



YOUR ADVANTAGE:

- Focus on services you offer in Berlin
- 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

DEADLINE FOR ADS / PRINTABLE DOCUMENTS

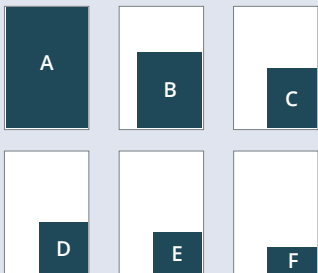
Wednesday, 15 March 2023

PUBLICATION DATE

Thursday, 30 March 2023
as a supplement to IZ issue no. 13 / 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 (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.
** IWV 2/2022. *** Publisher's information. Provided that the event takes place **** Publisher's information. Set filter „Berlin“ on 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 Berlin (ca. 15,800 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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