

Special feature: "Fokus NRW"

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YOUR ADVANTAGE:

- Focus on services you offer in North Rhine-Westphalia
- 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, 4 May 2022

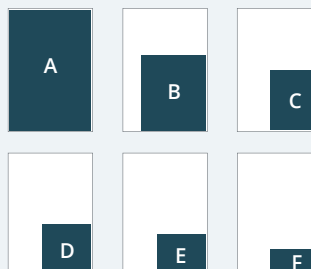
PUBLICATION DATE

Thursday, 19 May 2022
as a supplement to IZ issue no. 20 / 2022

AD FORMATS AND PRICES

SOLO PLACEMENT

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



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: Set filter „North Rhine-Westphalia“ on www.iz.de, 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 North Rhine-Westphalia (ca. 24,400 articles***).

4 weeks test booking / € 3,200

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

YOUR CONTACT

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IMMOBILIENZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT