

PRICE LIST

2018



# Print + Online

Basic Media Data No. 28, valid from 01.01.2018

ONLINE | MOBILE | NEWSLETTER



**IMMOBILIENZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

ABOUT IZ

# The world of information of Immobilien Zeitung.

## THE WORLD OF NEWS OF IMMOBILIEN ZEITUNG

The Immobilien Zeitung is considered one of the leading specialist journals for the real estate industry. Every week it reports what goes on in the real estate market, provides market data and information about people, transactions and developments in the real estate industry. A skilled editorial team based in Wiesbaden, Berlin, Hamburg, Stuttgart and Munich ensure up-to-the-minute expert reporting.



*News portal:  
with up-to-the-minute news 24/7  
at iz.de*



*Immobilien Zeitung:  
50 print editions  
per year*

The printed edition is supplemented by a permanently updated on-line presence as well as the daily newsletter IZ aktuell and the IZ app, both available exclusively to subscribers.

*Newsletter:  
IZ aktuell, daily Mon - Fri  
+ every Friday the weekly newsletter*



With databases on foreclosure sales, mortgage rates, housing loans, events and IZ profiles, Immobilien Zeitung provides its readers with extensive basic data. In 2015, these were supplemented by housing market analyses and the transaction database.

## THE WORLD OF JOBS OF IMMOBILIEN ZEITUNG

The Immobilien Zeitung operates IZ-JOBS.DE, the job portal for expert and management positions in the real estate industry. IZ-JOBS.DE is the right partner for companies and job seekers, providing information on jobs, recruitment and career planning. The Immobilien Zeitung job market offers career opportunities for professionals from all areas of expertise. Editorial „Job & Career Specials“ provide interesting information about the labour market and its trends.



*Joboffensive:  
annual job market analysis at  
iz.de/joboffensive*

*Job portal:  
established platform for  
targeted personnel recruiting  
at iz-jobs.de*

Immobilien Zeitung initiated the JOBOFFENSIVE, a job market survey which it conducts annually for the real estate sector. The labour market survey and the IZ-KARRIEREFORUM job fair make a significant contribution to the real estate industry, drawing more than 900 students and companies.

## THE WORLD OF EVENTS OF IMMOBILIEN ZEITUNG

Through its holding in Heuer Dialog GmbH, the Immobilien Zeitung is also involved in the events sector. Heuer Dialog has promoted dialogue between business, politics, academia and communities with diverse activities for over 40 years. As organizer of some 50 events per year, it is one of the leading providers of conferences, seminars and conventions for the real estate industry. The top decision-makers get together at QUO VADIS, the annual opening congress for the real estate industry in Berlin.

*Networking specialist:  
Events for the decision-makers  
of the real-estate industry at  
heuer-dialog.de*



## DFV MEDIA GROUP

Since 2007, the Frankfurt-based Deutsche Fachverlag (dfv) has held shares in the IZ Immobilien Zeitung. As publisher of around 100 specialist newspapers and journals, over 100 digital products and some 400 book titles, dfv is one of Europe's largest specialist media companies.

# Your IZ Media Consulting Team

**MARKUS SCHMIDTKE**  
Head of advertising sales

**THOMAS BUHLMANN**  
Media consulting

**KARSTEN FRANKE**  
Media consulting

**SASKIA THAU**  
Media consulting  
job markets

**MIRIAM KLÄS**  
Project management  
Job & Karriere

**MARTINA WALKER**  
Head of advertising sales  
job markets

**ALICE SCHMIDT**  
Marketing and  
cooperations

**TANJA BARANOWSKY**  
Assistance head of  
advertising sales

**CLAUDIA EMRICH**  
Advertising sales,  
scheduling

**CHRISTINE WINCKELMANN**  
Scheduling,  
media consulting  
job markets



# Table of Contents.

About IZ	2	Job advertisements	28
Media consulting team	4	Situations wanted, property market, IZ-Jobs.de, banner campaigns	30
Table of contents	5	Human resources image advertising	31
<b>PRODUCT WORLD</b>			
The product world of Immobilien Zeitung	6	<b>IZ DIGITAL</b>	
The media channels of Immobilien Zeitung	8	Immobilien Zeitung digital	32
Why book IZ?	10	IZ Newsletter and IZ Digital Plus	34
<b>PRINT</b>			
The book structure	12	IZ Mobile	36
The advertising rates	14	The discounts	38
The 2018 publication dates	16	Technical specifications	39
The special advertising formats	18	<b>PERFORMANCE DATA</b>	
The Expo Real touchpoints	22	Comparison of print run and distribution	40
The Mipim touchpoints	24	Readership	41
Key editorial topic areas	25	Survey on media usage	50
<b>CARREER / CLASSIFIED ADVERTISEMENTS</b>			
Product overview: human resources marketing	26	Terms and conditions	53
Joboffensive - IZ Career Forum	27	Your contact persons	55
		Publisher information	56

# The product world of Immobilien Zeitung.



Further information about our media data at a glance: [www.iz.de/mediadaten](http://www.iz.de/mediadaten)

**BASIC MEDIA DATA:**

[iz.de/basis-mediadaten](https://iz.de/basis-mediadaten)

- 1 Special advertising formats: [iz.de/media/sonderwerbformen](https://iz.de/media/sonderwerbformen)
- 2 Real estate lawyers: [iz.de/media/immobilienanwaelte](https://iz.de/media/immobilienanwaelte)
- 3 Regional / topic specials: [iz.de/media/themenschwerpunkte](https://iz.de/media/themenschwerpunkte)
- 4 Expo Real: [iz.de/media/exporeal](https://iz.de/media/exporeal)
- 5 Mipim: [iz.de/media/mipim](https://iz.de/media/mipim)
- 6 IZ Digital: [iz.de/media/digital](https://iz.de/media/digital)



**BASIC MEDIA DATA**

**RECRUITING AND HR IMAGE ADVERTISING:**

[iz-jobs.de/arbeitgeber/info/mediadaten](https://iz-jobs.de/arbeitgeber/info/mediadaten)

- 7 Joboffensive: [iz.de/media/joboffensive](https://iz.de/media/joboffensive)
- 8 Online human resources marketing: [iz.de/media/personalimage-online](https://iz.de/media/personalimage-online)



You can find regularly updated versions of our price lists at [iz.de/anzeigenpreise](https://iz.de/anzeigenpreise). All prices are subject to V.A.T. Our terms and conditions apply.

# The media channels of Immobilien Zeitung.

## IZ PRINT

- the reliable companion in the world of real estate
- up-to-the-minute expert reporting
- competent team of editors evaluates, sounds out and analyses what is going on in the world of real estate

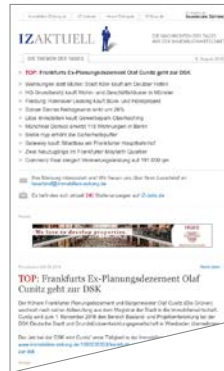


## IMMOBILIEN ZEITUNG

- 50 editions per year (weekly)
- various specials and special focus issues

## IZ NEWSLETTER

- exclusively for IZ subscribers
- with the most important news of the day



## NEWSLETTER IZ aktuell

- Monday - Friday for subscribers



## WEEKLY NEWSLETTER

- Every Friday for registered readers

## IZ.DE

- the news portal with the most important news
- reveals industry trends and developments; the pool of knowledge of the IZ helps readers to make decisions in their day-to-day working lives
- links transactions that are searched according to their type, price volume and real estate type with the editorial message



WWW.IZ.DE



## IZ-JOBS.DE

- represents the full job spectrum of the real estate industry
- with university profiles and employer database



WWW.IZ-JOBS.DE

## IZ-SHOP.DE

- industry expertise for the real estate sector in the form of specialist literature, national and international market reports and housing market analyses



WWW.IZ-SHOP.DE

## HEUER DIALOG

- leading initiator of more than 50 premium events a year
- has promoted dialogue between business, politics, academia and communities for over 40 years



WWW.HEUER-DIALOG.DE

# In terms of quality: It's top!



## QUALITY TIME

On average, our subscribers read the IZ for **53 MINUTES** - in other words, more than a 40-hour working week per year devoted to furthering their education and maintaining a knowledge lead.

*Take advantage of our readers' loyalty and draw their attention to your company!*



## REPUTATION

**„THE MOST IMPORTANT MEDIUM IN THE REAL ESTATE INDUSTRY IN GERMANY,“** according to respondents in ERGO Kommunikation's annual survey.

*Make this success yours and benefit from the positive image transfer of our strong media brands!*



## COMPETENCE

**ABOUT 65 EMPLOYEES**, half of which work in the editorial team and 12 in the technical product development department, make up the centrepiece of the IZ. This group of skilled journalists and innovative technical experts will ensure that your advertising attracts lasting attention.

*Significantly boost your advertising efficiency in this high-quality environment!*



## 360-DEGREE INFORMATION

**TRUST IN** the newspaper opens doors: The news world, the research world, the job world and the event world of the IZ.

*Open your door to new customers, rising sales and higher profit margins. Invest in „premium quality“ with your advertising budget and you will reach your goal faster!*

# In terms of quantity: So much!



## CIRCULATION

Subscriber circulation of **9,201 COPIES** per issue\* proves that the Immobilien Zeitung offers indispensable reading matter to industry professionals every week. One of the protagonists in this success story is the online portal, which has over **1.5 MILLION PIs** and the daily newsletter with more than **590,000 PIs** every month.

*People who pay for quality journalism also appreciate your company's performance. Book the vast reach of the IVW-tested IZ media channels and win customers who are willing to pay.*



## TRADE FAIR SUPPORT

Quality counts: Which is a total circulation of over **110,000 PRINT COPIES** and online with almost **1.5 MILLION PIs\*\***, we provide the real estate industry with all the important information it needs to be successful at the Expo Real and Mipim trade fairs.

*Boost your ROI for investments in trade fairs. With targeted communication you can maximise your trade fair success!*



## SOME 40,000 READERS

Which is why every IZ print issue is read by **3.7 READERS** on average and each reader picks it up twice!

*This is where you can meet your potential customers! Take the time to welcome new customers - book your **BUSINESS SUCCESS** with your advertising campaign!*

# The book structure.

Solidly built. Optimally distributed.

## GENERAL SECTION

The layout of the Immobilien Zeitung is designed to provide an optimum overview of the major issues in the real estate industry. The first two BOOKS - as the folded but unbound papers in a newspaper - are called - include the following categories:

NEWS

JOB AND CAREER

FACILITY AND PROPERTY MANAGEMENT

RETAIL

THE DIGITAL WORLD

LAW AND TAXES

MARKETING



GENERAL SECTION / 1ST BOOK



GENERAL SECTION / 2ND BOOK

## REGIONAL MARKETS

The regional markets and advertising sections come next in the Immobilien Zeitung's third and fourth books. In contrast to current newspaper practice, all regional sections appear throughout Germany in a single issue. As a result, ads placed in the regional sections have a national range:

### TITLE PAGE REGIONAL MARKTES

NORTH GERMANY

NORTH RHINE-WESTPHALIA

HESSE / RHINELAND-PALATINATE / SAARLAND

BADEN-WÜRTTEMBERG

BAVARIA

EASTERN GERMANY

EVENTS

MORTGAGE RATES

FORECLOSURE SALES

JOB ADS

REAL ESTATE ADS



REGIONAL SECTION / 3RD BOOK



ADVERTISING SECTION / 4TH BOOK

# The advertising rates.

The advertising rates are calculated proportionally, making it possible for you to select the optimum height for your ad motif within the specified column width (see blue box). You can find the standard sizes on this double page.

There is a choice of two widths for ISLAND ADS which are surrounded by editorial text on three sides: 61mm wide (1 column) or 127 mm wide (2 columns). You can select the height in mm-steps between 50 and 100 mm. Price examples for the minimum and maximum formats are given in the bottom line.






















1

More information on special advertising formats?  
[iz.de/media/sonderwerbformen](http://iz.de/media/sonderwerbformen)

## ADVERTISING MEASUREMENTS (MM)

### COLUMN WIDTHS

- 1 column = 61 mm
- 2 columns = 127 mm
- 3 columns = 193 mm
- 4 columns = 259 mm
- 5 columns = 325 mm

 325 x 480				
 325 x 240	 259 x 300 Magazine oversized format			
 127 x 480	 325 x 192			
 259 x 200	 325 x 160	 193 x 267		
 325 x 120	 127 x 300	 193 x 200	 259 x 150	
 325 x 96	 61 x 480	 127 x 240	 193 x 160	
 325 x 60	 61 x 300	 127 x 150	 193 x 100	
 Display advert on 3 or 4 pages				ISLAND AD Minimum format: Maximum format: <span style="font-size: 1.5em;">▶</span>

For examples of calculations, see page 18.

EXCLUSIVE PLACEMENT

GENERAL SECTION / 1ST AND 2ND BOOK				REGIONAL SECTION / 3RD BOOK		
FORMAT	B/W Basic price 6.20 EUR	1 ADD. COLOUR Basic price 7.10 EUR	3 ADD. COLOURS Basic price 8.30 EUR	S/W Basic price 4.40 EUR	1 ADD. COLOUR Basic price 4.80 EUR	3 ADD. COLOURS Basic price 5.90 EUR
1/1 page 2,400 mm	14,880 EUR	17,040 EUR	19,920 EUR	10,560 EUR	11,520 EUR	14,160 EUR
1/2 page 1,200 mm	7,440 EUR	8,520 EUR	9,960 EUR	5,280 EUR	5,760 EUR	7,080 EUR
2/5 page 960 mm	5,952 EUR	6,816 EUR	7,968 EUR	4,224 EUR	4,608 EUR	5,664 EUR
1/3 page 800 mm	4,960 EUR	5,680 EUR	6,640 EUR	3,520 EUR	3,840 EUR	4,720 EUR
1/4 page 600 mm	3,720 EUR	4,260 EUR	4,980 EUR	2,640 EUR	2,880 EUR	3,540 EUR
1/5 page 480 mm	2,976 EUR	3,408 EUR	3,984 EUR	2,112 EUR	2,304 EUR	2,832 EUR
1/8 page 300 mm	1,860 EUR	2,130 EUR	2,490 EUR	1,320 EUR	1,440 EUR	1,770 EUR
Basic price* 61 x 50 mm 127 x 100 mm	11.20 EUR 560 EUR 2,240 EUR	+ 100 EUR 660 EUR 2,340 EUR	+ 200 EUR 760 EUR 2,440 EUR	8 EUR 400 EUR 1,600 EUR	+ 100 EUR 500 EUR 1,700 EUR	+ 200 EUR 600 EUR 1,800 EUR

EXCLUSIVE PLACEMENT

Exclusive placement is not guaranteed for formats under 800 mm.  
Minimum size for ads in the editorial sections (except for island ads): 300 mm.

Exclusive placement is not guaranteed for formats under 600 mm.

\*A factor of 1.5 is applied to island ads when calculating the frequency rate.

# The 2018 publication dates.

EDITION	PUBLICATION DATE	DEADLINE ADS Text section	DEADLINE ADS Advertising section	SPECIALS / FOCUS TOPICS	DEADLINE ADS Specials
1-2	11.01.2018	03.01.2018	05.01.2018	Double issue	
3	18.01.2018	10.01.2018	12.01.2018		
4	25.01.2018	17.01.2018	19.01.2018		
5	01.02.2018	24.01.2018	26.01.2018		
6	08.02.2018	31.01.2018	02.02.2018		
7	15.02.2018	07.02.2018	09.02.2018		
8	22.02.2018	14.02.2018	16.02.2018		
9	01.03.2018	21.02.2018	23.02.2018		
10	08.03.2018	28.02.2018	02.03.2018	<div style="text-align: right; margin-bottom: 5px;">INSERVFM, 27.02. - 01.03.2018</div> <div style="text-align: right; margin-bottom: 5px;">MIPIM, 13. - 16.03.2018</div> <div style="display: flex; align-items: center;"> <span>MIPIM issue available on day 1 of the fair</span> </div> <div style="display: flex; align-items: center;"> <span>Focus North Germany</span> <div style="margin-left: 100px; text-align: right;">23.02.2018</div> </div>	
	Special Investing in Germany / 08.03.2018				15.02.2018
11	15.03.2018	07.03.2018	09.03.2018	Update issue, available on days 3 and 4 of the fair	
12	22.03.2018	14.03.2018	16.03.2018		
13	29.03.2018	21.03.2018	23.03.2018		
14	05.04.2018	28.03.2018	29.03.2018		
15	12.04.2018	04.04.2018	06.04.2018		
16	19.04.2018	11.04.2018	13.04.2018		
17	26.04.2018	18.04.2018	20.04.2018	Focus Bavaria	13.04.2018
18	03.05.2018	25.04.2018	27.04.2018		
19	11.05.2018	02.05.2018	04.05.2018		
20	17.05.2018	09.05.2018	11.05.2018	Focus Berlin	04.05.2018
21	24.05.2018	16.05.2018	18.05.2018		
22	01.06.2018	23.05.2018	25.05.2018		
23	07.06.2018	30.05.2018	01.06.2018		
24	14.06.2018	06.06.2018	08.06.2018		
25	21.06.2018	13.06.2018	15.06.2018	Focus Job & Career: Report IZ Career Forum	11.06.2018
26	28.06.2018	20.06.2018	22.06.2018		



EDITION	PUBLICATION DATE	DEADLINE ADS Text section	DEADLINE ADS Advertising section	SPECIALS / FOCUS TOPICS	DEADLINE ADS Specials
27	05.07.2018	27.06.2018	29.06.2018	Focus Job & Career	25.06.2018
28	12.07.2018	04.07.2018	06.07.2018		
29	19.07.2018	11.07.2018	13.07.2018		
30	26.07.2018	18.07.2018	20.07.2018		
31	02.08.2018	25.07.2018	27.07.2018		
32	09.08.2018	01.08.2018	03.08.2018		
33	16.08.2018	08.08.2018	10.08.2018		
34	23.08.2018	15.08.2018	17.08.2018	Focus Job & Career	13.08.2018
35	30.08.2018	22.08.2018	24.08.2018		
36	06.09.2018	29.08.2018	31.08.2018	Special Logistics	24.08.2018
37	13.09.2018	05.09.2018	07.09.2018	Special Real estate lawyers	30.07.2018
38	20.09.2018	12.09.2018	14.09.2018		
39	27.09.2018	19.09.2018	21.09.2018	Special IZ Trade Fair Planner Expo Real	10.09.2018
40-41	04.10.2018	19.09.2018	28.09.2018	Expo Real Special Edition	
				Focus North Rhine-Westphalia	19.09.2018
				Focus Job & Career	19.09.2018
				Special IZ Trade fair newspaper Expo Real 8./9./10.10.2018	17.09.2018
42	18.10.2018	10.10.2018	12.10.2018		
43	25.10.2018	17.10.2018	19.10.2018		
44	01.11.2018	24.10.2018	26.10.2018		
45	08.11.2018	31.10.2018	02.11.2018		
46	15.11.2018	07.11.2018	09.11.2018		
47	22.11.2018	14.11.2018	16.11.2018		
48	29.11.2018	21.11.2018	23.11.2018		
49	06.12.2018	28.11.2018	30.11.2018		
50	13.12.2018	05.12.2018	07.12.2018		
51	20.12.2018	12.12.2018	14.12.2018		



Expo Real, 8.-10.10.2018

MAPIC, 14.-16.11.2018

# The special advertising formats.

Using selected examples, we have included information on our best formats for you here. A detailed description, additional formats and all prices can be found in folder 1: Special advertising formats 2018.

## TITLE ADVERTISEMENTS

	FORMAT	PAGE 1		REGIONAL TITLE	
<b>A</b> Title head	61 x 40	EUR 1,710	4c	EUR 1,120	4c
<b>B</b> Title strip	325 x 100	EUR 5,250	4c	EUR 3,540	4c
<b>C</b> Large title advertisement	61 x 120	EUR 1,800	4c	EUR 1,200	4c
<b>D</b> Title advertisement at the top	61 x 50	EUR 1,310	4c	EUR 880	4c
<b>E</b> Title advertisement at the top centre	61 x 50	EUR 1,120	4c	EUR 880	4c
<b>F</b> Title advertisement at the bottom centre	61 x 50	EUR 1,120	4c	EUR 880	4c



## VIP POSITIONS FOR ISLAND ADS

With island ads, you place your message in a position where the reader's eyes stay for a long time and process the page in „reading mode“. Island ads are surrounded by text on at least three sides and therefore have a high impact! For details, see price table on page 15.

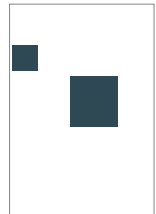
### SAMPLE CALCULATIONS FOR ISLAND ADS IN THE GENERAL SECTION

4c / 1 column 50 mm height	EUR 11.20 basic price b/w per mm x 50 mm height = EUR 560 + EUR 200 colour surcharge = <b>EUR 760</b>
2c / 1 column 100 mm height	EUR 11.20 basic price b/w per mm x 100 mm height = EUR 1,120 + EUR 100 colour surcharge = <b>EUR 1,220</b>

### SAMPLE CALCULATIONS FOR ISLAND ADS IN THE REGIONAL SECTION

4c/2 columns 100 mm height	EUR 8 Basic price b/w per mm x 2 x 100 mm height = EUR 1,600.00 + EUR 200 colour surcharge = <b>EUR 1,800</b>
----------------------------	---

Surrounded by text on 3 or 4 sides  
 Minimum format: 61 x 50 mm  
 Maximum format: 127 x 100 mm





#### U4 - Last page, at a low regional rate!

FORMAT: 1/1 page	325 x 480 mm	EUR 10,560 - b/w	EUR 11,520 - 2c	EUR 14,160 - 4c
------------------	--------------	------------------	-----------------	-----------------

#### DOUBLE SKYSCRAPER

	FORMAT / mm	B/W / EUR	2C / EUR	4C / EUR
General section	2 x 61 x 480	5,952	6,816	7,968
General section	2 x 127 x 480	11,904	13,632	15,936
Regional section	2 x 61 x 480	4,224	4,608	5,664
Regional section	2 x 127 x 480	8,448	9,216	11,328

#### CIRCULAR ADVERTISING FORMAT

FORMAT: Ø 80 mm	Fixed price EUR 2,700	Closing date for ads 2 weeks before publication
-----------------	-----------------------	---

#### STRIP ADVERTISING FORMAT - *specially for the event page!*

FORMAT: 159 x 23 mm	b/w = EUR 580	4c = EUR 800
---------------------	---------------	--------------

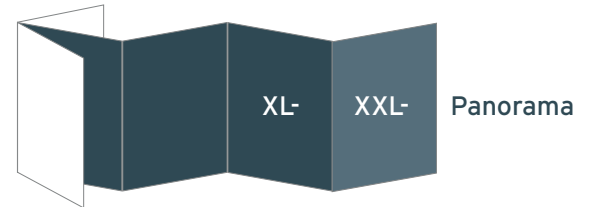
**OBITUARY - All advertising formats at regional price, placement in the general section!**

1

More information on special advertising formats?  
[iz.de/media/sonderwerbformen](http://iz.de/media/sonderwerbformen)

**PANORAMA AD - XL + XXL for your major events!**

PLACEMENT	FORMAT		4C
General section	Minimum size	675 x 200 mm	EUR 16,600
General section	Maximum size	675 x 480 mm	EUR 36,650
General section	XL panorama	1,000 x 480 mm	EUR 50,800
General section	XXL panorama	1,350 x 480 mm	EUR 63,740



**FLYING PAGE - Impress our readers at first glance!**

SIZE: 4 pages	150 x 480 mm	Fixed price EUR 24,900 plus printing costs
---------------	--------------	--

IZ 40-41/2018 (Expo Real issue with double circulation) EUR 37,900

Closing date for advertising 4 weeks before publication

**POST-IT - An ad that can be detached and stuck down again!**

TITLE PAGE	76 x 76 mm	4c: EUR 7,000	Including printing costs
------------	------------	---------------	--------------------------

**SLEEVE - Convince the readers with something different - a sleeve around the newspaper!**

1,000 pieces	4c: EUR 2,500 plus printing costs
--------------	-----------------------------------

FLYING PAGE



POST-IT



SLEEVE

## CONVENTIONAL LOOSE INSERT

Minimum quantity: 10,000 pieces

Format: DIN A 6 - DIN A 4

WEIGHT	PRICE / 1,000
up to 25 g	EUR 310
up to 30 g	EUR 320
up to 35 g	EUR 330

Please refer to „Folder 1: Special Advertising Formats“ for the complete list of prices.

## ADVERTORIAL

An advertorial is an editorially structured advertisement that enables you to present your company, product or event with the look and feel of editorial reporting. Every advertising format is possible as an advertorial; the respective advertising price is billed. The usual size is between 1/4 and 1/1 page.

## iCOVER

A „fake page 1“ is inserted in front of the real page 1 - it faces the real page 1.



1

More information on special advertising formats?  
[iz.de/media/sonderwerbformen](http://iz.de/media/sonderwerbformen)

# The Expo Real touchpoints.

Distribution to all subscribers, at the west car park, in the specialist press boxes and at the IZ stand.

IZ SPECIAL ISSUE  
40-41/2018



Daily delivery directly to your stand throughout the trade fair by IZ hostesses as delivery service as well as at the west car park, the IZ stand and around 200 hotels in Munich.

TRADE FAIR NEWSPAPER

ALSO AVAILABLE ONLINE AS ePAPER!

Loose insert in IZ 39/2018, loose insert in trade fair issue 40-41/2018 and distribution at west car park.

IZ TRADE FAIR PLANNER



DURING THE TRADE FAIR



approx. 39,000 participants  
approx. 1,800 exhibitors  
8.-10.10.2018

BEFORE THE TRADE FAIR

AFTER THE TRADE FAIR

EXPO REAL AT IZ.DE



IZ 42 + 43/2018



NEWSLETTER IZ AKTUELL



Online before, during and after the trade fair.

4 More information about Expo Real?  
[iz.de/media/exporeal](http://iz.de/media/exporeal)

Online before, during and after the trade fair.

## IZ SPECIAL TRADE FAIR ISSUE 40-41/2018

***Double circulation – single price!***

Distribution: 21,172 copies to all subscribers at the west car park, to the specialist press boxes at Expo Real and at the IZ stand.

Publication date: 4.10.2018 / Closing date: 19.9.2018

**1/3 page corner section** 193 – 267 mm

General section 4c: EUR 6,640

Regional section 4c: EUR 4,720

## IZ TRADE FAIR PLANNER

***Prime time: Initiate contact – 12 days before the trade fair!***

Distribution: 21,872 copies as loose inserts in IZ 39/2018, loose insert in the special trade fair issue 40 – 41, distribution at the west car park and from the IZ stand.

Publication date: 27.9.2018 / Closing date: 10.9.2018

**1/1 page** 4 columns 213 x 325 mm

4c: EUR 4,670

## IZ TRADE FAIR JOURNAL

***With cult potential: Book in plenty of time and you will be right at the top of the list!***

Daily delivery service by IZ hostesses at the west car park, many regional stands, the IZ stand and around 200 hotels in Munich. For trade fair follow-up, the Wednesday issue is included as a loose insert in the IZ 42/2018.

Publication date: 8./9./10.10.2018 / Closing date: 17.9.2018

**1/1 page** 4 columns 231 x 325 mm

4c: EUR 7,300

## EXPO REAL AT IZ.DE

***Always online – before, during and after the trade fair!***

IZ.de/exporeal news portal with the reporting highlights from the trade fair.

**Banner maxi ad** 550 x 250 px

Fixed price per week:

- Full Placement EUR 2,640

- in 3-ad rotation EUR 1,320

## NEWSLETTER IZ AKTUELL

***Reserve the most popular places at Expo Real in good time!***

The daily newsletter from Monday to Friday. About five special newsletters are sent per day during Expo Real.

**Banner maxi ad plus** 468 x 160 px

Position 8 (after the 7th article)

Weekly price: EUR 1,130

Booking subject to availability,

e. g. 3 weeks: EUR 3,390

# The Mipim touchpoints.

## TRADE FAIR JOURNAL „INVESTING IN GERMANY“ (IIG)

Published in German and English, the German language edition of IIG is included as loose insert in the IZ 10/2018 in the run-up to Mipim. The English language version is sent by priority mail to 2,500 CEOs throughout Europe before the trade fair. Both editions are distributed during the trade fair at the exhibitor stands, the main entrance of the Palais des Festivals and the IZ stand.

- Large circulation
- Double edition EN/DE
- Large-scale distribution by hostesses
- Effective advertising before and during Mipim

Publication date: 8.3.2018 / Closing date: 15.2.2018

## IZ 10 +11/2018

- IZ 10 comes out just before MIPIM and is therefore present from the 1st day of the fair
- IZ 11 is sent in by express post for the 3rd and 4th fair days in Cannes.

Publication date: 8. + 15.3.2018 / Closing date: 28.2. + 7.3.2018

## MIPIM AT IZ.DE

IZ news portal available 24/7. Start special issue March 2018.



More information on Mipim?  
[iz.de/media/mipim](http://iz.de/media/mipim)



# Key editorial topic areas.



## IZ SPECIALS

### IZ 10/2018 NORTH GERMANY

Publication date 08.03.2018  
Closing date for advertisements 23.02.2018

### IZ 17/2018 BERLIN

Publication date 26.04.2018  
Closing date for advertisements 13.04.2018

### IZ 20/2018 BERLIN

Publication date 17.05.2018  
Closing date for advertisements 04.05.2018

### IZ 36/2018 LOGISTICS

Publication date 06.09.2018  
Closing date for advertisements 24.08.2018

### IZ 40-41/2018 NORTH RHINE-WESTPHALIA

Publication date 04.10.2018  
Closing date for advertisements 19.09.2018

## JOB & CAREER SPECIALS

### IZ 25/2018 REPORT

IZ CAREER FORUM  
Publication date 21.06.2018  
Closing date for advertisements 11.06.2018

### IZ 27/2018

SPECIAL RESULTS  
JOB MARKET SURVEY  
Publication date 05.07.2018  
Closing date for advertisements 25.06.2018

### IZ 34/2018

SPECIAL TOP EMPLOYERS  
Publication date 23.08.2018  
Closing date for advertisements 13.08.2018

### IZ 40-41/2018 JOB & CAREER

Publication date 04.10.2018  
Closing date for advertisements 19.09.2018

*Boost your awareness in special environments. Reserve now!*

## OTHERS

### REAL ESTATE LAWYERS 2018/2019

Publication date 13.09.2018  
Closing date for advertisements 30.07.2018  
Circulation 14,000 copies  
Distribution as loose insert in IZ 37/2018 and during Expo Real at the IZ stand

### JUBILEE MAGAZINE

25 years Immobilien Zeitung  
Publication date July 2018



3

More information on regional / topic specials?  
[iz.de/media/specials](http://iz.de/media/specials)



2

More information on real estate lawyers?  
[iz.de/media/immobilienanwaelte](http://iz.de/media/immobilienanwaelte)

# Product overview: human resources marketing.

With our crossmedia product portfolio, you can pursue successful recruiting and position yourself as a future-minded employer – without any advertising wastage. Some 40,000\*\* readers and second-

dary readers, 140,994 unique visitors at IZ.de per month\* and an average of 465 job seekers at our annual job fair provide a basis for promising contacts.

	RECRUITING professionals	RECRUITING young talents, trainees, internships	BOOSTING AWARENESS of you as employer
Print job market including jobs portal IZ-JOBS.DE	✓	✓	
Job portal IZ-JOBS.De 	✓	✓	
Applicant profiles at IZ-JOBS.DE	✓	✓	
Premium company portrait at IZ-JOBS.DE	✓	✓	✓
IZ Career Forum job fair on 19 June 2018 		✓	✓
Editorial job and career specials	✓	✓	✓
Banner advertising at IZ.DE and IZ-JOBS.DE			✓
Sponsorship of Joboffensive			✓
„Jobs & Career“ page in the regular IZ		✓	✓

# Joboffensive - IZ Career Forum.

The **JOB OFFENSIVE FOR THE REAL ESTATE INDUSTRY** provides an annual employment market analysis, the findings of which are integrated into editorial job and career specials, and the IZ Career Forum job fair - a reliable portfolio for targeted HR marketing and recruiting. In 2017, some 680 job seekers took part in it.

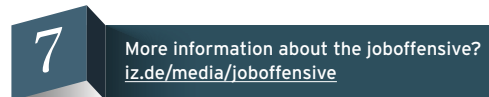
## IZ CAREER FORUM JOB FAIR ON 9 JUNE 2018

The IZ Career Forum on 9 June 2018 is the perfect place to actively meet job seekers. Companies from the real estate industry and young talents will come together here in Frankfurt am Main.

### YOUR BENEFITS AS AN EXHIBITOR

- personal contact to potential candidates
- dissemination of your corporate culture at the fair booth
- a mix of recruiting and employer branding
- the cross-media marketing activities by the event organizer
- an assembled pre-fabricated booth with basic equipment

In addition, the job fair is ideal for targeted networking.



# Job advertisements.

With 9,201 subscriptions per issue (IVW 2/2017), our Job Market enables you to reach **some 40,000\* experienced experts, managers and young professionals** from all areas of the real estate industry as well as those entering the profession. Specifically catering to the needs of decision-makers, the Immobilien Zeitung is the most important medium for the real estate industry in Germany with 84,7 %.

PRINT	JOB ADVERTISEMENTS Price / mm	EDUCATIONAL INSTITUTIONS Price / mm
B/W	EUR 3.05	EUR 2.45
1 Additional colour	EUR 3.35***	EUR 2.70
3 Additional colours	EUR 3.70***	EUR 3.00

Your job ad will be implemented in a size of 300 mm without additional costs at [iz-jobs.de](http://iz-jobs.de) for 4 weeks.\*\*\*\*

CALCULATION OF AD COST: number of columns x height x basic price

PUBLICATION DATE: Thursday

CLOSING DATE FOR ADS: Friday of the previous week, 4 p.m.

For exceptions possible due to public holidays, see the overview of deadlines on pages 16/17.

\* Based on IVW 2/2017 distributed circulation and analysis of subscriber structure in June 2011

\*\* Source: Survey by Ergo Kommunikation 2017, further details on p. 50

\*\*\* For colour ads smaller than 300mm, we charge a supplement of EUR 80 per colour.

\*\*\*\* Multiple ads are put online under position one or you book a fixed format.

## COLUMN WIDTHS

- 1 column = 43 mm
- 2 columns = 90 mm
- 3 columns = 137 mm
- 4 columns = 184 mm
- 5 columns = 231 mm
- 6 columns = 278 mm
- 7 columns = 325 mm



## BIG IMPACT - LOW PRICES

Display personnel advertising prominently with four-colour large formats! This is possible with the Job Market of the Immobilien Zeitung.

### OUR SPECIAL PRICES FOR FIXED FORMATS:

AD FORMAT*	WIDTH X HEIGHT	PRICE / EUR	SAVING
1/1 page, 4c	325 x 480 mm	6,840	45 %
1/2 page, 4c	325 x 220 mm	3,420	40 %
	231 x 308 mm	3,420	40 %
1/3 page, 4c	184 x 250 mm	2,405	35 %

### OUR SPECIAL PRICES FOR FIXED FORMATS FOR EXHIBITORS AT IZ CAREER FORUM 2018:

AD FORMAT*	WIDTH X HEIGHT	PRICE / EUR	SAVING
1/1 page, 4c	325 x 480 mm	6,220	
1/2 page, 4c	325 x 220 mm	2,850	
	231 x 308 mm	2,850	
1/3 page, 4c	184 x 250 mm	1,850	



### EXAMPLES OF CALCULATIONS FOR COST COMPARISON PURPOSES:

4c / 7 columns (325 mm) x 220 mm height	EUR 3.70 Basic price per mm x 220 mm height x 7 columns = <b>EUR 5,698</b>
4c / 5 columns (231 mm) x 308 mm height	EUR 3.70 Basic price per mm x 308 mm height x 5 columns = <b>EUR 5,698</b>
4c / 1/2 page 325 x 220 mm	Fixed price = <b>EUR 3,420</b>



\*For full-page multiple ads, up to six positions are published online at IZ-Jobs.de online, for half-page multiple ads up to three positions and for 1/3 page multiple ads one position.

For all additional positions, we charge a supplement of EUR 280.

# Situations wanted.

	PRICE B/W
Minimum format 2 columns x 50 mm	EUR 130
Basic price / mm	EUR 1.50
Box no. charge per insertion	EUR 10

# Property market.

Classified ads are listed in the advertising section and discounted on the basis of frequency or turnover. When the publishers draw up a print template, you receive a maximum of two galley proofs free of charge. Any additional galley proofs are charged at a rate of EUR 80 plus VAT.

## CLASSIFIED ADVERTISEMENTS

PROPERTIES FOR SALE, PROPERTY SEARCHES, BUSINESS RELATIONS, TRAINING	PRICE / mm
B/W	EUR 2.65
1 Additional colour	EUR 2.95*
3 Additional colours	EUR 3.25*

Minimum format 100 advertising mm

# IZ-Jobs.de

The job portal IZ-Jobs.de is an established platform for targeted recruiting. It represents the full job spectrum of the real estate industry: from expert and management positions with a background in real estate, technical and engineering sciences to vacancies for financial and sales specialists.

Please consult the basic media data for **recruiting and human resources image advertising** for more details on job offers, contingencies and response boosters.

# Banner campaigns.

You can position your company both in the recruitment market and in the industry at large with online-based human resources image advertising at IZ-Jobs.de. You anchor your company in the minds of potential new employees, generate direct clicks at your website and demonstrate innovative spirit.

You can be sure to attract particularly high awareness among users close to our job market survey and the job fair IZ Career Forum.

# Human resources image advertising.



incl. 25% discount

## JOB & CAREER TOPIC SPECIALS

In 2018 Immobilien Zeitung is publishing 4 editorial, multi-page job & career specials which offer you an exclusive environment for your emotionally designed human resources image or recruiting advertisements.

The weekly page "Job & Career" is also ideal for placing your advertising in a prominent position.

ADVERTISING FORMAT	WIDTH x HEIGHT	PRICE
2/5 page, 4c	325 x 192 mm	5.962 EUR
1/3 page, 4c	193 x 267 mm 325 x 160 mm	4.970 EUR
1/4 page, 4c	193 x 200 mm	3.730 EUR
1/5 page, 4c	127 x 240 mm	2.980 EUR

## JOB & CAREER SPECIALS

**IZ 25/2018 REPORT  
IZ CAREER FORUM**  
 Publication date 21.06.2018  
 Closing date for advertisements 11.06.2018

**IZ 34/2018  
SPECIAL TOP EMPLOYERS**  
 Publication date 23.08.2018  
 Closing date for advertisements 13.08.2018

**IZ 27/2018  
SPECIAL RESULTS  
JOB MARKET SURVEY**  
 Publication date 05.07.2018  
 Closing date for advertisements 25.06.2018

**IZ 40-41/2018 JOB & CAREER**  
 Publication date 04.10.2018  
 Closing date for advertisements 19.09.2018



Job & Career Specials

# Immobilien Zeitung digital.

Most professionals already rely on online media - others are still learning step by step about the benefits of the digital world. The IZ offers news at IZ.de which is updated daily, providing the decision-makers of the real estate industry with a reliable source of valuable information. The contents are available to all clients with premium and basic Immobilien Zeitung packages on a paid-content basis. A free package of articles is available to both registered and non-registered readers every month.

## BANNERS – MADE EASY

You will find booking banners even easier with the new fixed prices. If you wish, we can design your advertising material free-of-charge. You can select either a maximum booking (banner is always visible) or a 3-ad rotation. Your ad is then displayed at every third page view and therefore reliably visible!

## CLOSING DATES FOR ADVERTISING BANNERS

- **Banners delivered fully designed:** 3 working days before publication
- **To be designed by us:** 10 working days before publication

**6** More information on IZ digital?  
[iz.de/media/digital](http://iz.de/media/digital)

All banner formats  
at [iz.de/banner](http://iz.de/banner)

WALLPAPER	
Format:	Sponsor Ad 800x1100px
	• Skyscraper 100x600px oder
	• Bild Skyscraper 100x600px
Umfeld:	30x30
Die Wallpaper ist eine Kombination aus Sponsor Ad Navigation und Skyscraper / Bild Skyscraper und durch die Adent-aktive Platzierung des Sponsor Ad Navigation besonders aufmerksamkeitsstark. Mit zusätzlicher Gestaltung des Ads (z.B. durch umschließen) ist die komplette Website.	
NEW CONTENT AD	
Format:	480 x 250px bis 550 x 500px
Umfeld:	30x30
Dieses neue Contentformat ist ideal für den 1. Position im Content und ist somit im „normalen“ Bereich platziert. Das optimale Verhältnis von Breite zur Höhe entspricht dem Geräteformatum der meisten Screen Dimensionen.	
MEDIUM RECTANGLE	
Format:	300x250px bis 300x300px
Umfeld:	30x30
RECTANGLE	
Format:	180 x 90px bis 250 x 100px
Umfeld:	30x30
Diese Formate bieten Ihnen eine hohe Reichweite durch die Auslieferung über ein Netzwerk. Rectangle-Formate zeichnen sich aus durch attraktive Platzierungen innerhalb der Seite und besonders flexible Formate. Dadurch können Sie die Gestaltung leicht an Ihre Präferenzen anpassen.	

## SPECIFICATIONS FOR PRINTED DOCUMENTS

**Technical specifications on page 39.** Delivery by e-mail by noon of the relevant day, specifying client and campaign name, time frame per design, booking unit, advertising medium including target link and contact person for all queries (e-mail and telephone).

E-Mail: [anzeigen@iz.de](mailto:anzeigen@iz.de)

## PERFORMANCE DATA DIGITAL

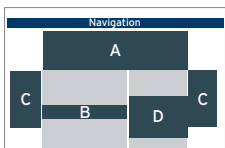
Monthly average for 1st half year 2017:

pls **1,540,950\***, visits **625,662\***

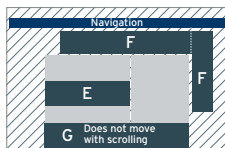
\*Source: IVW online



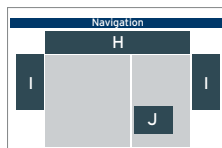
## IZ.DE



- A Billboard bis 960x200 px
- B Full-size banner 468 x 60 px
- C Wide skyscraper 160 x 600 px (left or right)
- D Medium rectangle up to 300x250px



- E Maxi ad 480 x 100 px
- F Wallpaper (sponsor ad + skyscraper or wide skyscraper 160 x 600 px)
- G Floor ad 1002 x 120 px



- H Sponsor ad 960x100px
- I Skyscraper 120x600px (left or right)
- J Rectangle 180x150px



- M Layer ad mobile 300x400 px

ADVERTISING FORMATS	TARGET	MINIMUM FORMAT	MAXIMUM FORMAT	FILE SIZE	3-AD ROTATION <sup>1</sup>	FULL PLACEMENT <sup>1</sup>
<b>A</b> Billboard	PC / Mac / tablet	800 x 180 px	960 x 200 px	80 KB	5,850	11,700
<b>B</b> Full-size banner	PC / Mac / tablet / phone	468 x 60 px		30 KB	770	1,540
<b>C</b> Wide skyscraper Double wide skyscraper	PC / Mac	160 x 600 px 2 x 160 x 600 px		40 KB je 40 KB	1,800 3,600	3,600 7,200
<b>D</b> Medium rectangle	PC / Mac / tablet	300 x 250 px	300 x 300 px	50 KB	925	1,850
<b>E</b> Maxi ad	PC / Mac / tablet / phone	480 x 100 px	550 x 250 px	40 KB	1,320	2,640
<b>F</b> Wallpaper	PC / Mac	1002 x 100 px + 120 x 600 px	+ 160 x 600 px	80 KB	4,550	9,100
<b>G</b> Floor ad	PC / Mac / tablet	1002 x 120 px		80KB	3,900	7,800
<b>M</b> Layer ad (mobile)	phone	300 x 400 px		30KB	price / month: 3,200	--

NEW



<sup>1</sup>EUR / week

**Additional advertising formats:** H Sponsor ad, I Skyscraper and double-skyscraper, J Rectangle or a combination of different advertising formats as ad bundle.

Please refer to „Folder 6: Digital“, [iz.de/media/digital](https://iz.de/media/digital), for prices and formats.

# IZ Newsletter and IZ Digital Plus.

The e-mail newsletter IZ AKTUELL provides daily information from Monday to Friday (except on public holidays) on all the most important and up-to-date news from the real estate industry. IZ aktuell is exclusively available to Immobilien Zeitung subscribers free of charge upon request. The benefits for your advertising: minimum advertising wastage and extensive coverage.

## ANY TIME AND ANY PLACE: ONE ADVERTISING MEDIUM - MANY DIFFERENT CHANNELS OF DELIVERY

Take advantage of the cheap "combi price" by booking the same banner formats for the daily newsletter IZ aktuell and for IZ.de from November to August. You will benefit from a cost-saving discount of 50% on IZ.de banners in comparison to when making a single booking, enabling you to reach your clients per newsletter, PC, laptop, tablet and smartphone.

## PERFORMANCE DATA DAILY NEWSLETTER IZ AKTUELL

Pls per month on average (1st half of year 2017) **597,737\*** or **29,887\*** per day on average.

\*Source: <http://ausweisung.iwv-online.de 1-6/17>

6

More information on the newsletter?  
[iz.de/media/digital](http://iz.de/media/digital)

**SMALL**  
**POSITION 1**  
 Full-size banner  
 468 x 60 / KB 30

**MEDIUM**  
**POSITION 2**  
 Maxi ad  
 468 x 120 / KB 40

**LARGE**  
**POSITION 3**  
 Maxi ad plus  
 468 x 160 / KB 40

The screenshot shows the IZ aktuell website interface with the following content:

- Header:** IZAKTUELL, DIE NACHRICHTEN DES TAGES AUS DER IMMOBILIENWIRTSCHAFT, 10. September 2014.
- Navigation:** DIE THEMEN DES TAGES, Nach oben.
- News List:**
  - TOP: Deutschland-Plan für bezahlbaren Wohnungsbau
  - TOP: Catella: Mietanstiege "keinesfalls" Zeichen für Überhitzung
  - Offene Fonds erzielen 4% bis 5,6% Nettomietrendite
  - Freiburg: Strabag verkauft embax-Haus an Pensionskasse
  - Wohnlohn soll am 1. Juli 2015 steigen
- Subscription Info:** Ihre Meinung interessiert uns! Wir freuen uns über Ihren Leserbrief an: [leserbrief@immobilien-zeitung.de](mailto:leserbrief@immobilien-zeitung.de)
- Stellenanzeigen:** Es befinden sich aktuell 234 Stellenanzeigen auf IZ-Jobs.de
- Position 1 Ad:** Bauhaus-Universität Weimar, Untersuchung des Entscheidungsverhaltens im Bestandsmanagement.
- Position 2 Ad:** Komplexe Gewerbeimmobilien schnell und einfach abrechnen. Jetzt informieren!
- Position 3 Ad:** ACCENTRO Wohneigentums-Report 2016. Die Transaktionen, Trends und Entwicklungen der 82 deutschen Großstädte. Weitere Informationen und Bestellung hier!
- News Content:**
  - TOP: Deutschland-Plan für bezahlbaren Wohnungsbau**  
 Eine Verbesserung der steuerlichen Abschreibungsbedingungen auf 4% linear, eine Reduzierung der Baulandkosten und das Entzupfen von Bauvorschriften könnten im Idealfall dazu führen, die Kaltmieten in Neubauten um bis zu 4,14 Euro/m<sup>2</sup> zu senken. Das haben sich die sieben Partner im Verbändebündnis Wohnungsbau von Wissenschaftlern des Pestel-Instituts anlässlich des 6. Wohnungsbautages in Berlin ausrechnen lassen.  
 Details zu den Forderungen: [www.immobilien-zeitung.de/1000021110/deutschland-plan-fuer-bezahlbaren-wohnungsbau](http://www.immobilien-zeitung.de/1000021110/deutschland-plan-fuer-bezahlbaren-wohnungsbau)
  - TOP: Catella: Mietanstiege "keinesfalls" Zeichen für Überhitzung**  
 In nahezu allen der von Catella Research untersuchten 49 Städte hierzulande sind die Mieten im Wohnungsbestand seit 2008 nach oben gegangen. Diese Anstiege seien "keinesfalls Zeichen einer Überhitzung", sondern in erster Linie strukturell bedingt durch Zuzug, der weiter anhalten wird, meint Catella-Chefanalyst Thomas Beyerle.
  - TOP: Deutschland-Plan für bezahlbaren Wohnungsbau**  
 Eine Verbesserung der steuerlichen Abschreibungsbedingungen auf 4% linear, eine Reduzierung der Baulandkosten und das Entzupfen von Bauvorschriften könnten im Idealfall dazu führen, die Kaltmieten in Neubauten um bis zu 4,14 Euro/m<sup>2</sup> zu senken. Das haben sich die sieben Partner im Verbändebündnis Wohnungsbau von Wissenschaftlern des Pestel-Instituts anlässlich des 6. Wohnungsbautages in Berlin ausrechnen lassen.

NEWSLETTER		IZ.DE	DIGITAL PLUS*
Position NL	EUR / week	Position IZ.de	Reduced price combi NL + IZ.de
<b>SMALL</b>			
Position 1	2,110	Position 2-4 in rotation	3,060
Position 2	1,460		2,140
Position 3	1,275		1,815
Position 4	1,060		1,535
Position 5	950		1,350
Position 6	880		1,290
Position 7	780		1,115
Position 8	710		1,055
up from Position 9	620		890
<b>MEDIUM</b>			
Position 1	2,760	Position 2-4 in rotation	4,130
Position 2	1,995		2,950
Position 3	1,670		2,330
Position 4	1,350		1,885
Position 5	1,210		1,755
Position 6	1,135		1,530
Position 7	1,020		1,420
Position 8	925		1,330
up from Position 9	860		1,270

NEWSLETTER		IZ.DE	DIGITAL PLUS*
Position NL	EUR / week	Position IZ.de	Reduced price combi NL + IZ.de
<b>LARGE</b>			
Position 1	3,810	Position 2-4 in rotation	5.430
Position 2	2,920		4.280
Position 3	2,550		3.630
Position 4	1,785		2.600
Position 5	1,510		2.190
Position 6	1,400		2.085
Position 7	1,230		1.775
Position 8	1,130		1.530
up from Position 9	1,000		1.410

incl.  
**50%**  
saving on  
IZ.DE-BANNER

### CLOSING DATE FOR ADVERTISING

- **Banner delivered fully designed:** 3 working days before publication
- **To be designed by us:** 10 working days before publication

### BANNER DELIVERY

Delivery by e-mail by noon of the relevant day, specifying client and campaign name, time frame per design, booking unit, advertising medium including target link and contact person for all queries (e-mail and telephone). E-Mail: [anzeigen@iz.de](mailto:anzeigen@iz.de)

\* Combi price: valid from November to August, not in September and October

6

More information on Digital Total?  
[iz.de/media/digital](http://iz.de/media/digital)

# IZ Mobile.

Some 30% of all page views at our iz.de news portal are accessed from mobile end devices. Of these views, 2/3 access our website via tablet PC and 1/3 access it using a smartphone.

Readers see the same view on a tablet PC as the view that they are accustomed to seeing when accessing it from a PC / Mac, with the exception that it does not have outer banners, i.e. no skyscraper ads, for example. Smartphone users see a mobile version that has been optimized for smaller screens, i.e. without full-size banners, maxi ads and content ads.

You can manage your advertising content such that you reach both conventional office users (PC / Mac) and mobile readers:

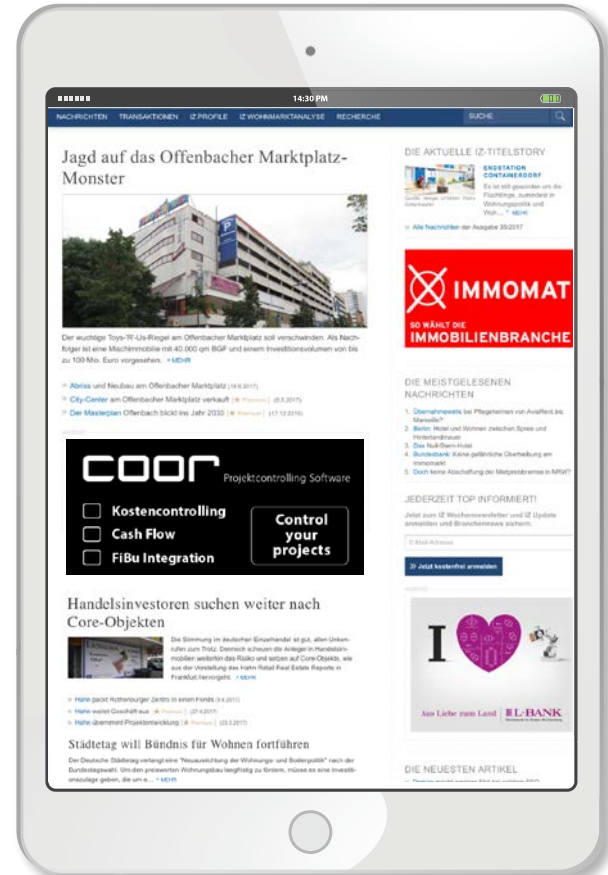
- The banners shown on page 33 that are labelled with **TABLET** are displayed on tablet PCs. The banners labelled with **PHONE** are displayed on all devices.
- In addition, you can book a bigger banner that hovers over the content specifically for advertising on **SMARTPHONES**. We display this **LAYER AD MOBILE** at every third page view in a format of 300x400px for 3 seconds.

NEW

Banner layer ad for delivery on mobile end devices. It is delivered at every third page view for a period of one month at iz.de.

LAYER AD MOBILE    300x400px    30 KB    EUR 3,200 / month

You reach your customers on tablet PCs and phones with content banners!



# The discounts.

In each case only one scale is applied. All advertisements published during one calendar year or during one individually agreed discount year are eligible for discounts. This does not include advertisement packages at IZ-Jobs.de or the Joboffensive. Agency commission: 15% on image and job advertisements. We would be happy to recommend which discount scale is most suitable for you.

## FREQUENCY SCALE\*

2 - 5 times	3%
6 - 14 times	6%
15 - 19 times	9%
20 - 25 times	12%
26 times and more	15%

The frequency scale is usually applied for advertisements in the advertising section. For small island advertisements, it is worth comparing the two discount scales. This scale does not apply to the newsletter or to online turnover.

## TURNOVER SCALE\*\*

EUR 10,000	5%
EUR 20,000	10%
EUR 30,000	15%
EUR 45,000	18%
EUR 60,000	20%
EUR 90,000	22%
EUR 120,000	24%
EUR 150,000	26%
EUR 200,000	28%
EUR 250,000	30%
up from EUR 300,000	31%

The turnover scale is more advantageous for most of our advertising customers. It applies to print and online turnover. The turnover discount scale is already more advantageous for advertising formats from 150 mm in the regional section 4c.

\* When calculating the frequency scale at the end of the accounting year, a factor of 1.5 is applied to island advertisements. Unless otherwise agreed, the end of year corresponds with the end of the calendar year.

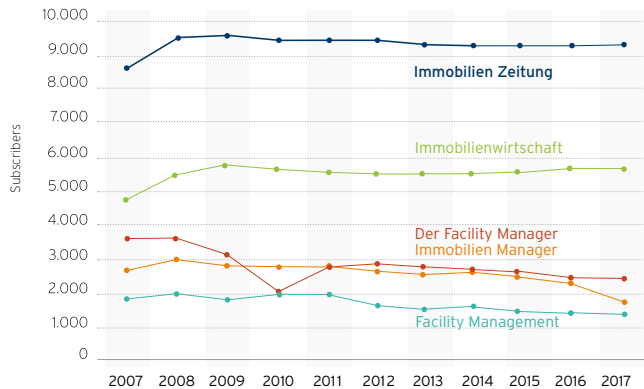
\*\* Applies to all advertising revenue with "Immobilien Zeitung" publisher, including third-party advertising inserts (gross turnover without consideration of agency commission, cash discounts or other discounts), e.g. print + online + IZ aktuell newsletter.

# Technical specifications.

DATA FORMAT:	PDFx3. Open files upon request.	COLOUR APPLICATION:	Maximum 240%, black composition at 95%, GCR with 25% under-colour reduction desirable.
IMAGE RESOLUTION:	300 dpi 300 dpi (minimum 200 dpi).	PAPER FORMAT:	350 mm wide x 510 mm high
DATA:	E-mail: <a href="mailto:anzeigen@iz.de">anzeigen@iz.de</a> . Upload: (upload link upon request)	PRINT AREA:	325 mm wide x 480 mm high
PRINT DOCUMENTS:	The delivery deadline for print documents is the closing date for advertisements for the issue booked. Print documents drawn up in the final format and without crop marks.	NO. OF COLUMNS:	Text segment: five 61 mm columns, advertising section: seven 43 mm columns
FONTS:	Fonts must be embedded in the PDF file or converted into paths. If the font is made up in white, the font size must be at least 7 points against multi-coloured backgrounds and should not be designed as a light section, otherwise 6 points suffice (printing colour black, overprinting mode).	PRINTING TECHNOLOGY:	Newspaper offset printing, screen ruling 40 l/cm, print gain 30%
COLOUR:	CMYK Euro scale. Black text must be 100% and made up entirely of black. Use <a href="#">ISONewspaper30v4.icc</a> or <a href="#">ISONewspaper26v4.icc</a> in order to ensure colour consistency. Special colours / spot colours are made up using the Euro scale. HKS-Z colour tones are converted to the 4c colour spectrum and printed according to the Euro scale. HKS colours which do not correspond to the HKS-Z standard will be adjusted for 2c and 3c advertisements. A colour profile is available for download at <a href="#">iz.de/mediadaten</a> .	PROOF:	If you require precise colours for your ad, we re-quire proofs on newspaper paper for coloured advertisements, so-called proofs with colours based on ISO 2846-2. Without such a pre-press proof, the publishers will not provide any guarantee regarding the outcome of the printing process. To achieve optimum printing results for your advertisement, we require a proof for coloured advertisements that meets the ISO 12647-3 standard. An ugra/FOGRA media wedge of the same length as the motif must be included on the proof. If this is not the case, the colours cannot be accepted as binding. The values stipulated for the proof shall apply accordingly for an analogue or digital proof.
LINES:	Lines must be at least 0.25 pt; white lines on a multi-coloured background at least 0.4 pt.	DATA FORMATS ONLINE:	We accept standard formats: GIF, JPEG, PNG and HTML incl. target link.
QR CODE:	To improve the sharpness of contours, the QRC should be created in b/w (not in 4c and not as „copy and paste“).	DATA FORMATS NEWSLETTER:	For banner insertions in the IZ aktuell newsletter: GIF or HTML. Animated GIFs are no longer supported by Outlook 2007 and above (according to Microsoft). Please include your desired target link.

# Comparison of print run and distribution.

## DEVELOPMENT OVER 10 YEARS\*



The long-term comparison of subscriber development shows how demand for the different titles has developed from 02/07 to 02/17.

## ONLINE PERFORMANCE

1,540,950\*\*  
Page Impressions

625,662\*\*  
Visits

Monthly average from January to June 2017

## AVERAGE PRINT RUN 2ND QUARTER 2017

Print run	10,894
No. of issues distributed	10,672
No. of issues sold = subscribers	9,201
Reader per subscription issue	3.7***

## DISTRIBUTION BY NIELSEN AREAS

Nielsen areas	Federal states	Distribution of issues sold
I	Bremen, Hamburg, Lower S., Schl.-Holst.	15.7 %
II	North Rhine-Westphalia	21.7 %
IIIa	Hesse, Rhineland-Palatinate, Saarland	20.9 %
IIIb	Baden-Württemberg	10.6 %
IV	Bavaria	11.4 %
V	Berlin	10.6 %
VI	Meckl.-Vorp., Brandenb., Saxony-Anhalt	3.2 %
VII	Thuringia, Saxony	5.9 %
Total		100 %

\*Source: IVW

\*\*Source: <http://ausweisung.ivw-online>.

\*\*\* According to the Czaia Marktforschung analysis of the subscriber structure, as of June 2011



READERSHIP\*:

# By Company – By Sector.

By sector (multiple responses, cumulated)<sup>a+d</sup>

## PROJECT DEVELOPMENT/PLANNING/DESIGN 34 % (17 %)

Architect or engineering office	5.6 %
Project manager (third-party service provider)	5.6 %
Construction company	2.8 %
Project development company	22.1 %
Property developer	8.5 %

## INVESTORS 16 % (6 %)

Real estate investment trust / real estate company	6.6 %
Pension fund	1.4 %
Company (not real estate company)	2.8 %
Private investor	6.6 %
Other investment company	3.8 %

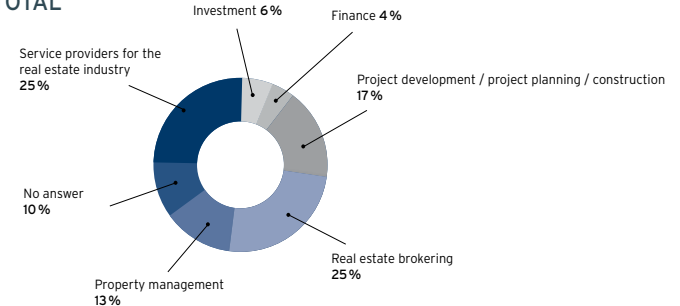
## ADMINISTRATORS 29 % (13 %)

Housing association	8.5 %
Property management	11.3 %
Asset management	7.5 %
Operator of special-purpose facilities	6.1 %
Other	4.7 %

## SERVICE PROVIDERS 37 % (25 %)

Public institution / authority	7.0 %
Company consultancy / consultant	15.0 %
Facility management	5.6 %
Reviewer / independent expert / assessor	9.4 %
Financial services provider (including insurance broker)	1.4 %
Communication	3.8 %
IT/software / Internet services	2.8 %
Lawyer / tax advisor	3.3 %
Other	2.3 %

## TOTAL



<sup>a</sup> Only those employed in the real estate industry = 84 % of the readership.

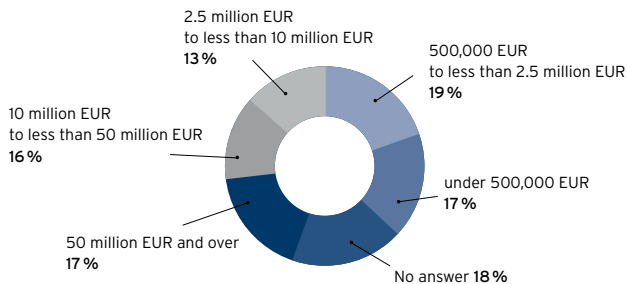
<sup>d</sup> Values in brackets: companies whose core activity is in the relevant sector (total value = 100 %) Other values: companies active in this sector.

\*According to the Czaia Marktforschung analysis of the subscriber structure, as of June 2011

READERSHIP\*:

# By Company – By Corporate Division.

## TURNOVER (in the field of real estate)<sup>a</sup>



## MAIN FOCUS OF BUSINESS ACTIVITIES

Areas of real estate in which the companies are active (multiple responses)<sup>b</sup>

Share of turnover	25 %	> 0 %
Residential real estate	52.1%	77.5%
Office real estate	43.7%	82.6%
Industrial real estate	11.7%	36.2%
Retail real estate	23.9%	67.1%
Hotel real estate	7.5%	28.6%
Leisure facility real estate	7.5%	21.1%
Housing for senior citizens	8.9%	25.4%
Logistics real estate	8.9%	30.0%
Other	13.6%	25.5%

## EMPLOYEES (in the corporate real estate division)<sup>a</sup>

under 5	20.9%
5 to 9	14.6%
10 to 49	22.4%
50 to 99	6.7%
100 to 499	9.4%
500 to 999	3.9%
1000 and more	3.1%
<b>Average</b>	<b>506 employees</b>
<b>Median</b>	<b>12.5 employees</b>

<sup>a</sup> Only those in employment = 91% of the readership; 100% of the rest are students and trainees in the real estate industry.

<sup>b</sup> Companies that generate more than 25% or more than 0% of their turnover from the relevant field of real estate. Filter: company is active in the field of real estate = 225 cases = 90% of respondents.

\* According to the Czaia Marktforschung analysis of the subscriber structure, as of June 2011

READERSHIP\*:

# The reader in the company.

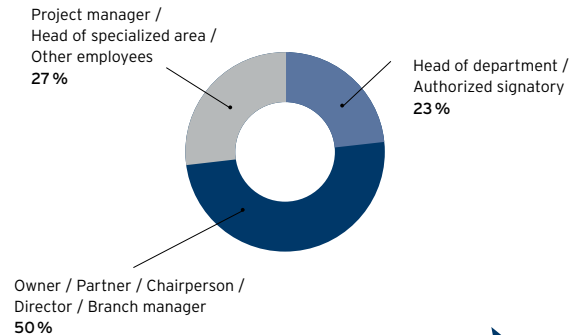
## EMPLOYMENT STATUS

Self-employed	27.2 %
Freelance	4.3 %
Employee / civil servant	58.7 %
Student / other	9.8 %

## DIRECTLY SUBORDINATE EMPLOYEES<sup>a</sup>

1 employee	7.8 %
2 employees	10.4 %
3 employees	7.4 %
4 employees	6.5 %
5 employees	8.3 %
6 employees and over	33.0 %
No directly subordinate employees	24.3 %

## POSITION WITHIN THE COMPANY<sup>a</sup>



Half of the Immobilien Zeitung readers are among the top decision-makers in companies.

<sup>a</sup> Only those in employment = 91% of the readership; 100% of the rest are students and trainees in the real estate industry.

\* According to the Czaia Marktforschung analysis of the subscriber structure, as of June 2011

READERSHIP\*:

# The reader in the company.

## AREAS OF ACTIVITY (multiple responses)<sup>a</sup>

Financial brokering	10.0 %
Sales of capital investments	16.1 %
Credit lending	3.9 %
<b>Property evaluation</b>	<b>41.3 %</b>
Architectural and engineering services	20.0 %
<b>Project management / project development</b>	<b>49.1 %</b>
<b>Real estate brokering</b>	<b>43.0 %</b>
Management of property for use by third-party	23.9 %
Management of property for own use	31.7 %
Business facility management	23.0 %
Technical facility management	13.0 %
Fund management	6.5 %
Research / consulting	29.6 %
Legal and tax advice	6.1 %
Research and education	13.5 %

## SPHERES OF INFLUENCE (multiple responses)<sup>a + c</sup>

Buying and selling of property	53.9 %
Investment decisions about building projects	43.9 %
Financing of real estate projects	39.6 %
Equipping the property	48.7 %
Service contracts in connection with property	45.7 %
Purchase of specialised software for real estate activities	53.5 %
Property location	56.5 %
Rental of office space	46.1 %
Letting of office space	43.5 %
Letting of residential housing	32.2 %

<sup>a</sup> Only those in employment = 91% of the readership; 100% of the rest are students and trainees in the real estate industry.

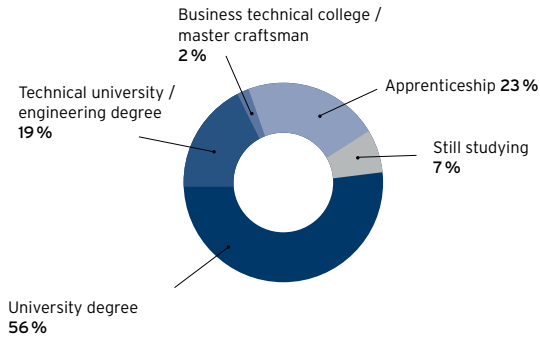
<sup>c</sup> Readers who are sole decision-makers, who make decisions as part of a team or who prepare decisions.

\* According to the Czaia Marktforschung analysis of the subscriber structure, as of June 2011

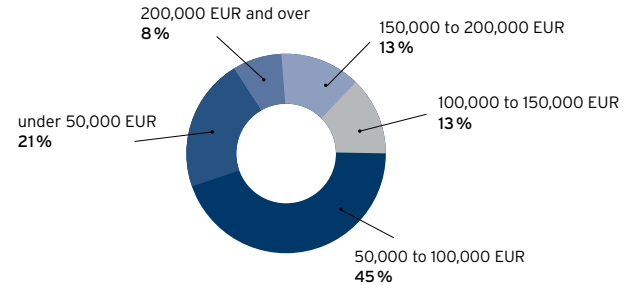
READERSHIP\*:

# The reader's personal profile.

## EDUCATION (highest level reached)



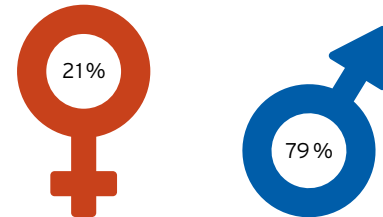
## PERSONAL GROSS INCOME



## AGE

Up to 29 years	24 %
30 to 39 years	32 %
40 to 49 years	27 %
50 years and older	17 %
Average age	39 years

## GENDER



\* According to the Czaia Marktforschung analysis of the subscriber structure, as of June 2011

READERSHIP\*:

# Reading behaviour.

## FIRST TO RECEIVE ISSUE OR ISSUE RECEIVED VIA CIRCULATION

First to receive the issue	65.4 %
Recipient receives circulated issue	34.6 %

## HOW MANY TIMES IS AN ISSUE PICKED UP?

Once	48.0 %
Two times	19.3 %
Three times	23.6 %
Four times and more	9.1 %
Average	2 times

## HOW MUCH TIME IS SPENT READING?

under 30 minutes	18.9 %
30 minutes	25.3 %
31 to 45 minutes	16.1 %
46 to 60 minutes	22.4 %
61 to 90 minutes	5.1 %
more than 90 minutes	12.2 %
Average	<b>53.3 minutes</b>

## WHERE IS ISSUE THE READ? (multiple responses)

Office / at work	78.0 %
At home	38.6 %
While travelling	22.0 %

## WHAT IS THE REASON FOR READING?

Professional interest	87.8 %
Professional and personal interest	11.4 %
Personal interest	0.8 %

## WHAT HAPPENS TO THE ISSUE AFTER READING?

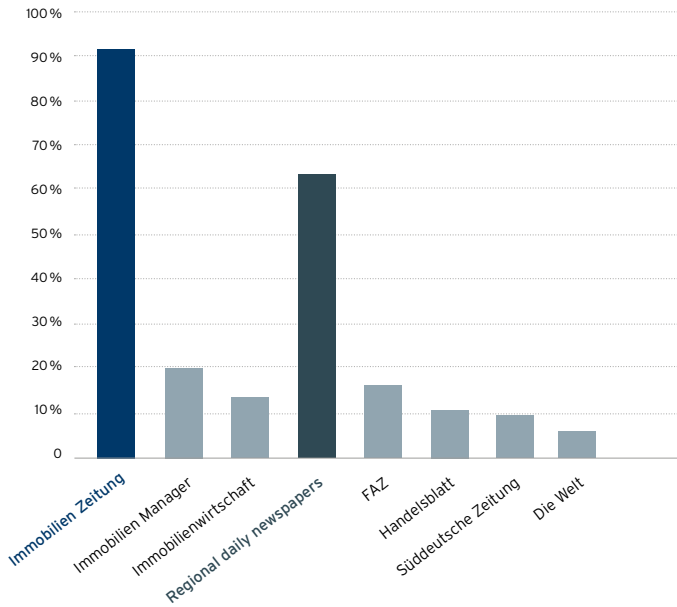
Collected / archived	33.5 %
Specific articles are collected / archived	35.0 %
Passed on to others after use	35.8 %
Thrown away	39.0 %

READERSHIP\*:

# Use of other magazines/newspapers.

## REGULAR READERS

92% of IZ readers are regular readers who have read every issue in the last 3 months. 20% of IZ readers also regularly read Immobilien Manager.



## SPECIALIST JOURNALS (regular readers) 2006 2011

Immobilien Zeitung	91.3 %	91.7 %
Immobilien Manager	19.8 %	20.5 %
Immobilienwirtschaft	13.1 %	15.7 %
AIZ Das Immobilienmagazin	5.6 %	9.4 %
Deutsches Architektenblatt	---	7.5 %
Die Wohnungswirtschaft	7.1 %	6.3 %
Grundstücksmarkt und Grundstückswert	5.2 %	5.5 %
Facility Manager	4.4 %	4.7 %
BundesBauBlatt	3.6 %	3.9 %
Immobilien & Finanzierung	3.6 %	3.5 %
Immobilien Profi	2.4 %	2.8 %
Immobilien & bewerten (vorm. Das Wertermittlungsforum)	2.4 %	2.4 %
Facility Management	2.0 %	2,0 %
Der Immobilienverwalter	1.6 %	2,0 %
NZM Neue Zeitschrift für Miet- und Wohnungsrecht	---	1.6 %
Die private Wohnungswirtschaft	0.8 %	1.2 %
EUWID Facility Management	---	1.2 %

\* According to the Czaia Marktforschung analysis of the subscriber structure, as of June 2011

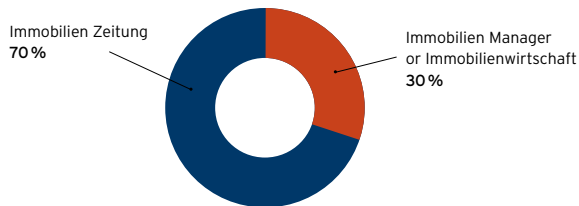
## EXCLUSIVE READERS

It is frequently assumed that almost every person working in an industry uses almost every publication. However, on closer inspection, this is not the case, especially with regard to regular use.

In the study, people were asked the following question: "I will name some specialist journals from the real estate industry. Please tell me how often you read each of them. Do you read them regularly, i.e. every / almost every issue, frequently, i.e. every second issue, occasionally or never / almost never?"

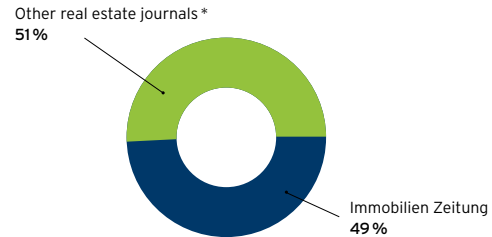
## CORE MARKET

70% of the regular readers of IZ do not read either Immobilien Manager or Immobilienwirtschaft on a regular basis.



## OTHER JOURNALS

Around half of the regular IZ readers do not regularly read any of the other real estate journals listed here.



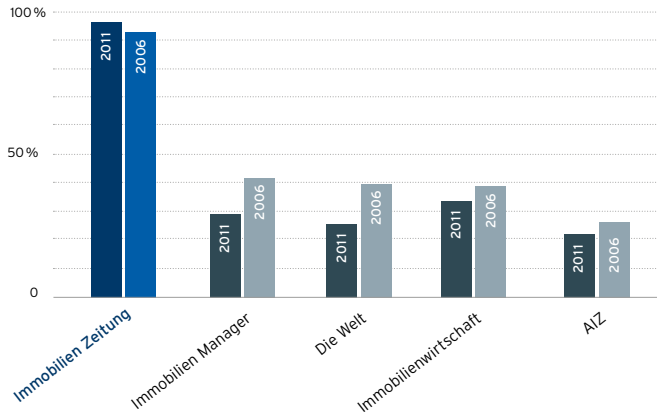
To optimize the selection of publications for media planning or to determine the respective budget for each medium, the survey results particularly help **to avoid advertising wastage**. The "exclusive reader" reader group is the most valuable circle of readers for a particular medium, because this group of people reads only one of the journals from the list cited.

\* AIZ Das Immobilienmagazin, BundesBauBlatt, Deutsches Architektenblatt, Das Wertermittlungsforum, Der Immobilienverwalter, Deutsches Architektenblatt, Die private Wohnungswirtschaft, Die Wohnungswirtschaft, EUWID Facility Management, Facility Management, Facility Manager, Grundstücksmarkt und Grundstückswert, Immobilien & Finanzierung, Immobilien Profi, NZM Neue Zeitschrift für Miet- und Wohnungsrecht.

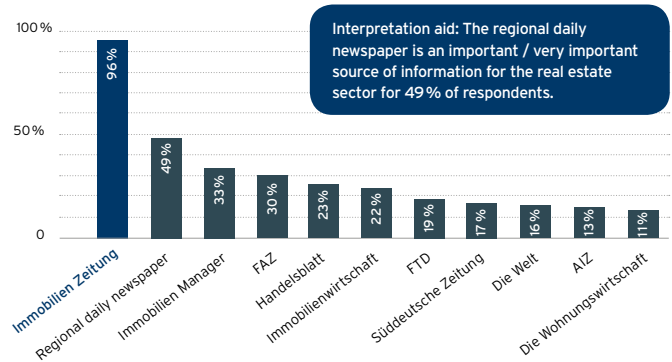


## READER LOYALTY

To assess reader loyalty, it is essential to know how important the individual medium is to the readers. We therefore asked the question: How much would you miss the journal if you were to stop receiving it? Only readers who read the relevant medium at least occasionally were asked the question. The possible answers were: very much, a lot, not so much, not at all. The table shows the percentage of readers who would miss the respective medium very much or a lot.



## IMPORTANCE AS INFORMATION SOURCE FOR THE REAL ESTATE INDUSTRY



The respondents evaluated the importance of each individual journal as a "source of information for the real estate sector". They were instructed as follows: "Using the school marks system of 1 to 6, please tell me how important the following journals, which you read at least occasionally, are to you as a source of information for the real estate sector." **The results for "important or very important" are shown in the diagram above.**

### SURVEY PROFILE

**Total population:** readers of the "Immobilien Zeitung". **Sample:** random sample from the subscriber file. **Data collection method:** telephone interviews (C.A.T.I.) with the personally named recipient or main user of the "Immobilien Zeitung". A maximum of one interview was conducted per company or address. **Survey instrument:** fully structured questionnaire. **Sample:** 254 interviews (net). **Data collection period:** 24th May - 21st June 2011. **Institute:** Czaia Marktforschung GmbH, Bremen

# Survey on media usage in the real estate industry.

A survey by Edelman.ergo (edelmanergo.com) in August 2017 provides current results on the information and media usage habits of decision makers in the real-estate industry. Extracts of the study are set out here.

Approx. 100 industry practitioners took part in the anonymous online survey in August 2017 (status: 24.8.2017).

## THE KEY RESULTS

1

**WEB WORKS:** *The corporate website is the most important source for real estate practitioners who want to find out about a company. Media and the opinions of others follow in positions two and three.*

2

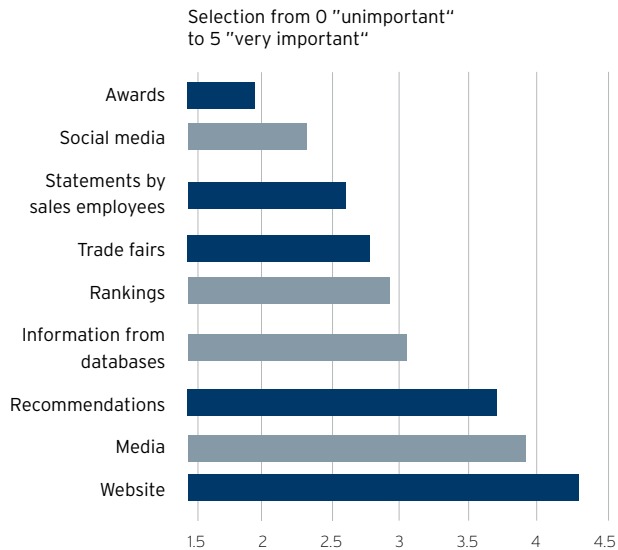
**HIGH NEWS VALUE:** *When asked about media in the field of real estate in Germany, respondents mentioned the Immobilien Zeitung (print) and the daily IZ Newsletter most frequently. Trade journals as well as the major business and consumer media publications are of less importance in comparison.*

3

**WHAT ABOUT THE BIG PICTURE?** *Real estate practitioners confirm that the real-estate media in Germany have a high degree of competence in real estate and conduct good research. However, they see scope for improvement with regard to the diversity of topics and their ability to see the big picture.*

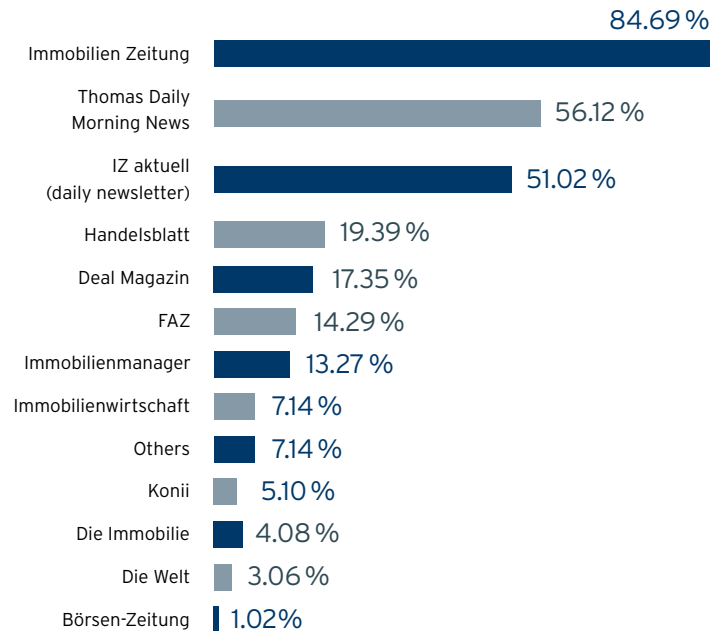
## MOST IMPORTANT SOURCES OF INFORMATION: COMPANY WEBSITE AND MEDIA

*„How important are the following channels for you when you want to inform yourself about a company?“*



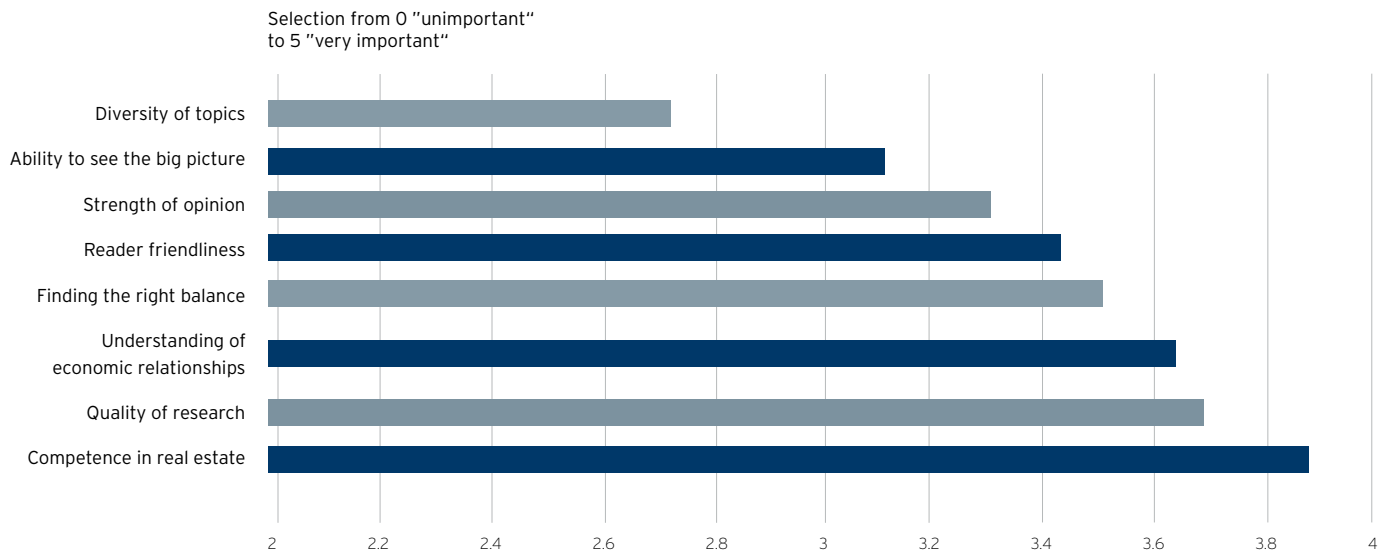
## IMPORTANCE OF MEDIA: IZ PRINT AND IZ AKTUELL

*„Name the media that you believe to be the most important for real estate topics in Germany.“*



## GERMAN REAL ESTATE MEDIA: SCOPE FOR IMPROVEMENT WITH REGARD TO THE DIVERSITY OF TOPICS

*„How do you rate the real estate media with regard to..“*



# Terms and conditions.

1. In the following General Terms and Conditions of Business, an „advertising order“ refers to a contract with an advertiser or other advertising party for the publication of one or more advertisements in one of the publisher's printed publications for the purpose of distribution.
2. In case of any doubt, advertisements are to be released for publication within one year of the conclusion of the contract. If the right to release individual advertisements is granted by the contract, the advertising order shall be executed within one year of the publication of the first advertisement, providing that the first advertisement was called up and published within the time limited specified in the first sentence. If concrete publication dates have been agreed, these are also binding.
3. If contracts have been concluded, the ordering party is entitled to release additional advertisements exceeding the quantity of advertisements specified in the order, providing this is done within the agreed period or the period specified under section 2. If a higher discount group is reached, a corresponding credit note will be issued for the discount difference.
4. If an order is not carried out owing to circumstances over which the publisher has no control, the ordering party, irrespective of any other legal obligations it may have, shall reimburse the publisher for the difference between the discount granted and the discount applicable for the number of advertisements actually booked. Reimbursement shall not be required if non-fulfilment is caused by force majeure within the scope of the publisher's risk. If the ordering party agrees a fixed placement with the publisher, the publisher shall be entitled to charge the advertisement price in full, if the order cannot be implemented for reasons for which the ordering party is responsible and if no other buyer has been found for the agreed placement.
5. When calculating purchase volumes, lines of text (in millimetres) shall be converted into advertising millimetres in order to determine the price.
6. Orders for advertisements and inserts to be published only in specific numbers, specific issues or in specific positions in the printed publication must be submitted to the publisher far enough in advance so that the publisher can notify the ordering party before the copy deadline if the order cannot be carried out as requested. Placement commitments shall be restricted to specifications in the price list. Classified advertisements shall only be placed in the sections offered by the publisher.
7. The publisher shall mark any advertisements which are not readily recognisable as such due to their editorial layout by adding the word “advertisement”.
8. The publisher reserves the right to refuse any advertisement orders or also individual advertisements release orders under an existing contract or insert orders due to content, origin or technical format according to the uniform, objectively justified principles of the publisher, if the content is in breach of the law or other official regulations or if the publisher deems publication to be unreasonable. This also applies to orders placed with branch offices, agencies or representatives. Insert orders are only binding for the publisher after the submission of a sample insert and the publisher's approval thereof. Inserts with a format or design which give the impression that they are an integral part of the newspaper or contain third-party advertisements will not be accepted. The rejection of an order shall be communicated to the ordering party without delay.
9. The ordering party shall be responsible for the punctual delivery of the advertisement text and flawless print documents or of the inserts. The publisher shall demand a replacement for recognisably unsuitable or damaged print documents without delay. The publisher shall guarantee the usual print quality for the publication in question, but only in so far as as possible for the print documents submitted.
10. If an advertisement published is completely or partially illegible, incorrect or incomplete, the ordering party shall be entitled to a fault-free replacement advertisement. If the replacement advertisement is again faulty, the ordering party shall be entitled to receive an appropriate reduction in price or to annul the order. Claims for damages arising from a positive breach of contract, negligence upon conclusion of contract and unlawful acts are excluded - even if the order has been confirmed by telephone. Claims for damages arising from impossibility of performance and delay shall be limited to compensation for foreseeable damages and to the fee payable for the advertisement or insert in question. This does not apply to intent or gross negligence on the part of the publisher, its legal representatives or its vicarious agents. The liability of the publisher for damages due to the lack of characteristics or features that were promised shall not be affected. Within the scope of the publisher's commercial transactions, the publisher is also not liable for gross negligence on the part of vicarious agents. In all other cases, the extent of the liability towards traders for gross negligence shall be limited to the foreseeable damage up to the amount of the advertisement fee in question.

- 11.** Proofs shall only be supplied if explicitly requested. The ordering party shall bear responsibility for the accuracy of the returned proofs. The publisher shall take into account all of the corrections submitted within the time limit specified when the proofs were sent out or by the copy deadline. If the publisher has offered to produce online advertising media free of charge, the service shall be deemed to have been provided as soon as the second proof has been transmitted or, at the latest, when two graphic designer hours have been spent on it.
- 12.** In the absence of any specifications with regard to size, the ordering party shall be invoiced for the print size that is customary for that type of advertisement.
- 13.** Except in cases of payment in advance, the invoice shall be sent out immediately, if possible 14 days after publication of the advertisement. Except in cases of payment in advance or unless otherwise agreed, the invoice shall be payable within the time limit specified in the price list, starting from the date when the invoice was received. Any deductions for early payment shall be granted as specified in the price list.
- 14.** In the event of payment default or deferment of payment, interest shall be charged at a rate of 8.5% p.a. plus collection costs. In the event of default of payment, the publisher may postpone further execution of the current order until payment has been received and demand advance payment for the remaining advertisements. If there are legitimate doubts concerning the ordering party's ability to pay, the publisher is entitled to make publications of any further advertisements dependent on payment in advance and on the payment of any sums outstanding, even during the term of the contract and irrespective of the terms of payment agreed therein.
- 15.** The publisher shall supply a copy of the advertisement together with the invoice, if so requested. Extracts, whole pages or complete issues shall be delivered, depending on the type and scope of the advertisement order. If a copy of the advertisement is no longer available, the publisher shall supply legally binding certification to the effect that the advertisement has indeed been published and distributed.
- 16.** The ordering party shall bear any costs incurred for the preparation and redesign of the print documents and drawings and also for any major changes to the originally agreed versions requested or caused by the ordering party.
- 17.** The ordering party cannot claim a price reduction for an order of several advertisements on grounds of reduced circulation.
- 18.** Classified advertisements will not be published for commercial advertisers.
- 19.** Printing materials shall only be returned if explicitly requested by the ordering party. The publisher is bound to keep the printing materials for three months after completion of the order. Complaints must be made within four weeks after receipt of the invoice and proof, unless the errors concerned are not obvious.
- 20.** The place of jurisdiction is the publisher's registered office. In business dealings with traders, judicial entities, public corporations or ordering parties based abroad, the place of jurisdiction for litigation is the publisher's registered office. If the publisher's claims cannot be satisfied by issuing payment reminders, the place of jurisdiction for non-traders shall be determined by their place of domicile. If the ordering party's or the non-trader's domicile or ordinary place of residence is unknown at the time the suit is filed, or if the ordering party's domicile or ordinary residence moves outside the territory subject to German law subsequent to the conclusion of contract, the publisher's registered office shall be deemed the place of jurisdiction.
- 21.** Data protection: pursuant to §26 of the German Data Protection Act, the customer and delivery data required within the scope of business relations will be stored at the premises of the publisher or a company authorized by the publisher with the aid of electronic data processing.
- 22.** Should one of the above-mentioned conditions or a condition of the contractual relationship between the publisher and the advertiser be invalid, the validity of the remainder of the conditions of the contractual relationship shall not be affected. The invalid condition shall be replaced by a valid condition that is created after having reasonably assessed the overall context and its economic effects.
- 23.** Advertisement orders by an agency shall be accepted in its name and on its account. Advertising space buyers and advertising agencies shall be obliged to adhere to the publisher's price list with regard to offers, contracts and invoices with advertisers. The agency commission granted by the publisher may not be passed onto the ordering party either in whole or in part.
- 24.** The publisher's General Terms and Conditions shall also apply mutatis mutandis to orders for fixed inserts, supplements, inserts and special technical designs. Each order shall only become legally binding after it has been confirmed in writing by the publisher.
- 25.** If an advertisement, insert or bound-in order which has been confirmed and booked by advertisers or their advertising agent is not published for reasons for which the ordering party is responsible, the publisher shall reserve the right to charge a cancellation fee of 25% of the net order value. If an advertising order for a special placement in the publication is cancelled by the ordering party, the publisher shall reserve the right to charge for the cancelled advertisements in full if an alternative customer is not found for the agreed placement.

# Your contact persons.



**MARKUS SCHMIDTKE**  
Head of advertising sales  
Phone: +49 (0)611 973 26-24  
schmidtke@iz.de



**CLAUDIA EMRICH**  
Advertising sales, scheduling  
Phone: +49 (0)611 973 26-13  
emrich@iz.de



**MARTINA WALKER**  
Head of advertising sales  
Job markets  
Phone: +49 (0)611 973 26-64  
walker@iz.de



**KARSTEN FRANKE**  
Media consulting  
Phone: +49 (0)611 973 26-21  
franke@iz.de



**SASKIA THAU**  
Media consulting job markets  
Phone: +49 (0)611 973 26-43  
thau@iz.de



**THOMAS BUHLMANN**  
Media consulting  
Phone: +49 (0)611 973 26-26  
buhlmann@iz.de



**CHRISTINE WINCKELMANN**  
Scheduling,  
media consulting job markets  
Phone: +49 (0)611 973 26-46  
winkelmann@iz.de

# Publisher information.

**PUBLISHER:**

IZ Immobilien Zeitung  
Verlagsgesellschaft mbH

**ADDRESS:**

P.O. Box 3420  
65024 Wiesbaden  
Luisenstraße 24  
65185 Wiesbaden  
Germany

**CONTACT:**

Phone: +49 (0)611 973 26-0  
Fax: +49 (0)61 973 26-31  
anzeigen@iz.de  
[www.iz.de](http://www.iz.de)

**BANK ACCOUNT DETAILS:**

Nassauische Sparkasse, Wiesbaden  
IBAN DE36 5105 0015 0189 0265 28  
SWIFT-BIC: NASSDE 55 XXX

Commerzbank AG, Wiesbaden  
IBAN DE36 5108 0060 0129 9888 00  
SWIFT-BIC: DRES DE FF 510

**PAYMENT:**

14 days net  
2 % discount for payment received  
in advance

**PUBLICATION FREQUENCY:**

weekly on Thursdays

**CLOSING DATE FOR  
ADVERTISING:**

8 days prior to publication