



DIGITAL VERSION

PRICE LIST 2019

Print + Online

Basic Media Data No. 29, valid from 01.01.2019



KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

ABOUT IZ

The information world of Immobilien Zeitung.

THE NEWS WORLD OF IMMOBILIEN ZEITUNG

The Immobilien Zeitung is the leading specialist journal for the real estate industry in Germany. 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.



*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.



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



*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 the IZ Housing Market Analysis, in 2016 by the IZ Transaction Database, in 2017 by IZ Comparables and in 2018 by IZ Locations.

THE JOB WORLD 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.



Immobilien Zeitung initiated the **JOB OFFENSIVE**, 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 just under 750 students and companies.

THE EVENT WORLD 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 & career

MARTINA WALKER
Head of advertising sales
job markets

ALICE SCHMIDT
Marketing and
cooperations

TANJA BARANOWSKY
Assistance head of
advertising sales

CLAUDIA EMRICH
Scheduling,
media consulting
job markets

CHRISTINE WINCKELMANN
Scheduling,
media consulting
job markets



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The product world of Immobilien Zeitung.



Further information about our media data at a glance: www.iz.de/mediadaten

BASIC MEDIA DATA:

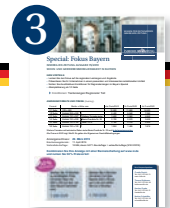
- 1 Special advertising formats: [iz.de/media/sonderwerbformen](https://www.iz.de/media/sonderwerbformen)
- 2 Real estate lawyers: [iz.de/media/immobilienanwaelte](https://www.iz.de/media/immobilienanwaelte)
- 3 Regional / topic specials: [iz.de/media/themenschwerpunkte](https://www.iz.de/media/themenschwerpunkte)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

BASIC MEDIA DATA

RECRUITING AND

HR IMAGE ADVERTISING:

- 7 Joboffensive: [iz.de/media/joboffensive](https://www.iz.de/media/joboffensive)
- 8 Employer branding online marketing: [iz.de/media/empoloyer-branding-online](https://www.iz.de/media/empoloyer-branding-online)



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

The media channels of Immobilien Zeitung.

IZ PRINT

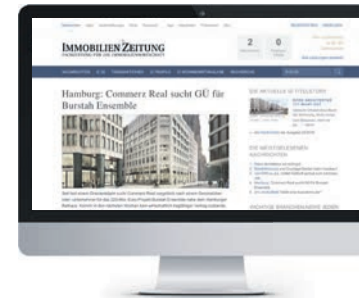
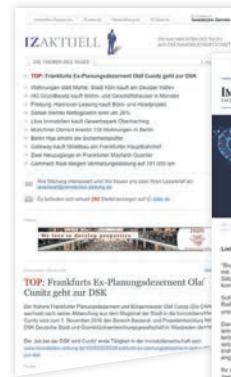
- the reliable companion in the world of real estate
- up-to-the-minute expert reporting
- competent team of editors evaluates, sounds out and analyses what is going on in the world of real estate

IZ NEWSLETTER

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

IZ.DE

- the news portal with the most important news
- reveals industry trends and developments; the knowledge pool 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



IMMOBILIEN ZEITUNG

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

NEWSLETTER IZ aktuell

- Monday - Friday for subscribers

WEEKLY NEWSLETTER

- Every Friday for registered readers

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 AFTER RELAUNCH

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

WHY BOOK IZ?

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!



COMPETENCE

ABOUT 99 EMPLOYEES, 28 journalists, 17 employees in data editing and 27 technical production developers form the core of 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!

WHY BOOK IZ?

In terms of quantity: So much!



CIRCULATION

Subscriber circulation of **9,071 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 **90,000 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!



APPROX. 35,000 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



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

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:

For examples of calculations, see page 18.

GENERAL SECTION / 1ST + 2ND BOOK

REGIONAL SECTION / 3RD BOOK

FORMAT	B / W	1 ADD. COLOUR	3 ADD. COLOURS	B / W	1 ADD. COLOUR	3 ADD. COLOURS
	basic price EUR 6.35	basic price EUR 7.30	basic price EUR 8.50	basic price EUR 4.50	basic price EUR 4.95	basic price EUR 6.05
1/1 page 2.400 mm 2nd book (-20 %)	EUR 15,240	EUR 17,520	EUR 20,400	EUR 10,800	EUR 11,880	EUR 14,520
1/2 page 1.200 mm 2nd book (-20 %)	EUR 7,620	EUR 8,760	EUR 10,200	EUR 5,400	EUR 5,940	EUR 7,260
2/5 page 960mm	EUR 6,096	EUR 7,008	EUR 8,160	EUR 4,320	EUR 4,752	EUR 5,808
1/3 page 800mm	EUR 5,080	EUR 5,840	EUR 6,800	EUR 3,600	EUR 3,960	EUR 4,840
1/4 page 600 mm	EUR 3,810	EUR 4,380	EUR 5,100	EUR 2,700	EUR 2,970	EUR 3,630
1/5 page 480 mm	EUR 3,048	EUR 3,504	EUR 4,080	EUR 2,160	EUR 2,376	EUR 2,904
1/8 page 300 mm	EUR 1,905	EUR 2,190	EUR 2,550	EUR 1,350	EUR 1,485	EUR 1,815
Basic price** 61 x 50 mm	EUR 11.50	EUR + 100	EUR + 200	EUR 8.25	EUR + 100	EUR + 200
127 x 100 mm	EUR 575	EUR 675	EUR 775	EUR 412.50	EUR 512.50	EUR 612,50
	EUR 2,300	EUR 2,400	EUR 2,500	EUR 1,650	EUR 1,750	EUR 1,850


EXCLUSIVE PLACEMENT*

*Exclusive placement is not guaranteed for formats under 800 mm.

*Exclusive placement is not guaranteed for formats under 600 mm.

**Minimum size for ads in the editorial sections (except for island ads): 300mm.
A factor of 1.5 is applied to island ads when calculating the frequency rate.

The 2019 publication dates.

EDITION	PUBLICATION DATE	DEADLINE ADS Text section	DEADLINE ADS Advertising section	SPECIALS / FOCUS TOPICS	DEADLINE ADS Specials
1-2	10.01.2019	02.01.2019	04.01.2019	Double issue	
3	17.01.2019	09.01.2019	11.01.2019		
4	24.01.2019	16.01.2019	18.01.2019		
5	31.01.2019	23.01.2019	25.01.2019		
6	07.02.2019	30.01.2019	01.02.2019		
7	14.02.2019	06.02.2019	08.02.2019	Focus North Germany	25.01.2019
8	21.02.2019	13.02.2019	15.02.2019		
9	28.02.2019	20.02.2019	22.02.2019		
10	07.03.2019	27.02.2019	01.03.2019	MIPIM issue available on day 1 of the fair	
	Special Investing in Germany / 07.03.2019				14.02.2019
11	14.03.2019	06.03.2019	08.03.2019	Update issue, available on days 3 and 4 of the fair	
12	21.03.2019	13.03.2019	15.03.2019		
13	28.03.2019	20.03.2019	22.03.2019		
14	04.04.2019	27.03.2019	29.03.2019		
15	11.04.2019	03.04.2019	05.04.2019	Focus Bavaria	29.03.2019
16	18.04.2019	10.04.2019	12.04.2019		
17	25.04.2019	17.04.2019	18.04.2019		
18	02.05.2019	24.04.2019	26.04.2019		
19	09.05.2019	30.04.2019	03.05.2019		
20	16.05.2019	08.05.2019	10.05.2019	Focus Berlin	26.04.2019
21	23.05.2019	15.05.2019	17.05.2019	Focus Job & Career: Job Market Survey	10.05.2019
22	31.05.2019	22.05.2019	24.05.2019		
23	06.06.2019	29.05.2019	31.05.2019	Focus Job & Career: IZ career forum	24.05.2019
24	13.06.2019	05.06.2019	07.06.2019		
25	21.06.2019	12.06.2019	14.06.2019		
26	27.06.2019	19.06.2019	21.06.2019		

EDITION	PUBLICATION DATE	DEADLINE ADS Text section	DEADLINE ADS Advertising section	SPECIALS / FOCUS TOPICS	DEADLINE ADS Specials
27	04.07.2019	26.06.2019	28.06.2019	Focus Job & Career: Top Employers	21.06.2019
28	11.07.2019	03.07.2019	05.07.2019		
29	18.07.2019	10.07.2019	12.07.2019		
30	25.07.2019	17.07.2019	19.07.2019		
31	01.08.2019	24.07.2019	26.07.2019		
32	08.08.2019	31.07.2019	02.08.2019		
33	15.08.2019	07.08.2019	09.08.2019		
34	22.08.2019	14.08.2019	16.08.2019		
35	29.08.2019	21.08.2019	23.08.2019		
36	05.09.2019	28.08.2019	30.08.2019	Special Logistics	22.08.2019
37	12.09.2019	04.09.2019	06.09.2019	Special Real estate lawyers	29.07.2019
38	19.09.2019	11.09.2019	13.09.2019		
39	26.09.2019	18.09.2019	20.09.2019	Special IZ Trade Fair Planner Expo Real	09.09.2019
40-41	04.10.2019	25.09.2019	27.09.2019	Expo Real Special Edition	
				Focus North Rhine-Westphalia	20.09.2019
				Focus Job & Career	16.09.2019
				Special IZ Trade fair newspaper Expo Real 07./08./09.10.2019	16.09.2019
42	17.10.2019	09.10.2019	11.10.2019		
43	24.10.2019	16.10.2019	18.10.2019		
44	31.10.2019	23.10.2019	25.10.2019		
45	07.11.2019	30.10.2019	01.11.2019		
46	14.11.2019	06.11.2019	08.11.2019		
47	21.11.2019	13.11.2019	15.11.2019		
48	28.11.2019	20.11.2019	22.11.2019		
49	05.12.2019	27.11.2019	29.11.2019		
50	12.12.2019	04.12.2019	06.12.2019		
51	19.12.2019	11.12.2019	13.12.2019		



Expo Real, 07. - 09.10.2019

MAPIC, 13. - 15.11.2019

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 2019.

TITLE ADVERTISEMENTS

	FORMAT	PAGE 1 GENERAL SECTION 4C / EUR	PAGE 1 REGIONAL SECTION 4C / EUR
A Title head	61 x 40	EUR 1,750	EUR 1,150
B Title strip	325 x 100	EUR 5,380	EUR 3,600
C Large title advertisement*	61 x 120	EUR 1,850	EUR 1,200
D Title advertisement at the top*	61 x 50	EUR 1,350	EUR 900
E Title advertisement at the top centre*	61 x 50	EUR 1,150	EUR 900
F Title advertisement at the bottom centre*	61 x 50	EUR 1,150	EUR 900

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

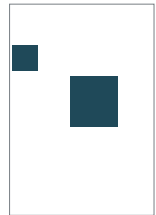
4c / 1 column 50 mm height	EUR 11.50 basic price b/w per mm x 50 mm height = EUR 575 + EUR 200 colour surcharge = EUR 775
2c / 1 column 100 mm height	EUR 11.50 basic price b/w per mm x 100 mm height = EUR 1,150 + EUR 100 colour surcharge = EUR 1,250

SAMPLE CALCULATIONS FOR ISLAND ADS IN THE REGIONAL SECTION

4c/2 columns 100 mm height	EUR 8.25 basic price b/w per mm x 2 x 100 mm height = EUR 1,650 + EUR 200 colour surcharge = EUR 1,850
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Surrounded by text on 3 or 4 sides
Minimum format: 61 x 50 mm
Maximum format: 127 x 100 mm



PROPERTY MARKET - *Offers, requests and business relations.*

All ad formats at a low regional rate! Placement in the regional section.

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

FORMAT: 1/1 page	325 x 480 mm	EUR 10,800 - b/w	EUR 11,880 - 2c	EUR 14,520 - 4c
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DOUBLE SKYSCRAPER

	FORMAT / mm	B/W	2C	4C
General section	2 x 61 x 480	EUR 6,096	EUR 7,008	EUR 8,160
General section	2 x 127 x 480	EUR 12,192	EUR 14,016	EUR 16,023
Regional section	2 x 61 x 480	EUR 4,224	EUR 4,608	EUR 5,808
Regional section	2 x 127 x 480	EUR 8,448	EUR 9,216	EUR 11,616

CIRCULAR ADVERTISING FORMAT

FORMAT: Ø 80 mm	Fixed price EUR 2,770	Closing date for ads 2 weeks before publication
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STRIP ADVERTISING FORMAT - *especially for the event page!*

FORMAT: 159 x 23 mm	b/w = EUR 595	4c = EUR 820
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OBITUARY - *All advertising formats at regional price, placement in the general section!*

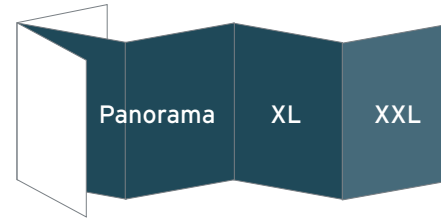


1

More information on special advertising formats?
iz.de/media/sonderwerbformen

PANORAMA AD - XL + XXL for your major events!

PLACEMENT	FORMAT		4C
General section	Minimum size	675 x 200 mm	EUR 17,000
General section	Maximum size	675 x 480 mm	EUR 37,500
General section	XL panorama	1,000 x 480 mm	EUR 45,900
General section	XXL panorama	1,350 x 480 mm	EUR 61,200



FLYING PAGE - Impress our readers at first glance!

SIZE: 4 pages	150 x 480 mm	Fixed price EUR 25,500 plus printing costs
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IZ 40-41/2019 (Expo Real issue with double circulation) EUR 38,850

Closing date for advertising 4 weeks before publication

FLYING PAGE



POST-IT

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

TITLE PAGE	76 x 76 mm	4c: EUR 7,175	Including printing costs
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TUNNEL AD

PLACEMENT	FORMAT		4C
General section	1/4 page	93 x 200 mm	EUR 6,375
General section	1/3 page	279 x 200 mm (across gutter)	EUR 8,500
General section	1/2 page	279 X 300 mm (across gutter)	EUR 12,750

TUNNEL AD



CONVENTIONAL LOOSE INSERT

Minimum quantity: 10,000 pieces
Format: DIN A 6 - DIN A 4

WEIGHT	PRICE / 1,000
up to 25 g	EUR 330
up to 30 g	EUR 340
up to 35 g	EUR 350

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

As a service, we coordinate the printing of your insert including delivery to the newspaper printing press. Please send us the ready-for-press documents 3 weeks before publication - we will send you specifications on request.

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. **Information and samples can be found in the separate folder: Advertorials Print and Online.**

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

Touchpoints for Expo Real.



IZ SPECIAL TRADE FAIR ISSUE 40-41/2019

Double circulation – single price!

Distribution: 21,086 copies to all subscribers at the west car park, to the specialist press boxes at Expo Real and at the IZ stand.

Publication date: 4.10.2019/Closing date: 25.9.2019



1/3 PAGE CORNER SECTION 193 - 267 mm
General section 4c: EUR 6,800
Regional section 4c: EUR 4,840

IZ TRADE FAIR PLANNER

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

Distribution: 21,786 copies as loose inserts in IZ 39/2019, loose insert in the special trade fair issue 40-41, distribution at the west car park and from the IZ stand.

Publication date: 26.9.2019 / Closing date: 9.9.2019



1/1 PAGE 4 columns 231 x 325 mm
4c: EUR 4,800

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 250 hotels in Munich. For trade fair follow-up, the Wednesday issue is included as a loose insert in the IZ 42/2019.

Publication date: 7.-9.10.2019 / Closing date: 16.9.2019



1/1 PAGE 4 columns 231 x 325 mm
4c: EUR 7,400

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 540 x 160 px
Position 8 (after the 7th article)
Weekly price: EUR 1,300
Booking subject to availability,
e.g. 3 weeks: EUR 3,900

Touchpoints for Mipim.

TRADE FAIR JOURNAL "INVESTING IN GERMANY" (IIG)

The IIG is published in English and in German. The German edition is included as loose insert in the IZ 10/2019 in the run-up to Mipim. The English language version is sent by priority mail to 2,483 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, the IZ stand as well as the Frankfurt stand.

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

Publication date: 7.3.2019 / Closing date: 4.2.2019

IZ 10 + 11/2019

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

Publication date: 7.+14.3.2019 / Closing date: 27.2.+6.3.2019

MIPIM AT IZ.DE

IZ news portal available 24/7. Start special issue March 2019.



INVESTING
IN GERMANY

IZ 10 + 11/2019



IZ.DE/MIPIM



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More information on Mipim?
iz.de/media/mipim

Key editorial topic areas.



Boost your awareness in special environments. Reserve now!

IZ SPECIALS

IZ 07/2019 NORTH GERMANY

Publication date 14.02.2019
Closing date for advertisements 25.01.2019

IZ 15/2019 BERLIN

Publication date 11.04.2019
Closing date for advertisements 29.03.2019

IZ 20/2019 BERLIN

Publication date 16.05.2019
Closing date for advertisements 26.04.2019

IZ 36/2019 LOGISTICS

Publication date 05.09.2019
Closing date for advertisements 22.08.2019

IZ 40-41/2019 NORTH RHINE-WESTPHALIA

Publication date 04.10.2019
Closing date for advertisements 19.09.2019

JOB & CAREER SPECIALS

IZ 21/2019

SPECIAL RESULTS JOB MARKET SURVEY
Publication date 23.05.2019
Closing date for advertisements 10.05.2019

IZ 23/2019 REPORT IZ CAREER FORUM

Publication date 06.06.2019
Closing date for advertisements 24.05.2019

IZ 27/2019 SPECIAL TOP EMPLOYERS

Publication date 04.07.2019
Closing date for advertisements 21.06.2019

IZ 40-41/2019 JOB & CAREER

Publication date 04.10.2019
Closing date for advertisements 16.09.2019

OTHERS

REAL ESTATE LAWYERS 2019/20

Publication date 12.09.2019
Closing date for advertisements 29.07.2019
Circulation 14,000 copies
Distribution as loose insert in IZ 37/2019 and during Expo Real at the IZ stand



**MAGAZINE
REAL ESTATE
LAWYERS**


3 More information on regional /topic specials?
iz.de/media/specials

2 More information on real estate lawyers?
iz.de/media/immobilienanwaelte

Recruiting – Active Sourcing – Employer Branding.

You can reach active and passive job seekers in the real estate industry with our product portfolio. At the same time, the networking of our products guarantees premium-quality employer branding. There are highly qualified potential applicants among our around 35,000*

readers and co-readers of the weekly Immobilien Zeitung, over 140,000** users at IZ.de and IZ-Jobs.de per month and over 750 student survey and job fair participants.

PRODUCT PORTFOLIO	RECRUITING Seniors	RECRUITING Young talents, trainees, interns	EMPLOYER BRANDING
Large-format job ads in the job market + IZ-Jobs.de + career newsletter	✓	✓	✓ ✓
Ads in job & career specials or in the career section + IZ-Jobs.de	✓	✓	✓ ✓
Job booking on IZJOBS 	✓	✓	
Access to applicant profiles	✓	✓	
Trade fair stand at the IZ-KARRIEREFORUM  on 25 May 2019		✓	✓ ✓
Premium company portrait on the home page of IZ-Jobs.de			✓ ✓
Banner advertising on IZ.de and IZ-Jobs.de			✓ ✓
Sponsorship of the labour market survey			✓ ✓

Active Sourcing – 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 comprehensive portfolio for recruiting.

IZ CAREER FORUM JOB FAIR ON 25 MAY 2019

The IZ Career Forum on 25 May 2019 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.

In 2018, 57 exhibitors and around 650 participants – thereof 350 applicants – were involved.

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.



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More information about the joboffensive?
iz.de/media/joboffensive

Fixed formats in the Job Market + IZ-Jobs.de.

Cross-media reach combined with a prominent format:
an investment in employer branding.



SPECIAL PRICES FOR FIXED FORMATS IN THE JOB MARKET + IZ-JOBS.DE + CAREER NEWSLETTER

FORMAT / 4C	WIDTH X HEIGHT	PRICE / EUR	SAVING	EXHIBITOR PRICE / EUR IZ CAREER FORUM	SAVING FOR EXHIBITORS
1/1 page	325 x 480 mm	6,970,-	45 %	6,340,-	50 %
INCLUDING <ul style="list-style-type: none"> • for multiple advertisements up to 8 jobs on IZ-Jobs.de • job posting in the fortnightly career newsletter with over 10,000 recipients 					
1/2 page landscape	325 x 220 mm	3,485,-	40 %	2,900,-	50 %
1/2 page portrait	160 x 450 mm	3,485,-	40 %	2,900,-	50 %
INCLUDING <ul style="list-style-type: none"> • for multiple advertisements up to 4 jobs on IZ-Jobs.de • job posting in the fortnightly career newsletter with over 10,000 recipients 					
1/3 page	215 x 220 mm	2,520,-	35 %	1,940,-	50 %
INCLUDING <ul style="list-style-type: none"> • for multiple advertisements up to 3 jobs on IZ-Jobs.de • job posting in the fortnightly career newsletter with over 10,000 subscribers 					
1/4 page	160 x 220 mm	2,035,-	30 %	1,450,-	50 %
INCLUDING <ul style="list-style-type: none"> • for multiple advertisements up to 2 jobs on IZ-Jobs.de • job posting in the fortnightly career newsletter with over 10,000 recipients 					

Prices per mm in the Job Market + IZ-Jobs.de.

With a subscription circulation of 9,071 copies per issue (IVW 2/2018), the job market reaches around **35,000* EXPERIENCED SPECIALISTS, MANAGERS AND YOUNG PROFESSIONALS** from all areas of the real estate industry as well as entry-level professionals.

Especially for decision makers, the Immobilien Zeitung is the most important medium for the real estate industry in Germany with 84.7 %**.

MM PRICES OF JOB ADS INCLUDING 5-WEEK PRESENCE IN OUR IZ-JOBS.DE JOB EXCHANGE FROM 300 MM

COLOUR	PRICE / mm	PRICE / mm Education institutions
b/w	EUR 3.60	EUR 2.85
1 additional colour	EUR 3.95	EUR 3.10
3 additional colours	EUR 4.40	EUR 3.50

COLUMN WIDTHS

- 1 column = 50 mm
- 2 columns = 105 mm
- 3 columns = 160 mm
- 4 columns = 215 mm
- 5 columns = 270 mm
- 6 columns = 325 mm

CALCULATION OF THE AD PRICE: Number of columns x height x basic price

PUBLICATION DAY: Thursday

SUBMISSION DEADLINE: Friday of the previous week, 4 pm

Deviations possible due to public holidays, see publication dates on pages 16/17.

*Distributed circulation and subscriber structure analysis based on IVW 2/2018.

**Source: Ergo Kommunikation 2017 survey, complete Edelman. Ergo study at iz.de/media



IZ-Jobs.de Preise.

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.

1 JOB OFFER	35 days	EUR 885
EXTENSION (one-time)	35 days	EUR 275
1 TRAINEE JOB OFFER	35 days	EUR 99

ANNUAL QUOTA	INDIVIDUAL PRICE / EUR	TOTAL PRICE / EUR
3 Job offers	637 (28%)	1,910
6 Job offers	555 (37%)	3,330
9 Job offers	511 (41%)	4,600
12 Job offers	478 (45%)	5,740
24 Job offers	407 (54%)	9,770

Please consult the basic media data for **RECRUITING - ACTIVE SOURCING - EMPLOYER BRANDING** for more details on job offers, contingencies and response boosters.

Employer Branding.

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 and IZ.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 annual job market survey and the job fair IZ Career Forum.



Recruiting + Employer Branding online.

incl. **25%** discount

JOB & CAREER TOPIC SPECIALS

In 2019 Immobilien Zeitung will publish four 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.

Your recruiting ad will be published for 5 weeks on IZ-Jobs.de parallel to this.

ADVERTISING FORMAT incl. 5-week presence at iz-jobs.de	WIDTH x HEIGHT	4C / EUR
2/5 page	325 x 192 mm	6,080
1/3 page	193 x 267 mm 325 x 160 mm	5,060
1/4 page	193 x 200 mm	3,800
1/5 page	127 x 240 mm	3,040

JOB & CAREER SPECIALS

IZ 21/2019

SPECIAL RESULTS JOB MARKET SURVEY

Publication date 23.05.2019
Closing date for advertisements 10.05.2019

IZ 23/2019 REPORTING

IZ CAREER FORUM

Publication date 06.06.2019
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IZ 27/2019

SPECIAL TOP EMPLOYERS

Publication date 04.07.2019
Closing date for advertisements 21.06.2019

IZ 40-41/2019

JOB & CAREER

Publication date 04.10.2019
Closing date for advertisements 16.09.2019



Job & Career Specials

Immobilien Zeitung digital.

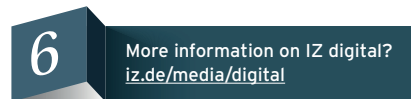
The IZ offers news at IZ.de which is updated daily, providing the decision-makers of the real estate industry with a reliable source of valuable information. The contents are available to all clients with basic, premium and research packages of the Immobilien Zeitung on a paid-content basis. A free package of articles is available to both registered and non-registered readers every month.

BANNERS – MADE EASY

You will find booking banners easier with the 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 for a third of all page views 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



All banner formats
at iz.de/banner



TECHNICAL SPECIFICATIONS / see page 39

SPECIFICATIONS FOR ADVERTISING MATERIALS

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

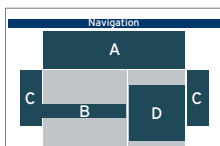
PERFORMANCE DATA DIGITAL

Monthly average for 1st half year 2018:

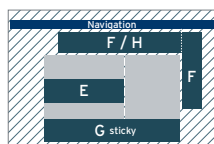
Pls **1,427,278***, visits **578,064***

*Source: IVW online

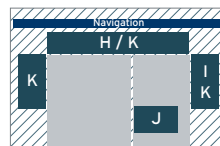
IZ.DE



- A Billboard 960x250 px
- B Full Size Banner 550x80px
- C Skyscraper 120x600px
(left or right)
- D Medium Rectangle 300x300px



- E Maxi Ad 550x250px
- F Wallpaper (leaderboard + Skyscraper oder Wide Skyscraper 1002x100px + 120/160x600px)
- G Floor Ad 1002x120px



- H Leaderboard 960x100px
- I Wide Skyscraper 160x600px
- J Rectangle 250x150px
- K Wallpaper XL (leaderboard + 2x Wide Skyscraper 1002x100px + 2x 160x600px)



- L Layer Ad Mobile 320x440px

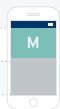


- M Mobile Ads 480x250px

WEEKLY PRICES MON-SUN / EUR

ADVERTISING FORM	TARGET	FORMAT	DATA SIZE	FULL PLACEMENT / EUR	3-AD ROTATION / EUR
A Billboard	PC / Mac / tablet	960 x 250 px	100 KB	11,700	5,850
B Full size banner	PC / Mac / tablet / phone	550 x 80 px	30 KB	1,760	880
C Skyscraper Double skyscraper	PC / Mac	120 x 600 px 2 x 120 x 600 px	40 KB each 40 KB	2,880 5,760	1,440 2,880
D Medium rectangle	PC / Mac / tablet	300 x 300 px	50 KB	1,850	925
E Maxi ad	PC / Mac / tablet / phone	550 x 250 px	40 KB	2,640	1,320
F Wallpaper	PC / Mac	1002 x 100 px + 120/160 x 600 px	80 KB	9,100	4,550
G Floor ad	PC / Mac / tablet	1002 x 120 px	80 KB	7,800	3,900
H Leaderboard	PC / Mac / tablet	960 x 100 px	60 KB	7,800	3,900
I Wide skyscraper Double wide skyscraper	PC / Mac	160 x 600 px 2 x 160 x 600 px	40 KB each 40 KB	3,600 7,200	1,800 3,600
J Rectangle	PC / Mac / tablet	250 x 150 px	40 KB	1,480	740
K Wallpaper XL	PC / Mac	1002 x 100 px 2 x 160 x 600 px	80 KB	13,650	6,825
L Layer Ad Mobile	phone	320 x 440 px	30 KB	---	1,200
M Mobile Ads	phone	480 x 250 px	30 KB	1,200	---

NEW



IZ aktuell – the daily Newsletter.

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.

PERFORMANCE DATA DAILY NEWSLETTER IZ AKTUELL

Pls per month on average (1st half of year 2018) **543,775***
or **27,189*** per day on average.

ADVERTORIAL

The daily newsletter compresses “the most important things of the day”. You can place your message here as an **ADVERTORIAL** or as an **IMAGE + TEXT BANNER** (e.g. image or logo and 500 characters of text with link), which we will gladly design for you free of charge. With a size of 540 x 360 px, your message stands out - **IT IS TWICE THE HEIGHT OF THE BIGGEST ADVERTISING BANNER!** The font size, font type, etc. of your banner are different to those of editorial content, but you still **REACH THE READER IN “READ MODE” WITH YOUR COMPANY MESSAGE.**

6 More information on the newsletter?
iz.de/media/digital

* Source: <http://ausweisung.ivw-online.de> 1-6/18



L

M

S

A

S FULL SIZE BANNER
540 x 80 / KB 30

M MAXI AD
540 x 120 / KB 40

L MAXI AD PLUS
540 x 160 / KB 40

A ADVERTORIAL
540 x 360 / KB 80
up from Position 3

BANNER

POSITION	EUR / WEEK
Position 1	2,320
Position 2	1,600
Position 3	1,400
Position 4	1,200
Position 5	1,100
Position 6	1,000
Position 7	900
Position 8	800
up from Position 9	700

BANNER

POSITION	EUR / WEEK
Position 1	3,040
Position 2	2,200
Position 3	1,840
Position 4	1,500
Position 5	1,350
Position 6	1,250
Position 7	1,150
Position 8	1,050
up from Position 9	1,000

BANNER

POSITION	EUR / WEEK
Position 1	4,200
Position 2	3,210
Position 3	2,800
Position 4	2,000
Position 5	1,700
Position 6	1,540
Position 7	1,400
Position 8	1,300
up from Position 9	1,100

BANNER

POSITION	EUR / WEEK
POSITION 1	--
POSITION 2	--
Position 3	5,600
Position 4	4,000
Position 5	3,400
Position 6	3,080
Position 7	2,800
Position 8	2,600
up from Position 9	2,200

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

IZ Mobile.

Some 30% of all page views at our iz.de news portal are accessed from mobile 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, e.g. no skyscraper ads. Smartphone users see a mobile version that has been optimized for smaller screens, i.e. without full-size banners and maxi ads.

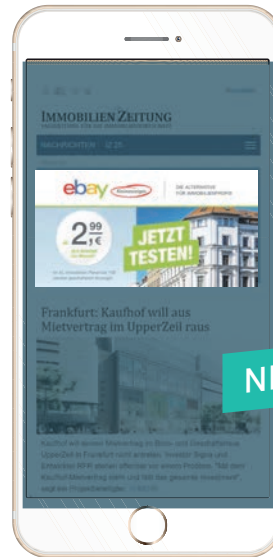
You can manage your advertising content to reach both conventional office users (PC / Mac) and mobile readers:

1. The banners shown on page 33 that are labelled with **TABLET** are displayed on tablet PCs.
2. In addition, you can book a bigger banner that hovers over the content specifically for advertising on **SMARTPHONES**. We display this **LAYER AD MOBILE** for a third of all page views in a format of 320 x 400 px for 3 seconds.
3. With our new **MOBILE ADS**, you can specifically reach readers on their mobile phone. Your advertising banner appears in a large format 480 x 250 px at m.iz.de, alternating between two new advertising positions: directly below the navigation and the next time the page is called up in the content between the articles.

MOBILE ADS



LAYER AD	320 x 440 px	30 KB	EUR 1,200 / week
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MOBILE AD	480 x 250 px	30 KB	EUR 1,200 / week
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OUR TIP: These two mobile advertising media are suitable for complementing your wall-paper or skyscraper campaigns at iz.de!

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, Joboffensive and third-party advertising inserts. Agency commission: 15% on image and job advertisements. We would be happy to recommend the most suitable discount scale 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 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.

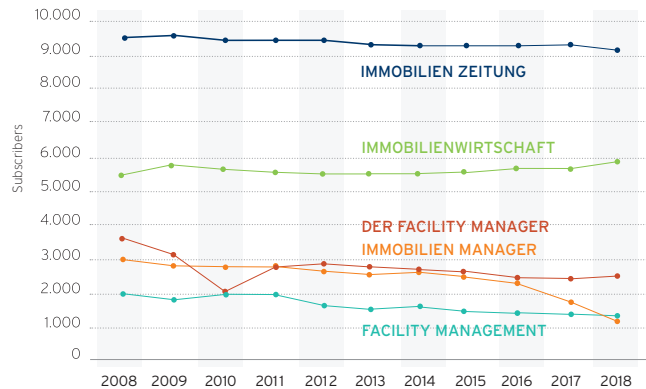
** Applies to all advertising revenue with "Immobilien Zeitung" publisher (gross turnover without consideration of agency commission, cash discounts or other discounts), e.g. print + online + IZ aktuell newsletter.

Technical specifications.

DATA FORMAT:	PDFx3. Open files upon request.	COLOUR APPLICATION:	Maximum 260%. Dot gain: a 50% tone of the original (black) is increased by about 26% during the offset printing process. Tonal range: 3-90%.
IMAGE RESOLUTION:	300 dpi 300 dpi (minimum 200 dpi).	PAPER FORMAT:	350 mm wide x 510 mm high
DATA:	E-mail: anzeigen@iz.de . 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: six 50 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 ISOnewspaper26v4.icc 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 iz.de/mediadaten .	PROOF:	To produce an optimal printing result of your ad, we need a proof that complies with the ISO 12647-3 standard for colour ads. A motif-wide ugra / FOGRA media key must be shown on the proof. Otherwise the proof cannot be accepted as colour reproducible.
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), which is why an animated GIF is only shown to a small number of readers. Please create animated GIFs always in such a way that the whole advertising message is contained in the first image. 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 (02/08 to 02/18).

ONLINE PERFORMANCE

1,427,278**
Page Impressions

578,064**
Visits

Monthly average from January to June 2018

AVERAGE PRINT RUN 2ND QUARTER 2018

Print run	10,758
No. of issues distributed	10,586
No. of issues sold = subscribers	9,071
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.

READERSHIP*:

By Company – By Sector.

By sector (multiple responses, cumulated)^{a+d}

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 %

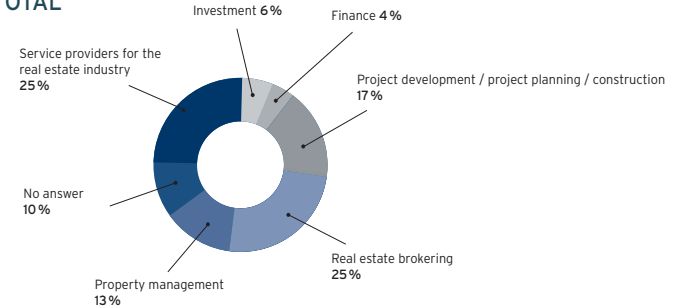
ADMINISTRATORS 29 % (13 %)

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



^a Only those employed in the real estate industry = 84 % of the readership.

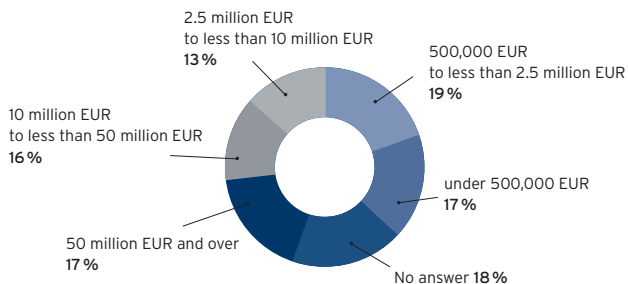
^d Values in brackets: companies whose core activity is in the relevant sector (total value = 100 %) Other values: companies active in this sector.

*According to the Czaia Marktforschung analysis of the subscriber structure.

READERSHIP*:

By Company – By Corporate Division.

TURNOVER (in the field of real estate)^a



MAIN FOCUS OF BUSINESS ACTIVITIES

Areas of real estate in which the companies are active (multiple responses)^b

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)^a

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%
Average	506 employees
Median	12.5 employees

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

^b 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.

READERSHIP*:

The reader in the company.

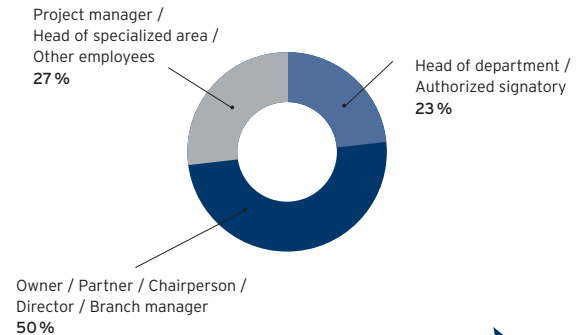
EMPLOYMENT STATUS

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

DIRECTLY SUBORDINATE EMPLOYEES^a

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^a



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

^a 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.

READERSHIP*:

The reader in the company.

AREAS OF ACTIVITY (multiple responses)^a

Financial brokering	10.0 %
Sales of capital investments	16.1 %
Credit lending	3.9 %
Property evaluation	41.3 %
Architectural and engineering services	20.0 %
Project management / project development	49.1 %
Real estate brokering	43.0 %
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)^{a + c}

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 %

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

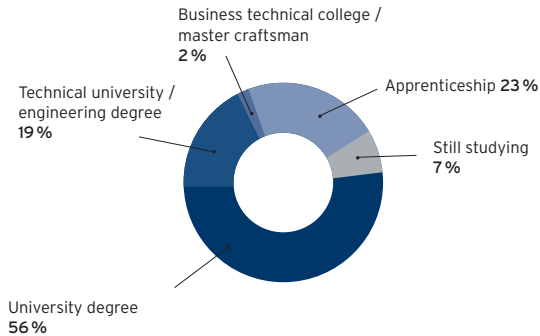
^c Readers who are sole decision-makers, who make decisions as part of a team or who prepare decisions.

* According to the Czaia Marktforschung analysis of the subscriber structure.

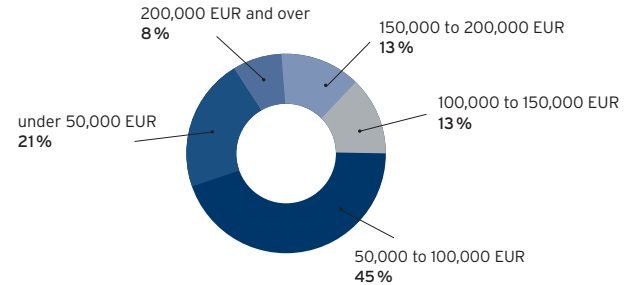
READERSHIP*:

The reader's personal profile.

EDUCATION (highest level reached)



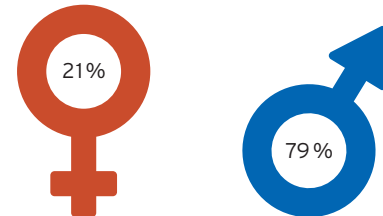
PERSONAL GROSS INCOME



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.

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	53.3 minutes

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?

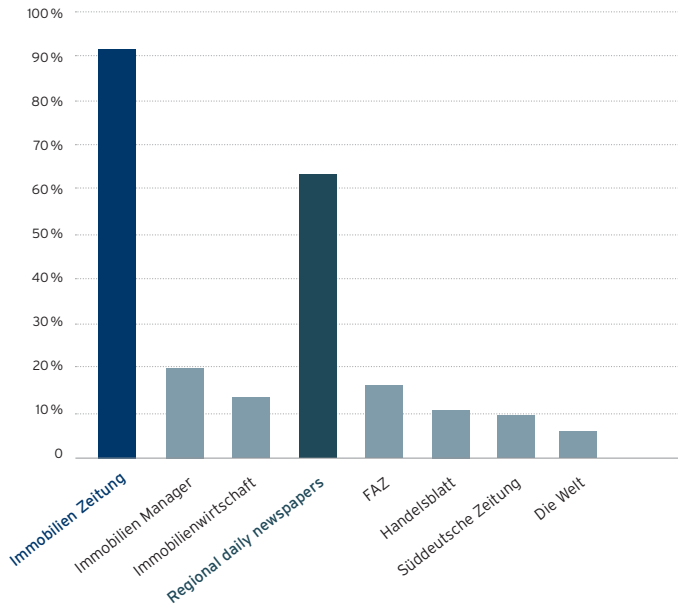
Collected / archived	33.5 %
Specific articles are collected / archived	35.0 %
Passed on to others after use	35.8 %
Thrown away	39.0 %

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.

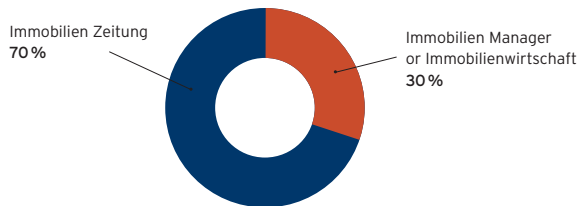
EXCLUSIVE READERS

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?"

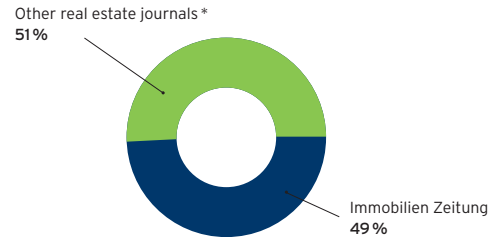
CORE MARKET

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.

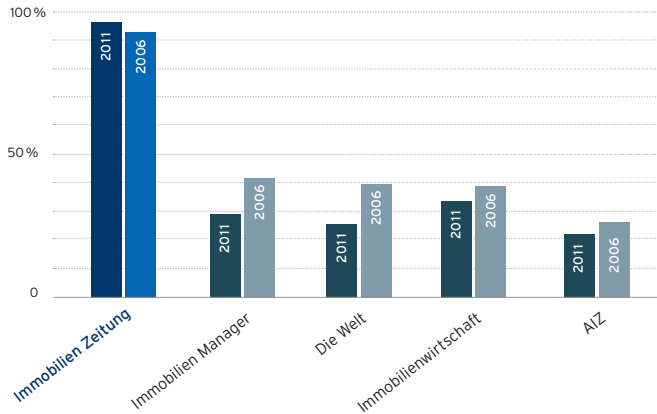


To optimize the selection of publications for media planning or to determine the respective budget for each medium, the survey results particularly help **to avoid advertising wastage**. The "exclusive reader" reader group is the most valuable circle of readers for a particular medium, because this group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

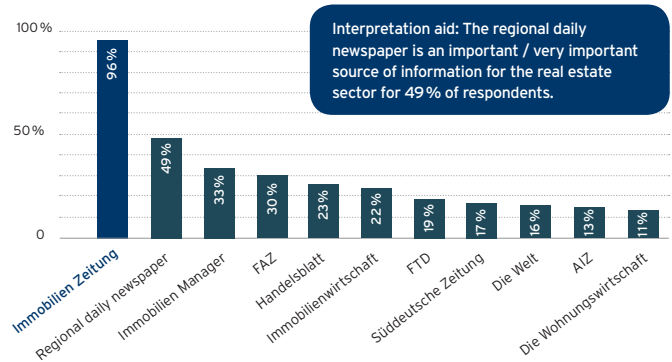
* AIZ Das Immobilienmagazin, BundesBauBlatt, Deutsches Architektenblatt, Das Wertermittlungsforum, Der Immobilienverwalter, Deutsches Architektenblatt, Die private Wohnungswirtschaft, Die Wohnungswirtschaft, EUWID Facility Management, Facility Management, Facility Manager, Grundstücksmarkt und Grundstückswert, 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 Real Estate Journalism.

In 2018, WVFI* and Bulwiengesa asked "What is good real estate journalism?" The survey aimed to shed light on the respondents' reading habits and to determine the individual criteria with which they assessed the reporting on the real estate industry in Germany.

WHAT IS GOOD REAL ESTATE JOURNALISM?

1

Good real estate journalism researches and informs about the hitherto unknown - it does not just copy out press releases. It does not do business in itself.

2

Good real estate journalism is credible with its facts, reliable due to its expertise, and neutral thanks to its objectivity and distance. It ensures that readers are thoroughly informed, it thus strengthens their ability to judge and converts information into knowledge.

3

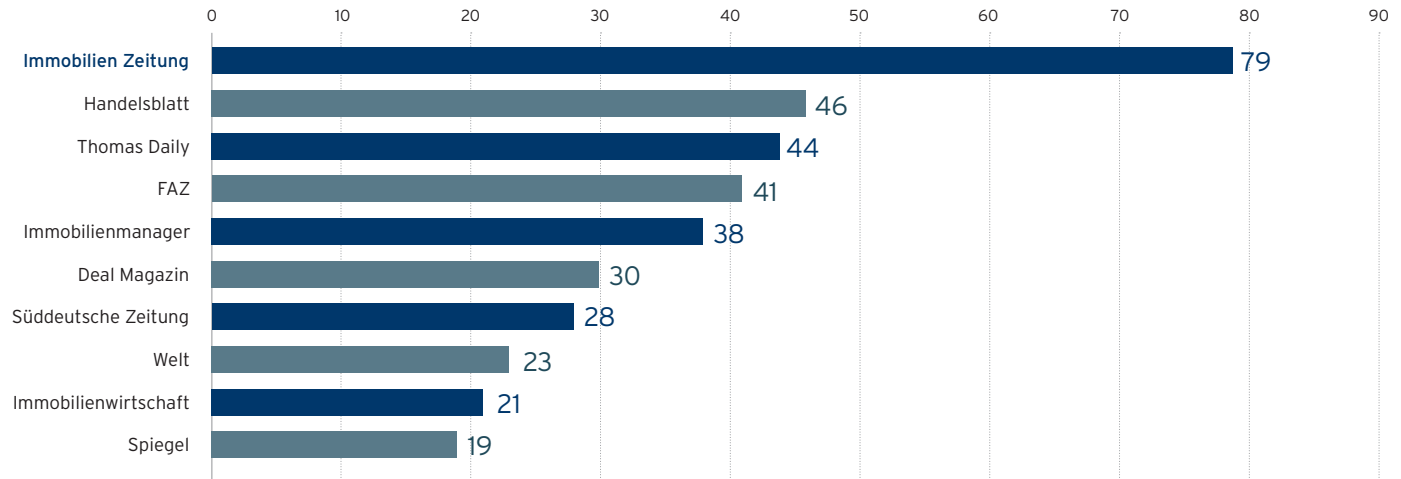
Good real estate journalism has integrity, and is both informative and knowledge-enhancing.

The Most Important Media.

When the respondents were asked what they considered to be the most important media in the industry, **the Immobilien Zeitung was by far the most frequently mentioned (79%)**. This result highlights the special position of the Immobilien Zeitung as the most important industry medium.

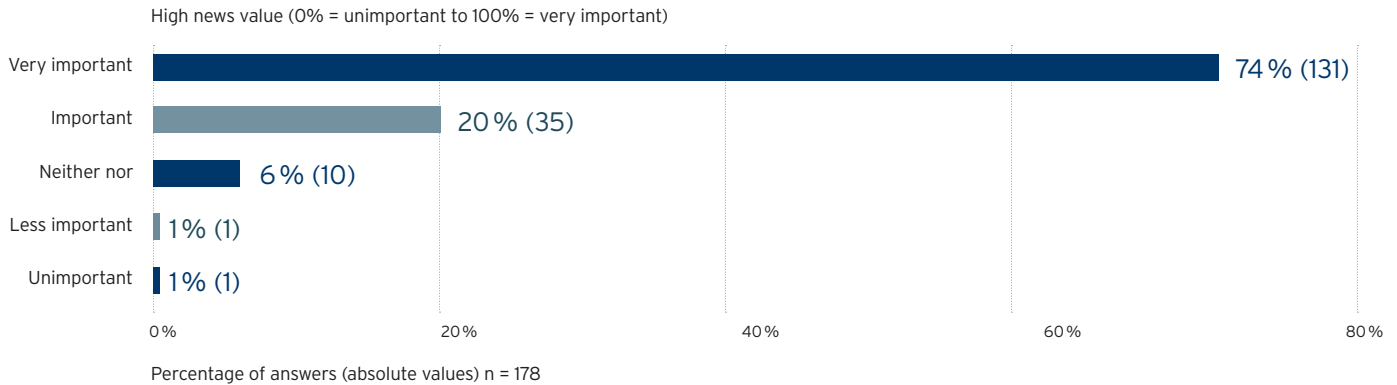
THE TOP 10 OF THE MOST IMPORTANT INDUSTRY MEDIA

As a percentage of the 180 surveyed industry professionals (multiple answers were possible).



The Personal Quality Criterion.

What inspires real estate professionals to read a specific article?
A catchy headline may grab their attention and encourage them to read, but a high news value does so much more than that.



94% of the respondents say a high news value is important or very important and it is this that readers can find in the Immobilien Zeitung. The Immobilien Zeitung's journalists have already won a num-

ber of awards, inter alia, the Golden Brick Award, and they have also been awarded the 'Journalist Award of the German Real Estate Industry' and the 'Specialist Journalist of the Year' several times.

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



MARTINA WALKER

Head of advertising sales

Job markets

Phone: +49 (0)611 973 26-64

walker@iz.de



CLAUDIA EMRICH

Scheduling,

media consulting job markets

Phone: +49 (0)611 973 26-13

emrich@iz.de



CHRISTINE WINCKELMANN

Scheduling,

media consulting job markets

Phone: +49 (0)611 973 26-46

winckelmann@iz.de



THOMAS BUHLMANN

Media consulting

Phone: +49 (0)611 973 26-26

buhlmann@iz.de



SASKIA THAU

Media consulting job markets

Phone: +49 (0)611 973 26-43

thau@iz.de



KARSTEN FRANKE

Media consulting

Phone: +49 (0)611 973 26-21

franke@iz.de



Publisher information.

IZ Immobilien Zeitung Verlagsgesellschaft mbH
P.O. Box 3420
65024 Wiesbaden
Luisenstraße 24
65185 Wiesbaden
Germany

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

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

Commerzbank AG, Wiesbaden
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