

PRICE LIST 2023

Real estate financing



Real estate financing 2023

- 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)



The fourth issue of IZ's magazine "IMMOBILIENFINANZIERUNG" (real estate financing) is released in 2023. The issue will focus on classical and alternative financing options. It's going to be a compendium for readers to find orientation in the market as it will feature detailed profiles of relevant players in German real estate financing, banks and saving banks (Sparkassen), plus contacts. Additionally, current topics of interest such as inflation, changes in the interest-rate environment and financing terms and strategies in times of crises and war are highlighted by our editors.*

PLACE YOUR AD IN THE 2023 ISSUE!

- On 9 February, we will be sending out the "Immobilienfinanzierung" magazine, together with issue 06/2023 of the Immobilien Zeitung, to our approx. **8,909** subscribers (IVW 2/2022).
- At Quo Vadis 2023, 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 2023 in Cannes.**
- At a price of € 19.50, the magazine will also be distributed via [dfv-fachbuch.de](https://www.dfv-fachbuch.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.

* Subject to change.

** Provided that the event takes place.



PRINT CIRCULATION
11,675 copies in magazine format*

CLOSING DATE FOR ADS / DESIGN DOCUMENTS
Friday, 16 December 2022 /
Thursday, 12 January 2023

ERSCHEINUNGSTERMIN
Donnerstag, 9 February 2023

AD FORMATS AND PRICES:

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



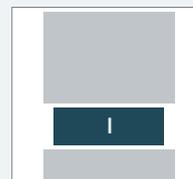
FREE
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Formats A-G in the bleed with 3 mm bleed on all sides.

BANNER FORMATS AND PRICES AT IZ.DE



ADVERTISING FORM	FORMAT / KB	FORMAT / KB	PRICE / €**
I Content Ad	300 x 120 px / 100 KB	617 x 250 px / 100 KB	3,425



** 12 weeks rotating at IZ.de/finanzen

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* Publisher's information.

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Curious to find out more? Just give us a call.

KAI WALDSCHMIDT
Advertising sales,
scheduling
☎ +49 (0)611 973 26-52
✉ waldschmidt@iz.de

CHRISTOPHER TYZIAK
Publisher's Representative,
North/East
☎ +49 (0)611 973 26-955
✉ tyziak@iz.de

TANJA BARANOWSKY
Assistant to Head of
Advertising Department
☎ +49 (0)611 973 26-23
✉ baranowsky@iz.de

KARSTEN FRANKE
Publisher's Chief Representative,
West/North
☎ +49 (0)611 973 26-21
✉ franke@iz.de

THOMAS BUHLMANN
Publisher's Representative,
Centre/South
☎ +49 (0)611 973 26-26
✉ buhlmann@iz.de

STEFAN JUNG
Publisher's Representative,
Centre/South/East
☎ +49 (0)611 973 26-22
✉ jung@iz.de



CLAUDIA EMRICH
Advertising sales,
scheduling
☎ +49 (0)611 973 26-13
✉ emrich@iz.de

MARKUS SCHMIDTKE
Head of Advertising Department
☎ +49 (0)611 973 26-24
✉ schmidtke@iz.de

media.iz.de/finanzierung



An associate of **dfv** Mediengruppe

IZ IMMOBILIEN ZEITUNG
VERLAGSGESELLSCHAFT MBH
☎ +49 (0)611 973 26 - 0
☎ +49 (0)611 973 26 - 31
Luisenstraße 24
65185 Wiesbaden
✉ info@iz.de