

Special feature: “Fokus Bayern”

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YOUR ADVANTAGE:

- Focus on services you offer in Bavaria
- Matching editorial content
- Attractive terms and conditions for regional providers
- IZ app link included*

PERFORMANCE DATA**

10,264 copies distributed
of which 9,063 subscriber copies

At no extra charge, we will distribute your ad in approx. 10,500 Expo Real trade show copies***

DEADLINE FOR ADS / PRINTABLE DOCUMENTS

Wednesday, 14 September 2022

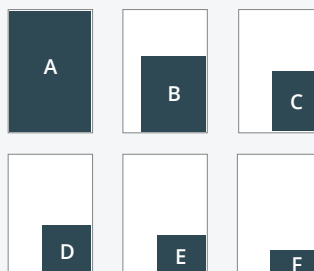
PUBLICATION DATE

Thursday, 29 September 2022
as a supplement to IZ issue no. 39-40 / 2022

AD FORMATS AND PRICES

SOLO PLACEMENT

FORMAT	WIDTH X HEIGHT (MM)	BW / €	2c / €	4c / €
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



For other formats and technical data please see basic price list no. 32a and media.iz.de/basis-mediadaten (in German). All prices in € plus VAT. General terms and conditions apply.

* All printed ads will be published in the IZ app e-paper without any additional charge. Unless stated otherwise, the URL of the ad image will be used for the e-paper link.

** IWW 2/2021. *** Publisher's information. Provided that the event takes place

*** Publisher's information. Set filter „Bavaria“ on www.iz.de, status 8/2021.

Why not combine printed and online ads and save 50% on banners?

10 weeks targeting / € 1,715

Content Ad in 3-ad rotation on all IZ.de pages covering Bavaria (ca. 18,100 articles***).

4 weeks test booking / € 3,425

Content Ad in 3-ad rotation on all IZ.de pages (posted regularly).



YOUR CONTACT

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FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT