



DIGITAL VERSION

8

 PRICE LIST 2022

IZ Digital

BANNER PLACEMENTS IN
IMMOBILIEN ZEITUNG ONLINE PRODUCTS.



KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

Online advertising for the real estate industry

We would be happy to advise you and find the best banner advertising solution for you.



DAILY NEWSLETTER

PERFORMANCE DATA*

476,102 Pls / monthly average

- ✓ Provides daily information from MON-FRI about the most important and latest news of the day.
- ✓ IZAktuell is exclusively available to subscribers of the Immobilien Zeitung free of charge upon request.

WEEKLY NEWSLETTER

PERFORMANCE DATA*

39,416 Pls / monthly average

- ✓ Provides information every Friday about the most important news of the week.
- ✓ Free of charge – also available for non-subscribers of the Immobilien Zeitung.

IZ.DE

PERFORMANCE DATA*

864,574 Pls / monthly average

- ✓ Permanently updated newsportal.
- ✓ Reliably provides decision makers in the real estate industry with valuable information.
- ✓ Available for all Immobilien Zeitung customers on a paid-content basis.

* IZAktuell: Calculated by the publisher as an average of IVW online data from Jan 2021 to Jun 2021.

IZWoche: Average based on documents sent out in CW 19 to 26/2021 (publisher's data).

IZ.de: Page impressions, calculated by the publisher as an average of IVW online data from Jan 2021 to Jun 2021.

Online at IZ.de



Control your "advertising pressure": Choose between a full placement or a 3-ad rotation for your banner.

PERFORMANCE DATA*

864,574 Pls (IVW Online)

328,569 visits (IVW Online)

CLOSING DATE FOR ADVERTISING

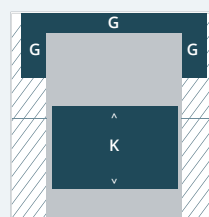
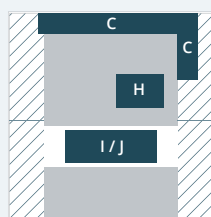
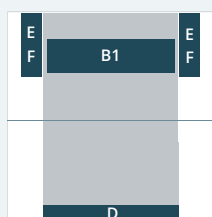
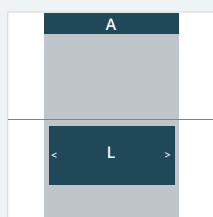
3 working days before publication

BANNER FORMATS AND PRICES



WEEKLY PRICES MON-SUN / €

ADVERTISING FORM	KB	FORMAT / px	FORMAT / px	FULL PLACEMENT	3-AD-ROTATION	2-AD-ROTATION
A Superbanner	100	300 x 120	980 x 150	8,560	4,280	–
B1 Billboard	150	300 x 250	940 x 250	13,375	6,690	–
B2 Billboard push down (Desktop, mouse over)	150	300 x 250	940 x 250 to 500	13,375	6,690	–
C Wallpaper	80	300 x 120	980 x 150 + 160 x 600 + Backgroundcolor	10,490	5,245	–
D Floor Ad	100	–	980 x 150	8,560	4,280	–
E Wide Skyscraper	100	–	160 x 600	4,280	2,150	–
F Double Wide Skyscraper	each 100	–	2x 160 x 600	8,560	4,280	–
G Fireplace	80	300 x 120	980 x 150 + 2x 160 x 600 + Backgroundcolor	17,120	8,560	–
H Rectangle	100	300 x 250	300 x 250	3,425	1,715	–
I1 Content Ad	100	300 x 120	617 x 250	3,425	1,715	–
I2 Content Ad (Parallax)	150	300 x 200	617 x 250	4,280	2,150	–
J Video Ad	10 MB	300 x 250	617 x 250	4,280	2,150	–
K Poster Ad (Parallax)	150	300 x 480	935 x 700	10,490	5,245	–
L Gallery Ad (monthly)	150	–	935 x 580	–	–	5,245



TECHNICAL DATA: See technical data Immobilien Zeitung, Basic Media Data No. 32a and under media.iz.de/basis-mediadaten.

* Page impressions, calculated by the publisher as an average of IVW online data from Jan 2021 to Jun 2021.

The daily newsletter – IZAktuell

DAILY FROM MON-FRI EXCLUSIVELY FOR SUBSCRIBERS

Do you want daily eye contact with your target group?

PERFORMANCE DATA*

476,102 Pls per month (IVW Online)
109,869 Pls per week
23,224 Pls per working day

CLOSING DATES FOR ADVERTISING

3 working days before publication

BANNER FORMATS AND PRICES

S CONTENT AD
520 x 100 px / KB 50

POSITION	€ / WEEK
1	2,660
2	1,835
3	1,605
4	1,375
5	1,265
6	1,150
7	1,045
8	930
from 9	810

M CONTENT AD
520 x 150 px / KB 50

POSITION	€ / WEEK
1	3,460
2	2,505
3	2,100
4	1,700
5	1,535
6	1,425
7	1,315
8	1,200
from 9	1,140

L CONTENT AD
520 x 200 px / KB 50

POSITION	€ / WEEK
1	4,780
2	3,655
3	3,190
4	2,275
5	1,940
6	1,750
7	1,595
8	1,480
from 9	1,260

A ADVERTORIAL
520 x 360 px / KB 100
from position 3

POSITION	€ / WEEK
3	6,390
4	4,550
5	3,875
6	3,500
7	3,185
8	2,960
from 9	2,510

ADVERTORIAL

The most important news of the day is compressed in the daily newsletter IZAktuell. You can place your message as an **ADVERTORIAL** (text only) or **IMAGE + TEXT BANNER**. With a size of 520 x 360 px, your message will stand out! Although the font type and size, etc. used in the banner are different to those used for the editorial contents, **your company message is embedded in the editorial environment.**

NUMBER OF CHARACTERS: approx. 400 characters (bodytext) with 15 px font size + approx. 80 characters (headline)

IMAGE: 120 x 120 px

TECHNICAL DATA: See technical data Immobilien Zeitung, Basic Media Data No. 32a and under media.iz.de/basis-mediadaten.

All prices in € plus V.A.T. Our terms and conditions apply. * Calculated by the publisher as an average of IVW online data from Jan 2021 to Jun 2021.

The weekly newsletter

EVERY FRIDAY FOR SUBSCRIBERS AND NON-SUBSCRIBERS

If you book more than 10 S Content Ads in the daily or weekly newsletter, you will receive an upgrade to the maxi-ad plus format!

PERFORMANCE DATA*

36,804 registered recipients

9,681 impressions

CLOSING DATES FOR ADVERTISING

3 working days before publication

BANNER FORMATS AND PRICES

ADVERTISING FORM	FORMAT / px	DATA SIZE / KB	PRICE / €	SURCHARGE / € for additional booking in IZ aktuell**
TITLE HEAD	630 x 75	50	1,425	-
S CONTENT AD	520 x 100	50	1,175	570
L CONTENT AD	520 x 200	50	1,425	680

Placements after the 1st or 2nd article: First come first served.

BANNER DELIVERY

Delivery by e-mail of the relevant day specifying client name, job number and target link to: anzeigen@iz.de

TITLE HEAD 630 x 75 px / 50 KB

IZWOCHEN 11. August 2021

Liebe Leser,

Ich hab' ja so meine Probleme mit Managerfloskeln wie proaktiv und kreativ, committen, hochskalieren oder aufboeren. Meist ist vorher in der Marketingabteilung die Kreativbombe geplatzt oder ein Manager glaubt, dass er mit einem neuen Buzzword, was weder er noch andere erklären können, als innovativer Vordenker gefeiert wird.

Und jetzt also agil. So haben es früher Ärzte bezeichnet, wenn eine 80-Jährige noch sehr rüstig war und auf den eigenen Beinen das Haus verlassen konnte. Nun müssen ganze Firmen agil sein. Das lässt sich wohl kaum noch mit richtig übersetzen, vielen Immobilienunternehmen fällt da eher "chaotisch" ein. Das dürfen sie nur nicht zugeben, denn siehe oben, sind ja Vordenker.

Eine Studie, die der IZ exklusiv vorliegt, füllt das Buzzword agil mit etwas mehr Leben. Sie zeigt, wo Agilität in Immobilienfirmen Sinn macht, und sie sagt deutlich, wer dabei im Weg steht. Wir halten Sie mit unserem Big Picture "Jeder autoritär als agil" im Loop. Sind sicher ein paar Learnings dabei.

Ihr Thomas Porten
Enabler Immobilien Zeitung

Ihre Meinung interessiert uns! Wir freuen uns über Ihren Leserbrief an: leserbrief@immobilien-zeitung.de

Es befinden sich aktuell 314 Stellenanzeigen auf iz-jobs.de

L CONTENT AD
520 x 200 px / 50 KB

Hamburger ETW-Preise entkoppeln sich von den Einkommen

Nach Zahlen des Gutachterausschusses steigen die Preise für Eigentumswohnungen (ETW) an Alster, Elbe und Bille weiter. Im Mittel kosten die Wohnungen fast 5.000 Euro/qm - Preise, die sich Björn Dahler, Dahler & Company, nur mit dem Kapital der Erbengeneration erklären kann.

S CONTENT AD
520 x 100 px / 50 KB

JLL: Hochphase des Wohnungspreisanstiegs ist vorbei

Die besten Zeiten des Miet- und Kaufpreisanstiegs auf dem Wohnungsmarkt dürften in den Metropolen hinter uns liegen, sagen die Forscher von JLL in ihrer Halbjahresanalyse 2019.

TECHNICAL DATA: See technical data Immobilien Zeitung, Basic Media Data No. 32a and under media.iz.de/basis-mediadaten.

All prices in € plus V.A.T. Our terms and conditions apply.

* Average based on documents sent out in CW 19 to 26/2021 (publisher's data).

** Applies to bookings in the same week and of the same size. Two-in-one price does not apply in weeks 36-42.

The online media channels of Immobilien Zeitung

We would be happy to advise you – innovatively and strategically!

Optimised for mobility



Topic Targeting



Ad Bundle



OPTIMISED FOR MOBILITY

Ideally suited for your advertising campaigns, IZ.de is programmed for reading on screens in different sizes.

As you smartly select banner formats to control your campaign you'll get across your ad statements on all devices, regardless of whether you're on the move or at the desk.

The Carestone clients, for instance, have matched their campaign perfectly with the reading habits of and devices used by their target group.

TOPIC TARGETING

You can use your online advertising budget for a long-term campaign if it is displayed alongside a specific topic that is particularly relevant for your company.

On the jurisdiction topic page, for example, you will find the campaign of Bögner, Hensel & Partner lawyers, tax consultants and notaries positioned only alongside all articles related to real estate law. The content ad banner is placed in the content.

AD BUNDLE

With an online campaign, you can attract more attention when your banner is positioned at different locations on the website. For the launch of such a campaign, it makes sense to display several banners at the same time to attract a lot of attention.

As known from TV commercials, you can remain visible during the course of a campaign with one advertising medium and thus benefit from the high amount of attention generated by the strong campaign launch.

The campaign of DZ Hyp is, for example, displayed on the home page of our website. It simultaneously consists of a fireplace, rectangle and content ad.

And now? Just give us a call.

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media.iz.de/digital

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dfv Mediengruppe

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