More information on special advertising formats?  
Folder: [media.iz.de/sonderwerbformen](http://media.iz.de/sonderwerbformen)



## 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
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IZ 39-40/2023 (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
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## TUNNEL AD

PLACEMENT	FORMAT / mm		4c / €
General section	1/4 page	193 x 200	7,000
	1/3 page	279 x 200 (across gutter)	9,045
	1/2 page	279 x 300 (across gutter)	14,005

\* 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](https://media.iz.de/sonderwerbformen)

# IZ Aktuell – the daily newsletter.

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

## PERFORMANCE DATA\*

324,912 Pls per month on average

15,849 Pls per day on average

## CLOSING DATES FOR ADVERTISING BANNERS

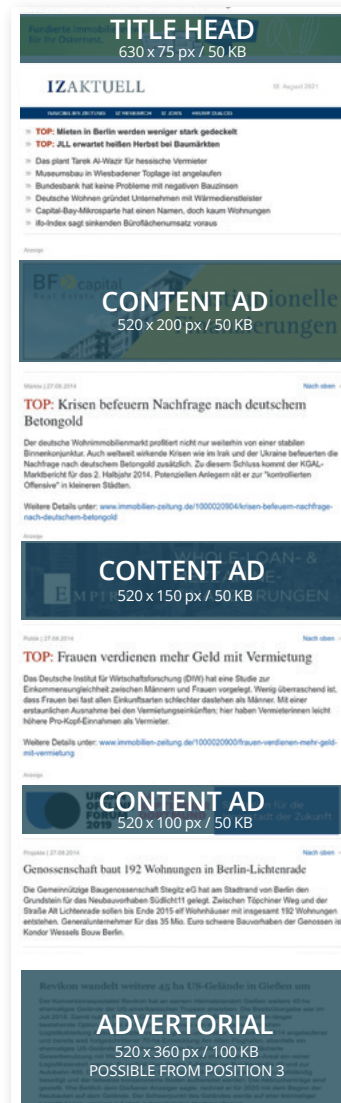
3 working days before publication

## BANNER DELIVERY

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

TECHNICAL SPECIFICATIONS see page 44

\*Publisher's calculation, average according to IWW Online statistics Jan to June 2022.



**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

€ 4,080 / week



More information about IZ Digital?  
Folder: [media.iz.de/digital](https://media.iz.de/digital)

# 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 1<sup>st</sup> half year 2022\*:  
Pls **673,079** Visits **330,085**

## CLOSING DATES FOR ADVERTISING BANNERS

**3 working days** before publication

\*Publisher's calculation, average according to IWW Online statistics Jan to June 2022.



More information on online advertising formats?  
Flyer: [media.iz.de/digital](https://media.iz.de/digital)

**TECHNICAL SPECIFICATIONS** see page 41

## SPECIFICATIONS FOR ADVERTISING MATERIALS

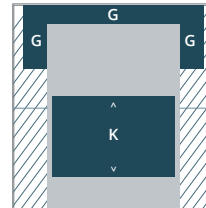
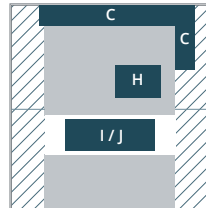
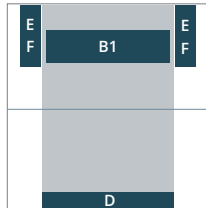
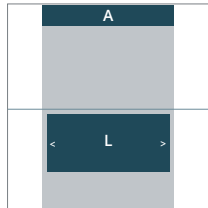
Delivery by e-mail, specifying client name, job name and target link.  
E-mail: [anzeigen@iz.de](mailto:anzeigen@iz.de)

# BANNER FORMATS AND PRICES



WEEKLY PRICES MON-SUN / €

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



# Online advertorials.

Advertise your product and company and strengthen your brand through active storytelling, right next to editorial articles. Our online advertorial offer comprises one **article page** – designed on the basis of IZ's standard screen look – and a **prominent teaser** on IZ.de.

## SERVICES AND FEES\*:

- An article made to look and feel like IZ.de coverage
- Minimum online availability: twelve months
- Extension possible free of charge

The article is professionally written in cooperation with an experienced author (included in the fee if you book directly).

## THE ONLINE ADVERTORIAL COSTS:

**EUR 16,090**

(eligible for end-of-period rebates and/or agency commission if you supply your own copy and images)

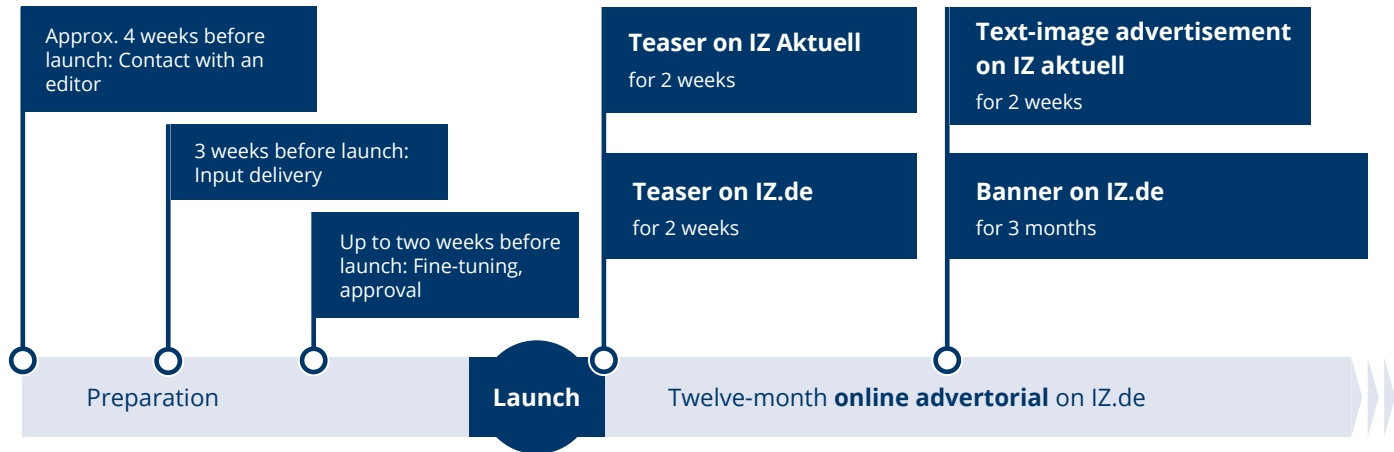
\* Our multiple and total sales price rebates apply on all fees.



## FURTHER INFORMATION ON PRICES\*:

If you book a second advertorial (within twelve months), you will be granted a 30-percent discount. Any further advertorials will attract a discount of fifty percent.

Combination discounts: If you book a printed advertorial starting from ¼ page (within twelve months), you will be granted a discount of fifteen percent. This also applies for advertorials in our daily newsletter, IZ Aktuell.

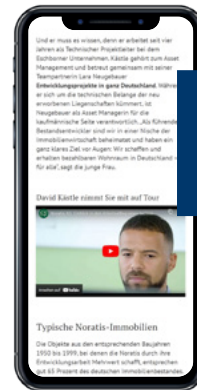


## HOW WE DIRECT OUR READERS TOWARDS YOUR ADVERTORIAL:

You can rely on IZ as an experienced, skilful media partner creating attention for your advertorial. With teasers on IZ.de and in our daily newsletter, IZ Aktuell, we kick-start your advertorial from day one – at no additional cost.



More information on advertorials?  
Folder: [media.iz.de/advertorial](https://media.iz.de/advertorial)



*Videos can add extra appeal to your message. There are multiple options – feel free to contact us.*

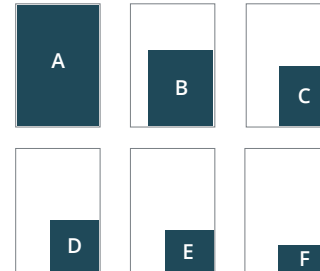
# Regional specials.

Every weekly IZ issue contains one page covering on regions such as Bavaria, Berlin (Eastern Germany) or Northern Germany. Additionally, our editors cover each of these regions once a year to a greater extent. For example, there's been a 17-page special on the state of North Rhine-Westphalia.



## AD FORMATS AND PRICES

	FORMAT	WIDTH X HEIGHT (MM)	bw / €	2c / €	4c / €
SOLO PLACEMENT	A 1/1 page	325 x 480	12,360	13,440	16,560
	B Junior page	Corner field 259 x 300	6,180	6,720	8,285
	C 1/3 page	Corner field 193 x 267	4,120	4,480	5,520
	D 1/4 page	Corner field 193 x 200	3,090	3,360	4,140
	E 1/5 page	Corner field 193 x 160	2,475	2,690	3,315
	F 1/8 page	Corner field 193 x 100	1,545	1,680	2,070



Why not combine printed and online ads so you can save 50% on your IZ.de banner?



More information on regional specials?  
Folder: [media.iz.de/themenschwerpunkte](https://media.iz.de/themenschwerpunkte)

For further formats, please refer to our basic price list, pp. 10/11.



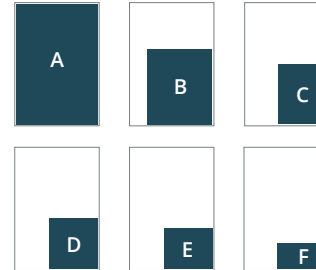
# Topic-related specials.

Every day, our editors provide coverage about real estate market players offering matching surroundings for various industries in every issue and online, on IZ.de. Once a year, we select two focal topics we comprehensively report about in our printed issue and on IZ.de – international investments and logistics.



## AD FORMATS AND PRICES

SOLO PLACEMENT	FORMAT	WIDTH X HEIGHT (MM)	bw / €	2c / €	4c / €
	A 1/1 page	325 x 480	17,520	20,040	23,280
	B Junior page	Corner field 259 x 300	8,735	10,020	11,620
	C 1/3 page	Corner field 193 x 267	5,840	6,680	7,760
	D 1/4 page	Corner field 193 x 200	4,380	5,010	5,820
	E 1/5 page	Corner field 193 x 160	3,505	4,010	4,655
	F 1/8 page	Corner field 193 x 100	2,190	2,505	2,910



Why not combine printed and online ads so you can save 50% on your IZ.de banner?



More information on topic-related specials?  
Flyer: [media.iz.de/themenschwerpunkte](http://media.iz.de/themenschwerpunkte)

For further formats, please refer to our basic price list, pp. 10/11.

# Touchpoints for Mipim.

IZ FOCUS  
 "INTERNATIONAL INVESTMENTS"  
 IZ 10/2022



IZ TRADE FAIR ISSUE  
 11/2022



IZ 12/2023



Approx.  
 3,000 exhibitors\*  
 Participants from  
 100 countries\*  
 14 to 17 March 2023



MIPIM AT IZ.DE

IZ DAILY NEWSLETTER

\*According to www.mipim.com (08/2022).

# Touchpoints for Expo Real.



IZ SPECIAL ISSUE  
39-40 / 2023



DAILY TRADE  
FAIR NEWSPAPER



IZ TRADE FAIR  
PLANNER  
Supplement in  
IZ issue 38



IZ 41 / 2023



EXPO REAL AT IZ.DE

IZ DAILY NEWSLETTER



19,200 participants  
1,198 exhibitors\*  
4 to 6 October 2023

\*According to [www.exporeal.net/de/messe/informieren/daten-fakten](http://www.exporeal.net/de/messe/informieren/daten-fakten) (08/2022).

More information about Expo Real?  
Folder: [media.iz.de/exporeal](http://media.iz.de/exporeal)

# Trade fair journal.

## DEADLINE FOR ADS/PRINTABLE DOCUMENTS

Wednesday, 14 September 2023

## PUBLICATION DATES

Wednesday, 4 October 2023  
Thursday, 5 October 2023  
Friday, 6 October 2023

## NUMBER OF COPIES AND CIRCULATION

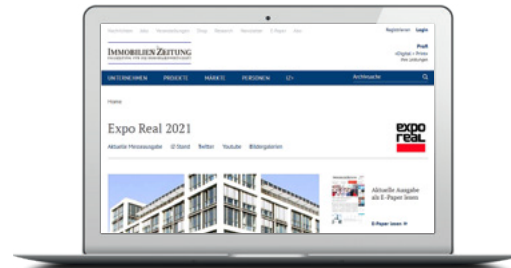
9,500 copies\* on Wednesday, 04/10/2023  
9,500 copies\* on Thursday, 05/10/2023  
7,500 copies\* on Friday, 06/10/2023  
8,909 copies\*\* as a supplement to Immobilien Zeitung,  
issue no. 41/2023 (to be released on 12/10/2023)

**35,009 copies in total.**

\*Publisher's data; provided the event takes place.  
\*\*IWW 02/2022

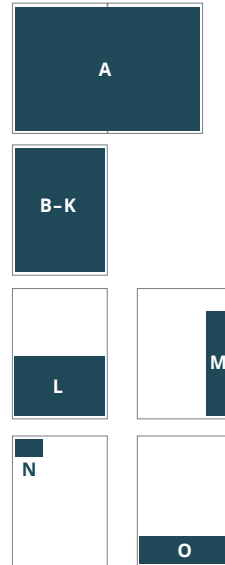


*Our most successful  
product for Expo Real.*



## FORMATS AND PRICES, TRADE FAIR JOURNAL

FORMAT	WIDTH X HEIGHT /MM	PRICE 4c / €
<b>A</b> Panorama	483 x 325	16,765
<b>B</b> U2	231 x 325	12,025
<b>C</b> U3	231 x 325	10,735
<b>D</b> U4	231 x 325	12,975
<b>E</b> 1/1 page	231 x 325	8,450
<b>F</b> 1 <sup>st</sup> right page	231 x 325	11,480
<b>G</b> 2 <sup>nd</sup> right page	231 x 325	10,850
<b>H</b> 3 <sup>rd</sup> right page	231 x 325	10,165
<b>I</b> 4 <sup>th</sup> /5 <sup>th</sup> right page	231 x 325	9,825
<b>J</b> 6 <sup>th</sup> /7 <sup>th</sup> right page	231 x 325	9,590
<b>K</b> 8 <sup>th</sup> right page	231 x 325	9,480
<b>L</b> ½ page landscape	231 x 162	6,400
<b>M</b> ¼ page portrait	54 x 307	3,710
<b>N</b> Title head	54 x 30	4,565
<b>O</b> Title strip	231 x 70	7,520



1 price  
for  
3 ads!



More information on Expo Real?  
Flyer: [media.iz.de/exporeal](https://media.iz.de/exporeal)

# Trade fair planner.

## NUMBER OF COPIES AND CIRCULATION

8,909 copies\* as a supplement to  
Immobilien Zeitung, issue no. 38/2023  
8,000 copies\*\* distributed at Expo Real 2023

19,909 copies in total.

## DEADLINE FOR ADS / PRINTABLE DOCUMENTS

Wednesday, 6 September 2023

## PUBLICATION DATE

Thursday, 21 September 2023

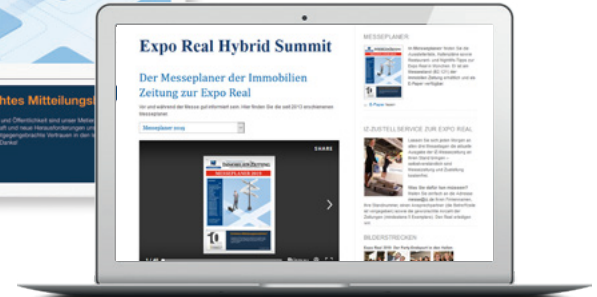
\*IVW 02/2022

\*\* Publisher's data on the grounds of data for 2022; provided the event takes place.

*Ideal timing for your adverts  
– 12 days ahead of the trade fair,  
people's agendas keep filling up!*

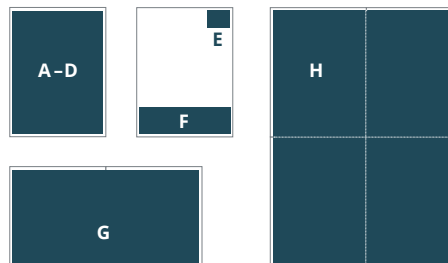


MAGAZIN  
FORMAT



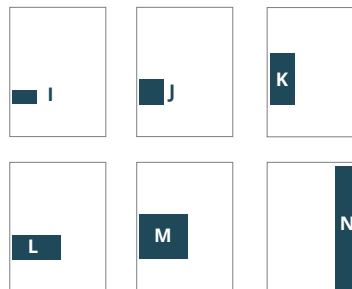
## FORMATS AND PRICES, TRADE FAIR PLANNER

FORMAT	WIDTH X HEIGHT / mm	PRICE 4c / €
<b>A</b> 1/1 page	231 x 325	5,385
<b>B</b> 2nd cover page	231 x 325	6,895
<b>C</b> 3rd cover page	231 x 325	6,055
<b>D</b> 4th cover page	231 x 325	8,045
<b>E</b> Title head	54 x 30	2,655
<b>F</b> Title strip	231 x 70	5,385
<b>G</b> Panorama page	480 x 325	10,415
<b>H</b> Panorama poster	480 x 675	20,840



### EXHIBITOR LIST / HALL PLANS

<b>I</b> Special format no. 1	54 x 27	360
<b>J</b> Special format no. 2	54 x 54	525
<b>K</b> Special format no. 3	54 x 113	1,040
<b>L</b> Special format no. 4	113 x 54	1,040
<b>M</b> Special format no. 5	113 x 113	2,185
<b>N</b> ¼ page, portrait Right next to the hall plans	54 x 325	2,300



More information on Expo Real?  
Flyer: [media.iz.de/exporeal](http://media.iz.de/exporeal)

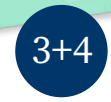
# Magazines.

Once every year, our magazines on real estate finance and real estate lawyers – Immobilienfinanzierung and Immobilienanwälte – are published in digital and printed form for subscribers and as retail products for anybody to buy.

## AD FORMATS AND PRICES

FORMAT	WIDTH X HEIGHT / mm	PRICE 4C / €
<b>A</b> U2 as double page	2 x 230 x 285	13,320
<b>B</b> 2/1 pages 4/5	2 x 230 x 285	11,715
<b>C</b> 2/1 pages	2 x 230 x 285	11,255
<b>D</b> U4	230 x 285	8,385
<b>E</b> U2	230 x 285	7,820
<b>F</b> U3	230 x 285	7,010
<b>G</b> 1/1 page	230 x 285	6,515
<b>H</b> 1/2 landscape	195 x 115	3,960
<b>I</b> 1/3 portrait	62 x 235	3,500

Formats A to G surrounded by a 3-mm spare trim.



More information on magazines?  
Flyer: [media.iz.de](http://media.iz.de)



The jubilee is drawing near – IZ is celebrating its 30<sup>th</sup> anniversary with a special magazine scheduled to be published in July 2023.



# 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 1.0 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.

# IZ Jobs – filling vacancies quickly and easily.

## Best matches for active searchers

- ✓ Your job offer in our classified jobs section
- ✓ Job mailer: Your job offer sent to applicants' mailboxes.
- ✓ Your job offer is automatically displayed on Google4Jobs



## Your vacancy in editorial settings

- ✓ Your job offer in our printed product
- ✓ Your job offer in the editor's newsletter
- ✓ Your job offer on IZ.de



## Your job offer in candidates' newsfeeds

- ✓ Social jobs at LinkedIn
- ✓ Social jobs at Facebook
- ✓ Social jobs at Instagram



## Reaching matching candidates via targeting

- ✓ Fully automated AI campaigns
- ✓ Google and Facebook ads
- ✓ Smart targeting according to profiles and locations



Less scattering loss, more qualified applicants.

## BEST PRACTICE



### Classified job ads

- ✓ Top jobs in the classified jobs section
- ✓ Job mailers to suitable candidates
- ✓ Google for Jobs

### Editorial settings

- ✓ Top teasers with logos in print
- ✓ Career newsletter (once)
- ✓ IZ Aktuell (once)
- ✓ Job link on each article detail page
- ✓ Job link on IZ.de's home page

### Social job posts

- ✓ LinkedIn, Facebook & Instagram

### AI campaign

- ✓ Google Display & Facebook

Campaign period: 6 weeks

**ENQUIRE NOW**

All options of active and passive candidate targeting are bundled within one product. Considering the current labour market situation, it's particularly valuable if you can reach out to candidates with know-how in your industry looking for a career change within the editorial settings we provide. Our contacts are available to give you more information into our entire product portfolio.



#### **Saskia Thau**

Key Account Manager, IZ Jobs  
+49 (0) 69 / 7595-3255 • +49 (0) 174 95 14 176  
thau@cp.jobs



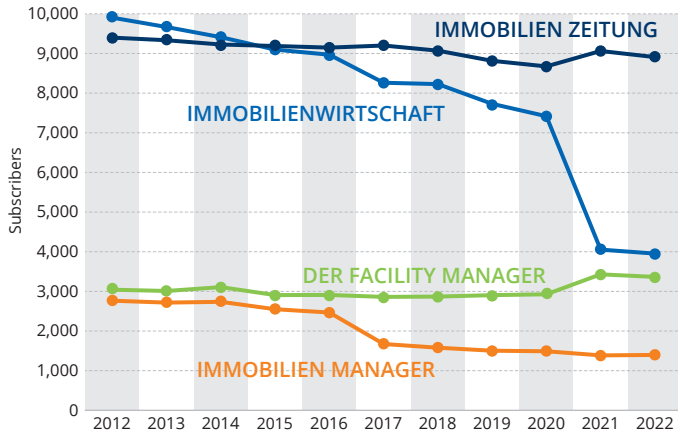
#### **Martina Walker**

Key Account Manager, IZ Jobs  
+49 (0) 69 / 7595-3256 • +49 (0) 151 51 76 73 70  
walker@cp.jobs

izjobs.de • Relevance and outreach.  
Catch the attention of high performers.

# Comparison of print run and distribution.

## DEVELOPMENT OVER 10 YEARS

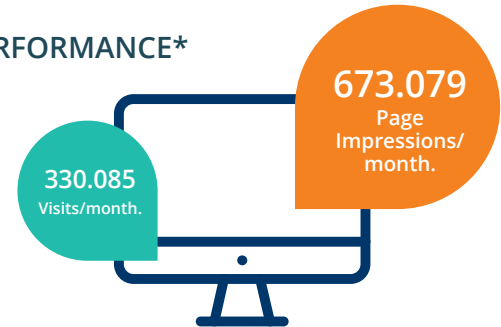


Long-term comparison of subscriber figures among real estate media meeting IWV standards. Data according to IWV, 02/2012 to 02/2022.

## AVERAGE PRINT RUN 2<sup>nd</sup> QUARTER 2022\*\*

Print run	10,099
No. of issues distributed	10,064
<b>No. of issues sold = subscribers</b>	<b>9,063</b>

## ONLINE PERFORMANCE\*



## DISTRIBUTION BY NIELSEN AREAS\*\*\*

NIELSEN AREAS	FEDERAL STATES	DISTRIBUTION OF ISSUES SOLD
I	Bremen, Hamburg, Lower S., Schl.-Holst.	16.0%
II	North Rhine-Westphalia	19.0%
IIIa	Hesse, Rhineland-Palatinate, Saarland	19.0%
IIIb	Baden-Württemberg	9.0%
IV	Bavaria	16.0%
V	Berlin	13.0%
VI	Meckl.-Vorp., Brandenb., Saxony-Anhalt	2.0%
VII	Thuringia, Saxony	3.0%

\*Publisher's calculation, average according to IWV Online statistics Jan to June 2022.

\*\* IWV 2/2022.

\*\*\* Publisher's data, 8/2022.

# Why book IZ?



## COMPETENCE

**Boost your advertising efficiency in our high-quality environment!**

114 employees, including 15 journalists, 7 data editors and 13 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.



## CIRCULATION

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

Our subscriber circulation of 8,909 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 670,000 Pls\*\* per month and the daily newsletter more than 325,000 Pls\*\* 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 670,000 Pls\*\* per month, we provide the real estate industry with all the important information it needs to guarantee success at Mipim and Expo Real.

\* IVW 2/2022 \*\*Publisher's calculation, average according to IVW Online statistics Jan to June 2022. \*\*\*Of which 50,958 copies of issues 10, 11, 39, 40/41 and 42 (all from 2019) is a figure confirmed by IVW whereas 30,000 copies were distributed at trade fairs or distributed via partners (publisher's data).

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 %
<b>Property evaluation</b>	<b>17 %</b>
Architectural and engineering services	11 %
<b>Project management / project development</b>	<b>29 %</b>
<b>Real estate brokering</b>	<b>18 %</b>
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 %

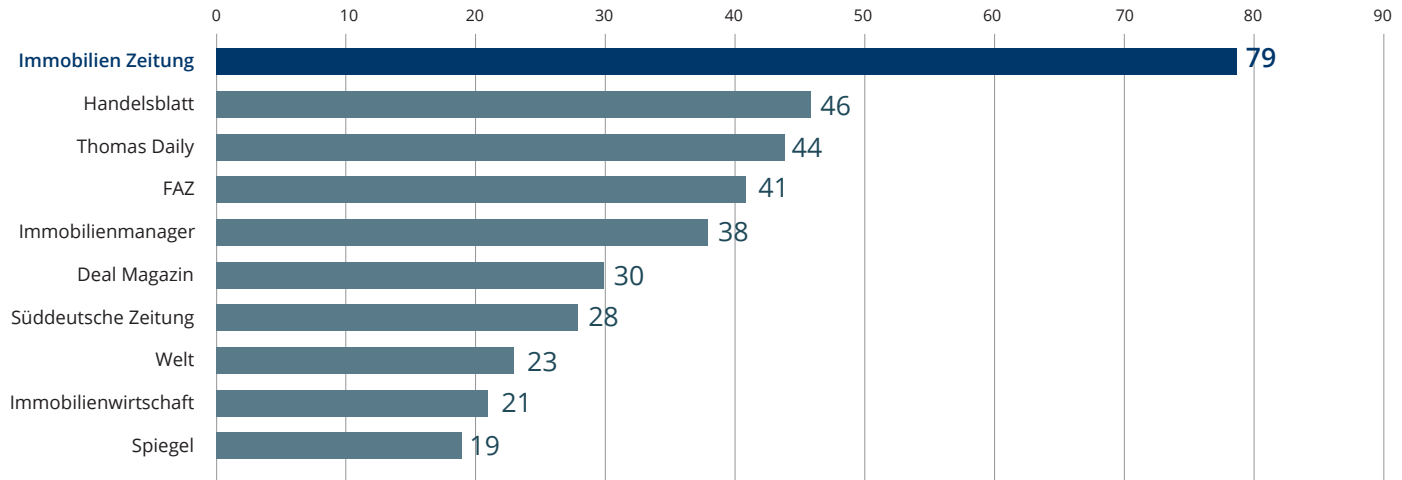
\* Publisher's data, based on IZ readers' survey with 179 participants in Aug./Sept. 2020.

# 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).



\* Survey „What is good real estate journalism?“ – Survey by bulwiengesa on behalf of WWFI e.V. 2018. Evaluation taken from page 20. Available on [media.iz.de/basis-mediadaten](https://media.iz.de/basis-mediadaten).



# Technical specifications.

<b>DATA FORMAT:</b>	PDFx3. Open files upon request	<b>COLOUR APPLICATION:</b>	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%
<b>IMAGE RESOLUTION:</b>	300 dpi (minimum 200 dpi)	<b>PAPER FORMAT:</b>	350 mm wide x 510 mm high
<b>DATA:</b>	Print document to be delivered by e-mail, specifying client name, job name and target link to <a href="mailto:anzeigen@iz.de">anzeigen@iz.de</a>	<b>PRINT AREA:</b>	325 mm wide x 480 mm high
<b>PRINT DOCUMENTS:</b>	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.	<b>NO. OF COLUMNS:</b>	Text section: five 61 mm columns, advertising section: six 50 mm columns
<b>FONT:</b>	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).	<b>PRINTING TECHNOLOGY:</b>	Newspaper offset printing
<b>COLOURS:</b>	CMYK, Euro scale. Use <a href="#">ISOnewspaper26v4.icc</a> colour profile to ensure colour consistency. Black text must be 100 % and made up entirely of black.  A colour profile can be downloaded from <a href="http://media.iz.de">media.iz.de</a>	<b>PROOF:</b>	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.
<b>LINES:</b>	Lines must be minimum 0.05 points; white lines on a multi-coloured background minimum 0.0 points.	<b>DATA FORMAT IZ.DE:</b>	GIF, JPEG, PNG oder HTML. Delivery by e-mail specifying target link to: <a href="mailto:anzeigen@iz.de">anzeigen@iz.de</a> .
<b>QR CODE:</b>	To ensure sharp contours, the QR Code should be created in b/w (not in 4c and not as "copy and paste").	<b>DATA FORMAT NEWSLETTER:</b>	JPEG, PNG or GIF (static, as some Outlook versions do not support GIF animation by default). Delivery by e-mail specifying target link to: <a href="mailto:anzeigen@iz.de">anzeigen@iz.de</a> .

# 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 8.0% 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.

# Publisher information.

IZ Immobilien Zeitung Verlagsgesellschaft mbH

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## **BANK ACCOUNT DETAILS:**

Nassauische Sparkasse, Wiesbaden

IBAN DE36 5105 0015 0189 0265 28

SWIFT-BIC: NASSDE 55 XXX

Commerzbank AG, Wiesbaden

IBAN DE36 5108 0060 0129 9888 00

SWIFT-BIC: DRES DE FF 510

## **PAYMENT:**

15 days net

## **PUBLICATION FREQUENCY:**

weekly on Thursdays

## **CLOSING DATE FOR ADVERTISING:**

6 working days before publication