



DIGITAL VERSION

4

 PRICE LIST 2022

# Real-estate financing



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FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

# Real-estate financing 2022

- *A comparative overview of the largest German real-estate financiers*
- *Editorial analysis – no desk research*
- *Publication in magazine format*
- *Online at [IZ.de/epaper](https://www.iz.de/epaper) as of 10 February 2022*

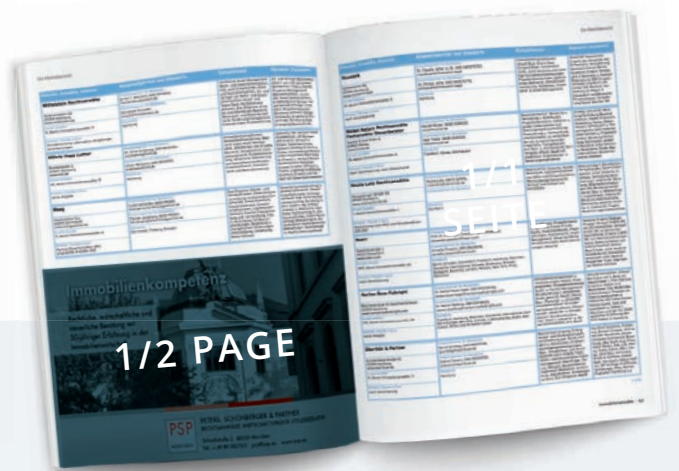


The **REAL ESTATE FINANCE** feature by IZ will be published for the third time in 2022. This magazine focusses on classical and alternative financing options. It contains a market overview with detailed profiles of German real estate financing firms, banks, saving banks (Sparkassen) including contacts – a valuable compendium for readers to refer to. Coverage will include the effects of the Covid-19 pandemic and future strategies of real estate banks. Additionally, our editors are going to shed light on the conditions financing firms are attaching to their commitments and potential reverberations for the real estate market. Not least, current market figures and digital developments in real estate finance are going to be covered in this magazine.

## PLACE YOUR AD IN THE 2022 ISSUE!

- On 10 February, we will be sending out the “Immobilienfinanzierung” magazine, together with issue 06/2022 of the Immobilien Zeitung, to our approx. **9,063** subscribers (IVW 2/2021).
- At Quo Vadis 2022, the annual kick-off event for real-estate decision-makers, we will present each participant with a copy of the magazine. We will also be offering a free copy to fair visitors at Mipim 2022 in Cannes.\*
- At a price of € 14.50, the magazine will also be distributed via **IZ-shop.de**, the portal for specialist literature for the real-estate industry.
- The e-paper will be published on **[iz.de/epaper](https://www.iz.de/epaper)** in February. Its contents will be made permanently available to our subscribers. In the e-paper, your ad will be linked to a URL of your choice so that clients can reach your website by just one click.

\* Provided that the event takes place.



## PRINT CIRCULATION

12,200 copies in magazine format\*

## CLOSING DATE FOR ADS / DESIGN DOCUMENTS

Friday, 17 December 2021 /  
Thursday, 13 January 2022

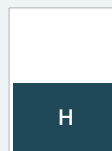
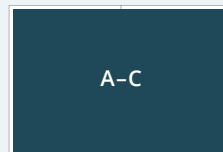
## PUBLICATION DATE

Thursday, 10 February 2022

## AD FORMATS AND PRICES:

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A U2 as double page	2 x 230 x 285	12,445
B 2/1 pages 4/5	2 x 230 x 285	10,945
C 2/1 pages	2 x 230 x 285	10,515
D U4	230 x 285	7,835
E U2	230 x 285	7,305
F U3	230 x 285	6,545
G 1/1 page	230 x 285	6,085
H 1/2 landscape	195 x 115	3,700
I 1/3 portrait	62 x 235	3,270

Formats A-G in the bleed with 3 mm bleed on all sides.



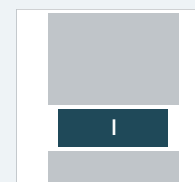
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\*\* 12 weeks rotating at IZ.de/finanzen



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\* Publisher's information.

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