

Special feature: “Norddeutschland”

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YOUR ADVANTAGE:

- Focus on services you offer in Northern Germany
- 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

DEADLINE FOR ADS / PRINTABLE DOCUMENTS
 Wednesday, 13 April 2022

PUBLICATION DATE
 Thursday, 28 April 2022
 as a supplement to IZ issue no. 17 / 2022

AD FORMATS AND PRICES

SOLO PLACEMENT	FORMAT	WIDTH X HEIGHT (MM)	BW / €	2c / €	4c / €	Visual representation of ad formats A-F		
	A 1/1 page	325 x 480	11,520	12,600	15,480	[Visual representation of format A]		
	B Junior page	Corner field 259 x 300	5,760	6,300	7,740	[Visual representation of format B]		
	C 1/3 page	Corner field 193 x 267	3,840	4,200	5,160	[Visual representation of format C]		
	D 1/4 page	Corner field 193 x 200	2,880	3,150	3,870	[Visual representation of format D]		
	E 1/5 page	Corner field 193 x 160	2,305	2,520	3,100	[Visual representation of format E]		
	F 1/8 page	Corner field 193 x 100	1,440	1,575	1,935	[Visual representation of format F]		

For other formats and technical data please see basic price list no. 32 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.
 ** IYW 2/2021.
 *** Publisher's information, status 8/2021.

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

10 weeks targeting / € 1,600

Content Ad in 3-ad rotation on all IZ.de pages covering Northern Germany (ca. 23.300 articles***).

4 weeks test booking / € 3,200

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



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