

PRICE LIST 2021

ADVERTISING AND BANNER SPACE IN
THE IMMOBILIEN ZEITUNG PRODUCTS.



DIGITAL VERSION

Trade Fair Expo Real

KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT



Klimaneutral

Druckprodukt

ClimatePartner.com/12518-1907-1001



Touchpoints for the Expo Real Trade Fair.

11.-13.10.2021

ALL PRINTED ISSUES TO BE RELEASED AS E-PAPERS IN PARALLEL



IZ 40-41/21
TRADE FAIR ISSUE
+ IZ FEATURE WEEK, PART 1



IZ
TRADE FAIR JOURNAL
(A SUPPLEMENT TO
ISSUE 40-41)



IZ 39 / 21
GERMAN GENERAL
ELECTION RESULTS



IZ 42 / 21
EXPO AFTER-TALK
+ IZ-FEATURE WEEK, PART 2

What's in it for you?



IZ Trade Fair Journal will be released as a trade fair supplement to IZ issue no. 40-41/2021.



IZ Trade Fair Journal contains parts of the popular exhibition calendar (Messeplaner) and will be released in tabloid format.



100% definite!
Some 8,810 IZ subscribers (IVW 1/2021) will receive a copy on 7 Oct 2021.



All IZ products will be available at our trade fair booth for distribution at the exhibition, if possible.*



Fully flexible – we guarantee you can cancel by the ad deadline free of charge.

* Provided the trade fair can take place.

IZ Trade Fair Issue Week 40/41



- Our highlight issue of the year
- Marks the beginning of the IZ feature on Shaping Responsibility

CIRCULATION AND DISTRIBUTION

9.985 copies in circulation (IVW 1/2021) of which 8,810 copies going to subscribers, i.e. definitely sold, plus distribution at the trade fair, if possible.*

9.985 Total number of copies

DEADLINE FOR ADS / PRINT DATA

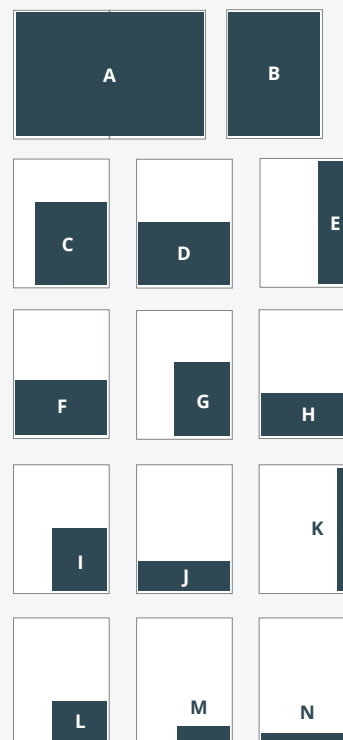
Wednesday, **22 September 2021**

PUBLICATION DATE

Thursday, **7 October 2021**

ADVERTISEMENT FORMATS AND SAMPLE PRICES

FORMAT	WIDTH x HEIGHT / mm	GENERAL SECTION / €	REGIONAL SECTION / €
A panorama	675 x 480	38.640	27.600
B 1/1 page	325 x 480	21.000	15.000
C 1/2 page, corner	259 x 300	10.500	7.500
D 1/2 page, landscape	325 x 240	10.500	7.500
E 2/5 page, portrait	127 x 480	8.400	6.000
F 2/5 page, landscape	325 x 192	8.400	6.000
G 1/3 page, corner	193 x 267	7.000	5.000
H 1/3 page, landscape	325 x 160	7.000	5.000
I 1/4 page, corner	193 x 200	5.250	3.750
J 1/4 page, landscape	325 x 120	5.250	3.750
K 1/5 page, portrait	61 x 480	4.200	3.000
L 1/5 page, corner	193 x 160	4.200	3.000
M 1/8 page, corner	193 x 100	2.625	1.875
N 1/8 page, landscape	325 x 60	2.625	1.875



For other formats and prices, please browse www.iz.de/basis-mediadaten.

FOR TECHNICAL DATA: please see our Basic Media Data no. 31 and at iz.de/basis-mediadaten.

All prices in EUR plus VAT. Our general terms and conditions shall apply.

* Provided the trade fair can take place.

IZ Trade Fair Journal



- Our most successful trade fair product
- An ideal platform for your advertising
- Contains parts of the popular Trade Fair Planner

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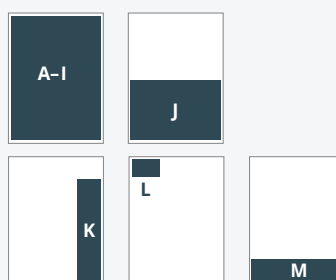
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ADVERTISEMENT FORMATS AND SAMPLE PRICES

	FORMAT	WIDTH x HEIGHT / mm	PRICE 4c / €
	A Inside front cover	231 x 325	10.680
SOLD	B Inside back cover	231 x 325	7.595
	C Outside back cover	231 x 325	11.660
	D 1/1 page	231 x 325	4.930
	E 1. right page	231 x 325	10.315
SOLD	F 2. right page	231 x 325	9.750
SOLD	G 3. right page	231 x 325	9.135
SOLD	H 4.-5. right page	231 x 325	8.830
	I 6.-8. right page	231 x 325	7.595
	J 1/2 page, landscape	231 x 162	3.900
	K 1/4 page, portrait	54 x 307	3.335
SOLD	L Masthead	54 x 30	4.105
SOLD	M Title strip	231 x 70	6.755



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* Provided the trade fair can take place.

The Daily IZ Newsletter

- ADVANTAGES:**
- high opening-rate*
 - close-up display
 - good value for money (see CPM)

We're almost booked up – feel free to secure one of the few banner spaces still available...



PERFORMANCE DATA**

496.848 monthly openings

124.212 weekly openings

CLOSING DATE FOR ADVERTISING

3 working days before publication date

PUBLICATION DATES

The newsletter informs daily from MON-FRI (except holidays) about all relevant news.

BANNER FORMATS AND PRICES

PRICE PER WEEK (MON – FRI) / EUR

POSITION	FULL-SIZE BANNER	MAXI AD	MAXI AD PLUS	ADVERTORIAL
1.	CPM 18 € 2.390	CPM 24 € 3.120	CPM 33 € 4.315	-
2.	1.650	2.260	3.300	-
3.	1.440	1.895	2.885	5.770
4.	1.235	1.540	2.055	4.110
5.	1.135	1.390	1.750	3.505
6.	1.035	1.285	1.580	3.160
7.	935	1.185	1.440	2.875
8.	CPM 6 € 830	CPM 8 € 1.085	CPM 10 € 1.335	2.675
9.	720	1.030	1.135	2.270
10.	720	1.030	1.135	2.270
11.	720	1.030	1.135	2.270
12.	720	1.030	1.135	2.270
13.	720	1.030	1.135	2.270
14.	720	1.030	1.135	2.270
15.	720	1.030	1.135	2.270

In weeks 39–41, positions 1–5 are reserved for customers who book IZ aktuell for at least 5 weeks per year. They can either book individual dates spread across this period or make a block booking.

CPM -SAMPLE CALCULATION

Cost per thousand impressions (CPM):

1,000 contacts (PIs) cost only € 24 if you book a maxi ad in Position 1.

FOR TECHNICAL DATA: please see our Basic Media Data no. 31 and at iz.de/basis-mediadaten.

All prices in EUR plus VAT. Our general terms and conditions shall apply.

* Some 3.4 openings per receiver for an average of 7,004 daily subscribers (data by the publisher, 05/2021) and 23,659 daily openings (average acc. to IVW Online 01-03/2021).

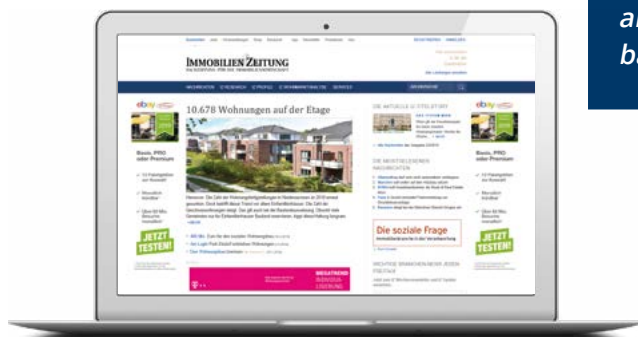
** Publisher's calculation, averaged acc. to IVW Online 1/2021-3/2021.



IN AUTUMN 2021,
our web offer will be updated
and banner formats
adjusted.

Online on IZ.de

Manage your ad campaigns effectively and choose between full bookings and triple rotations for your online banners.



PERFORMANCE DATA**

837.287 monthly openings

327.423 weekly openings

CLOSING DATE FOR ADVERTISING

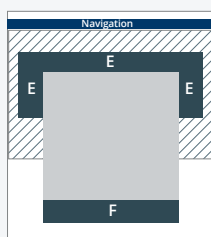
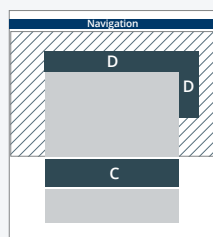
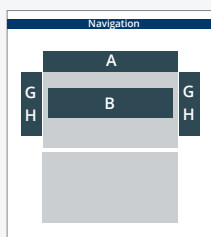
3 working days before publication date

BANNER FORMATS AND PRICES



PRICE PER WEEK (MON - SUN) / EUR

	WERBEFORM	KB	FORMAT / px	FORMAT / px	FULL PLACEMENT	3-AD ROTATION
NEW	A super banner	80	300 x 120	980 x 150	-	combined with the daily newsletter
NEW	B billboard	80	300 x 120	940 x 250	12.000	6.000
NEW	C content ad	40	300 x 250	617 x 250	2.900	1.450
NEW	D wallpaper	80	-	980 x 150 + 160 x 600 + backgroundcolor	9.360	4.680
NEW	E fireplace	100	-	980 x 150 + 2x 160 x 600 + backgroundcolor	16.780	8.390
NEW	F floor ad	80	-	980 x 120	8.000	4.000
	G skyscraper (left or right)	40	-	160 x 600	3.700	1.850
	H double skyscraper	each 40	-	each 160 x 600	7.000	3.500



A super banner (combined with daily newsletters)
B billboard
C content ad
D wallpaper

E fireplace
F floor ad
G skyscraper (left or right)
H double skyscraper

STICKY-BANNER

Skyscrapers and floor ads always remain visible, regardless of the scroll position.



FOR TECHNICAL DATA: please see our Basic Media Data no. 31 and at iz.de/basis-mediadaten.

* Publisher's calculation, averaged acc. to IVW Online 1/2021-3/2021.

Too Much Reading? Just Get in Touch.

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www.iz.de/media/exporeal

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

A shareholding by **dfv** Mediengruppe

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