

# Special feature: "Fokus Bayern"



**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\*\*

10,410 copies distributed of which  
8,909 subscriber copies

At no extra charge, we will distribute your ad in approx. 9,000 Expo Real trade show copies\*\*\*

## DEADLINE FOR ADS / PRINTABLE DOCUMENTS

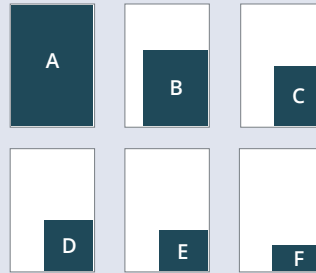
Wednesday, 13 September 2023

## PUBLICATION DATE

Thursday, 28 September 2023  
as a supplement to IZ issue no. 39-40 / 2023

## 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. 33 and [media.iz.de/basis-mediadaten](https://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 2/2022. \*\*\* Publisher's information. Provided that the event takes place \*\*\*\* Publisher's information. Set filter „Bavaria“ on [www.iz.de](https://www.iz.de), status 8/2022.

## 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. 17,300 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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DECIDE BETTER

