

## PRICE LIST 2021

ADVERTISING AND BANNER SPACE IN  
THE IMMOBILIEN ZEITUNG PRODUCTS.



DIGITAL VERSION

# IZ Feature Weeks Shaping Responsibility

KNOWLEDGE FOR DECISION  
MAKERS.  
IMMOBILIEN ZEITUNG.

**IMMOBILIEN ZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

 **Klimaneutral**  
Druckprodukt  
ClimatePartner.com/12518-1907-1001



# Shaping Responsibility. Sustainable Solutions for a Built Environment.

**PART 2**  
IZ 42 / 21

**PART 1**  
IZ 40-41 / 21

**PART 3**  
IZ 43 / 21

- Special feature in three parts
- First issue: IZ 40-41
- Featuring free ads in 2021/22\*

## Up-to-date with IZ

<p><b>NUMBER OF PRINTED COPIES AND DISTRIBUTION</b> for each part (acc. to IVW 1/2021)</p> <p>9.985 copies distributed 8.810 of which subscriptions</p> <p><b>9.985</b> total number of copies</p>	<p><b>DEADLINE FOR ADS / PRINT DATA</b> <b>Wednesday, 22/09/2021</b></p> <p><b>RELEASE DATES</b> from <b>Thursday, 07/10/2021</b></p> <p><b>RISK-FREE BOOKINGS</b> Book now and you can <b>cancel free of charge</b> by the deadline.</p>	<p><b>PLACEMENT UPGRADES</b></p> <table border="0"> <tr> <td><b>Single Booking:</b></td> <td><b>Double Booking:</b></td> <td><b>Triple Booking:</b></td> </tr> <tr> <td>✓ One ad in feature weeks (placed by IZ)</td> <td>✓ Two ads in feature weeks (two issues of your choice)</td> <td>✓ Three ads in feature weeks (three issues)</td> </tr> <tr> <td>✓ One free ad (placed by IZ)</td> <td>✓ Two free ads (placed by IZ)</td> <td>✓ Three free ads (individually chosen)</td> </tr> </table> <p>*Free ads (identical format) available between IZ issues no. 44/2021 and no. 05/2022</p>	<b>Single Booking:</b>	<b>Double Booking:</b>	<b>Triple Booking:</b>	✓ One ad in feature weeks (placed by IZ)	✓ Two ads in feature weeks (two issues of your choice)	✓ Three ads in feature weeks (three issues)	✓ One free ad (placed by IZ)	✓ Two free ads (placed by IZ)	✓ Three free ads (individually chosen)
<b>Single Booking:</b>	<b>Double Booking:</b>	<b>Triple Booking:</b>									
✓ One ad in feature weeks (placed by IZ)	✓ Two ads in feature weeks (two issues of your choice)	✓ Three ads in feature weeks (three issues)									
✓ One free ad (placed by IZ)	✓ Two free ads (placed by IZ)	✓ Three free ads (individually chosen)									

### ADVERTISEMENT FORMATS AND SAMPLE PRICES

FORMAT	WIDTH x HEIGHT / mm	GENERAL PART / €
A 1/1 page	325 x 480	21.000
B 1/2 page, corner ad	259 x 300	10.500
C 1/3 page, corner ad	193 x 267	7.000
D 1/4 page, corner ad	193 x 200	5.250



**FOR OTHER PRICES AND TECHNICAL DATA:** Please see our Basic Media Data no. 31 (iz.de/basis-mediadaten). All prices in EUR plus VAT. Our general terms and conditions shall apply.  
**NOTE:** This advertising medium was printed in a climate-friendly way on recycled paper.

## Too Much Reading? Just Get in Touch.

**TANJA BARANOWSKY**

Assistant  
Head of Ad Sales  
☎ +49 (0)611 973 26-23  
✉ baranowsky@iz.de

**KARSTEN FRANKE**

Media Consultant  
☎ +49 (0)611 973 26-21  
✉ franke@iz.de

**THOMAS BUHLMANN**

Media Consultant  
☎ +49 (0)611 973 26-26  
✉ buhlmann@iz.de



**CHRISTOPHER TYZIAK**

Media Consultant  
☎ +49 (0)611 973 26-955  
✉ tyziak@iz.de

**CLAUDIA EMRICH**

Ad Sales, Scheduling  
☎ +49 (0)611 973 26-13  
✉ emrich@iz.de

**MARKUS SCHMIDTKE**

Head of Ad Sales  
☎ +49 (0)611 973 26-24  
✉ schmidtke@iz.de

[www.iz.de/media/exporeal](http://www.iz.de/media/exporeal)

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**IMMOBILIEN ZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

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A shareholding by **dfv** Mediengruppe

**IZ IMMOBILIEN ZEITUNG**  
**VERLAGSGESELLSCHAFT MBH**  
☎ +49 (0)611 973 26 ext. 0  
☎ +49 (0)611 973 26 ext. 31  
Luisenstrasse 24  
D-65185 Wiesbaden, Germany  
✉ info@iz.de