



PRICE LIST 2021



DIGITAL VERSION

Print + Online

BASIC MEDIA DATA No. 31, VALID FROM 01.01.2021

KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

The media channels of Immobilien Zeitung.

IZ PRINT

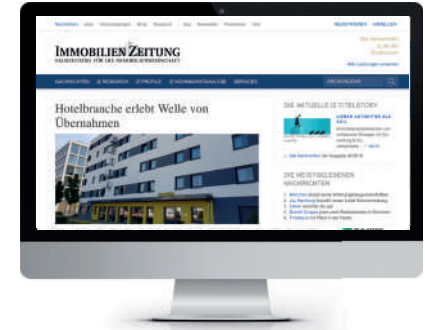
- trade journal for the real estate industry in Germany
- weekly expert reporting by a competent editorial team
- various themed specials

IZ NEWSLETTER

- daily newsletter IZ aktuell (MON-FRI) exclusively for subscribers with the most important news of the day
- weekly newsletter IZ Woche (FRI) for subscribers and registered users with the most important news of the week

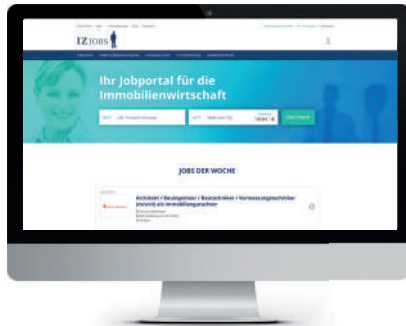
IZ.DE

- permanently updated news portal
- brings together the knowledge of IZ
- combines data and research tools with daily news



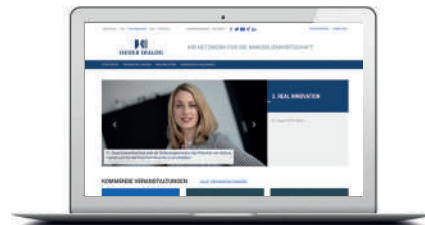
IZ CAREER

- *partner for recruiting and career-marketing*
- *editorial job and career specials*
- *initiator of the Job Offensive for the real estate industry and the IZ career forum*



Subsidiary of the Immobilien Zeitung HEUER DIALOG

- *has promoted dialogue between business, politics, science and the local authorities for over 40 years*
- *initiator of more than 50 premium events a year**



* Calendar of events on www.heuer-dialog.de/veranstaltungen.

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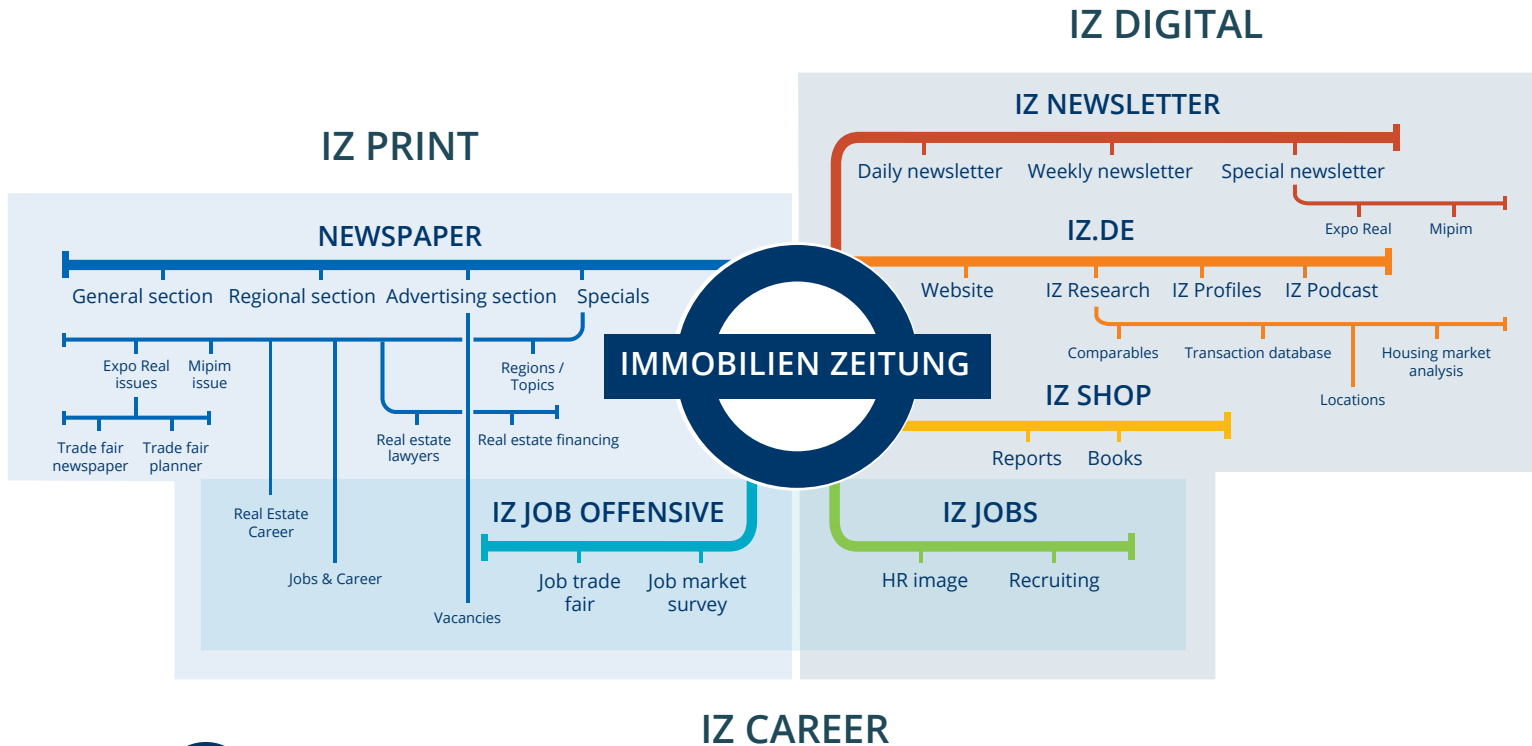
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The product world of Immobilien Zeitung.



1-10

Further information about our media data?
Folder: iz.de/mediadaten

Media data.



Basic Media Data
iz.de/basis-mediadaten



Special Advertising Formats
iz.de/media/sonderwerbeformen



Advertorial
iz.de/media/advertorial



Real estate lawyers
iz.de/media/immobilienanwaelte



Real estate financing
iz.de/media/finanzierung



Regional / topic specials
iz.de/media/themenschwerpunkte



Mipim
iz.de/media/mipim



Expo Real
iz.de/media/exporeal



IZ Digital
iz.de/media/digital



Online Advertising Formats
iz.de/media/digital



IZ Podcast
iz.de/media/podcast



IZ Career



Job and career specials



Marketing channels for educational institutions

In terms of quality: It's top!



COMPETENCE

Boost your advertising efficiency in our high-quality environment!

113 employees, including 28 journalists, 13 data editors and 18 technical product developers, form the heart of IZ: This group of skilled journalists and our innovative technical environment guarantee a lasting attention for your advertising.



360-DEGREE INFORMATION

Use all touchpoints within our publishing group.

Trust in our newspaper opens doors. Make use of the 360° information provided by our products: print, IZ.de, IZ Research, IZ Shop, IZ Jobs and Heuer Dialog.

In terms of quantity: So much!



CIRCULATION

Attract customers who are willing to pay thanks to the reach of IVW-tested media channels.

Our subscriber circulation of 8,721 copies per edition* proves that Immobilien Zeitung provides the real estate sector with meaningful information on a weekly basis. The online portal boasts more than 870,000 PIs** per month and the daily newsletter more than 556,600 PIs** per month, round off IZ's offer.



TRADE FAIR SUPPORT

Find us at relevant hot spots on the industry's calendar.

With a total circulation of over 90,000 print copies*** and online circulation of more than 870,000 PIs** per month, we provide the real estate industry with all the important information it needs to guarantee success at Mipim and Expo Real.

* IVW 3/2020 ** Calculated by the publisher as an average of IVW online data from Jan 2020 to Jun 2020.

*** Including 60,000 copies of issues no. 10, 11, 12, 39, 40/41 and 42 analysed by IVW in 2019 and 30,000 copies distributed at trade fairs and/or sent by partners (publisher's data).

The book structure.

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



1ST BOOK



2ND BOOK

REGIONAL SECTION

The regional markets and the advertising section come next in the third and fourth books of the Immobilien Zeitung. All regional sections are published in the same issue for all over Germany, which means that regional ads have a nationwide range.

TITLE PAGE

NORTH GERMANY

NORTH RHINE-WESTPHALIA

HESSE / RHINELAND-PALATINATE / SAARLAND

BADEN-WÜRTTEMBERG

BAVARIA

EASTERN GERMANY

EVENTS (every two week)

MORTGAGE RATES

FORECLOSURE SALES

JOB ADS



3RD BOOK



4TH BOOK

The advertising rates.

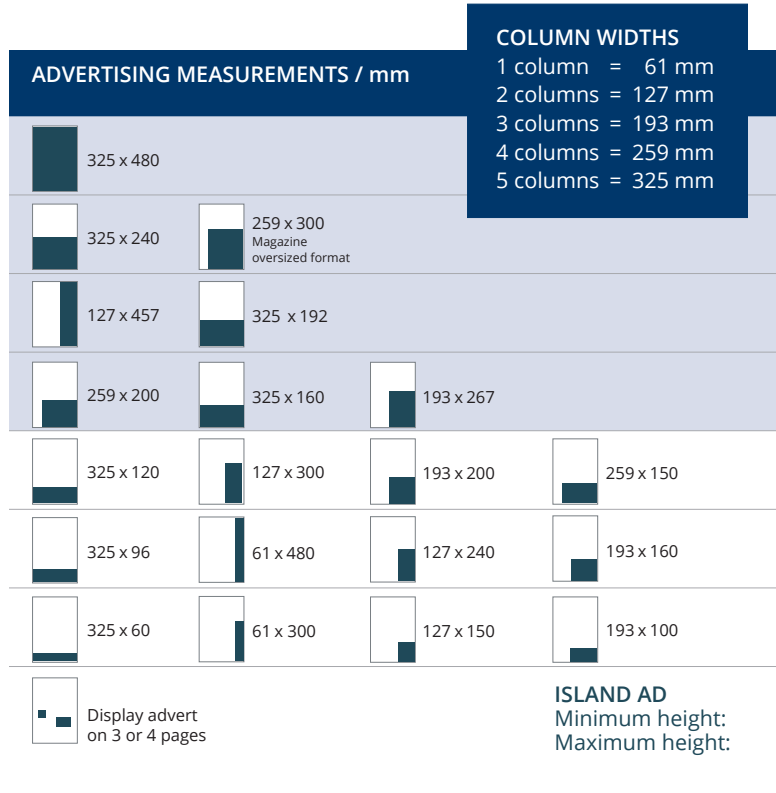
The advertising rates are calculated proportionally, making it possible for you to select the optimum height for your ad motif within the specified column width (see blue box). You can find the standard sizes on this double page.

There is a choice of two widths for **ISLAND ADS** which are surrounded by editorial text on three sides: 61 mm wide (1 column) or 127 mm wide (2 columns). You can select the height in mm-steps between 50 and 100 mm. Three price examples are given in the bottom line (see also calculation examples on p. 16).

Your printed ad will also be published in IZ's **e-paper**. There, your ad will be linked to a URL of your choice so that clients can reach your website by just one click.



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



GENERAL SECTION

REGIONAL SECTION

FORMAT basic price	BW / € 6.55	1 ADD. COLOUR / € 7.50	3 ADD. COLOURS / € 8.75	BW / € 4.65	1 ADD. COLOUR / € 5.05	3 ADD. COLOURS / € 6.25
1/1 page 2.400 mm 2nd book (-20 %)	15,720 12,576	18,000 14,400	21,000 16,800	11,160 --	12,120 --	15,000 --
1/2 page 1.200 mm 2nd book (-20 %)	7,860 6,288	9,000 7,200	10,500 8,400	5,580 --	6,060 --	7,500 --
2/5 page 960 mm	6,290	7,200	8,400	4,460	4,850	6,000
1/3 page 800 mm	5,240	6,000	7,000	3,720	4,040	5,000
1/4 page 600 mm	3,930	4,500	5,250	2,790	3,030	3,750
1/5 page 480 mm	3,140	3,600	4,200	2,230	2,420	3,000
1/8 page 300 mm	1,965	2,250	2,625	1,395	1,515	1,875
Basic price**	11.85	+ 100	+ 200	8.50	+ 100	+ 200
61 x 50 mm	592,50	692,50	792,50	425	525	625
127 x 100 mm	2,370	2,470	2,570	1,700	1,800	1,900
61 x 100 mm	1,185	1,285	1,385	850	950	1,050

* 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): 300 mm.
A factor of 1.5 is applied to island ads when calculating the frequency rate.

The 2021 publication dates.

EDITION	PUBLICATION DATE	DEADLINE ADS		SPECIALS / FOCUS TOPICS	DEADLINE ADS Specials
		Editorial section	Advertising section		
1-2	14.01.	06.01.	08.01.	Double issue	
3	21.01.	13.01.	15.01.		
4	28.01.	20.01.	22.01.		
5	04.02.	27.01.	29.01.		
6	11.02.	03.02.	05.02.		
7	18.02.	10.02.	12.02.	Focus Real estate financing	21.12.2020
8	25.02.	17.02.	19.02.		
9	04.03.	24.02.	26.02.		
10	11.03.	03.03.	05.03.		
11	18.03.	10.03.	12.03.		
12	25.03.	17.03.	19.03.	Focus Berlin	10.03.
13	01.04.	24.03.	26.03.		
14	08.04.	31.03.	01.04.		
15	15.04.	07.04.	09.04.		
16	22.04.	14.04.	16.04.		
17	29.04.	21.04.	23.04.	Focus North Rhine-Westphalia	15.04
18	06.05.	28.04.	30.04.		
19	14.05.	05.05.	07.05.		
20	20.05.	12.05.	14.05.	Focus North Germany	06.05.
21	27.05.	19.05.	21.05.	Focus Real estate career	12.04.
22	04.06.	26.05.	28.05.	Focus International Investments	12.05.
23	10.06.	02.06.	04.06.		
24	17.06.	09.06.	11.06.		
25	24.06.	16.06.	18.06.		
26	01.07.	23.06.	25.06.		
27	08.07.	30.06.	02.07.	Focus Job & Career: Job Market Survey	25.06.

EDITION	PUBLICATION DATE	DEADLINE ADS		SPECIALS / FOCUS TOPICS	DEADLINE ADS Specials
		Editorial section	Advertising section		
28	15.07.	07.07.	09.07.		
29	22.07.	14.07.	16.07.		
30	29.07.	21.07.	23.07.		
31	05.08.	28.07.	30.07.		
32	12.08.	04.08.	06.08.		
33	19.08.	11.08.	13.08.		
34	26.08.	18.08.	20.08.		
35	02.09.	25.08.	27.08.		
36	09.09.	01.09.	03.09.	Focus Logistics	26.08.
37	16.09.	08.09.	10.09.	Focus Real estate lawyers	02.08.
38	23.09.	15.09.	17.09.		
39	30.09.	22.09.	24.09.	Focus IZ Trade Fair Planner Expo Real	13.09.
40-41	07.10.	20.09.	01.10.	Expo Real, 11. - 13.10.	20.09.
				Expo Real Special Edition	20.09.
				Focus Bavaria	20.09.
				Focus Job & Career	20.09.
11. / 12. / 13.10.					22.09.
42	21.10.	13.10.	15.10.		
43	28.10.	20.10.	22.10.		
44	04.11.	27.10.	29.10.		
45	11.11.	03.11.	05.11.		
46	18.11.	10.11.	12.11.		
47	25.11.	17.11.	19.11.		
48	02.12.	24.11.	26.11.		
49	09.12.	01.12.	03.12.		
50	16.12.	08.12.	10.12.		
51	23.12.	15.12.	17.12.		

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 2021.

TITLE ADS*

	FORMAT / mm	TITLE PAGE 4c / €	
		General section	Regional section
A Title head	61 x 40	1,800	1,185
B Title strip	325 x 100	5,520	3,725
C Large title ad	61 x 120	1,900	1,230
D Title ad at the top	61 x 50	1,400	925
E Title ad at the top centre	61 x 50	1,185	925
F Title ad at the bottom centre	61 x 50	1,185	925

ISLAND ADS – VIP positions for a longer attention period!

Island ads are surrounded by text on at least three sides and therefore have a high impact! For details, see page 12.

Sample calculation for island ads in the general section (2c / 1 column 50 mm height):

€ 11.85 basic price b/w per mm x 50 mm height + € 100 colour surcharge = € 692,50

Sample calculation for island ads in the regional section (4c / 2 columns 100 mm height):

€ 8.50 basic price b/w per mm x 2 x 100 mm height + € 200 colour surcharge = € 1,900



U4 – Last page, at a low regional rate!

Format: 1/1 page	325 x 480 mm	€ 11,160 / bw	€ 12,120 / 2c	€ 15,000 / 4c
------------------	--------------	---------------	---------------	---------------

DOUBLE SKYSCRAPER

	FORMAT / mm	bw / €	2c / €	4c / €
General section	2 x 61 x 480	6,290	7,200	8,400
	2 x 127 x 480	12,576	14,400	16,800
Regional section	2 x 61 x 480	4,460	4,850	6,000
	2 x 127 x 480	8,928	9,696	12,000

CIRCULAR ADVERTISING FORMAT

Format: Ø 80 mm	Fixed price € 2,840	Closing date for ads 2 weeks before publication
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STRIP ADVERTISING FORMAT – specially for the event page!

Format: 159 x 23 mm	€ 615 / bw	€ 845 / 4c
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OBITUARY – All advertising formats at regional price, placement in the general section!



More information on special advertising formats?
Folder: iz.de/media/sonderwerbeformen

PANORAMA AD – XL + XXL for your major events!

PLACEMENT	FORMAT / mm	4c / €
General section	Minimum size 675 x 200	17,500
	Maximum size 675 x 480	38,640
	XL panorama 1,000 x 480	47,250
	XXL panorama 1,350 x 480	63,000



FLYING PAGE – Impress our readers at first glance!

Size: 4 pages | 150 x 480 mm | Fixed price € 26,210 plus printing costs

IZ 40–41/2021 (Expo Real issue with double circulation*): € 39,865

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

Title page | 76 x 76 mm | € 7,390 / 4c including printing costs



POST-IT

TUNNEL AD

PLACEMENT	FORMAT / mm	4c / €
General section	1/4 page 193 x 200	6,565
	1/3 page 279 x 200 (across gutter)	8,755
	1/2 page 279 x 300 (across gutter)	13,130



TUNNEL AD

* Widespread circulation, publisher's information. Provided that the event takes place.

CONVENTIONAL LOOSE INSERT

Minimum quantity: 10,000 copies

Format: DIN A6 to DIN A4

WEIGHT / g	€ / 1,000
up to 25	355
up to 30	365
up to 35	375

ADVERTORIAL

An advertorial is an advertisement that is designed to look like editorial content. It enables you to present your company, product or event with the look and feel of an editorial news report. **All advertising formats are possible at the regular advertising rates.** Please refer to Folder 2 for details.

iCOVER

The real page 1 is preceded by a "fake page 1" with a whole page of advertising space on its rear side, offering a particularly prominent placement compared to the real page 1. **Price: € 52,335**



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

The touchpoints for Mipim.

IZ FOCUS
„INTERNATIONAL INVESTMENTS“
IZ 22/2021



IZ TRADE FAIR ISSUE
23/2021



IZ 24/2021



MIPIM AT IZ.DE



IZ DAILY NEWSLETTER



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

The touchpoints for Expo Real.



Nicht alle kommen durch
IZ SPECIAL ISSUE
40-41/ 2021



DAILY TRADE
FAIR NEWSPAPER



IZ TRADE FAIR
PLANNER



IZ 42/2021



EXPO REAL AT IZ.DE



IZ DAILY NEWSLETTER



More information about Expo Real?
Folder: iz.de/media/exporeal

* Taken from www.exporeal.net/de/messe/informieren/daten-fotos,
status: 8/2020.

The IZ.de news portal.

The IZ.de news portal provides the real estate industry with the latest information on a daily basis. The contents are accessible on a paid-content basis for all customers of the Immobilien Zeitung. A limited number of free articles per month are available for registered readers.

BANNERS – MADE EASY

If you wish, we can design your advertising material free of charge, and you can choose between a maximum booking (banner always visible) or 3-ad rotation (banner visible for one third of page views).

DIGITAL PERFORMANCE DATA

Monthly average for 1st half year 2020*:

Pls **875,532** Visits **324,041**

CLOSING DATES FOR ADVERTISING BANNERS

Banners delivered fully designed: **3 working days** before publication

To be designed by us: **10 working days** before publication



More information on online advertising formats?
Flyer: iz.de/media/digital

TECHNICAL SPECIFICATIONS see page 46

SPECIFICATIONS FOR ADVERTISING MATERIALS

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

Visibility on desktop computers, tablets and smartphones

Thanks to our 18 engineering staff, your online campaigns will always be up to date. No matter if it's on a smartphone, a tablet or a desktop computer, your banner content will invariably be displayed correctly, i.e. as required by the device used.

BILLBOARD

Billboards are a premium advertising format attracting maximum attention. They are placed between the navigation bar and the first article. Banner sizes differ for optimum visibility on tablets and smartphones..

FULL SIZE BANNER & MAXI AD

We proudly present our most popular online ads. Ads in these formats are placed between articles. To lend your message maximum visibility on mobiles, the banner automatically responds as the screen narrows!

RECTANGLE

Advertisements in this square format can be designed in most useful ways. Spread across a number of continuously changing spaces, your messages are surrounded by editorial content. Your campaign benefits from added visibility on mobile devices as the top rectangle space is right in the middle of the first article.

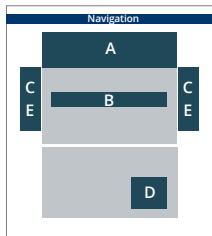


Mehr Informationen zu IZ Digital?
Folder: iz.de/media/digital

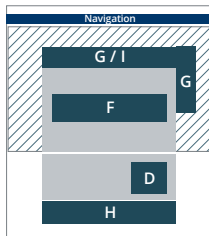


WEEKLY PRICES MON-SUN / €

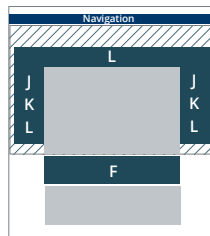
ADVERTISING FORM	KB	FORMAT / px	FORMAT / px	FORMAT / px	FULL PLACEMENT	3-AD ROTATION
A Billboard	80	576 x 250	768 x 250	1.000 x 250	12.000	6.000
B Full-size banner	30	576 x 100	768 x 100	1.000 x 100	2.340	1.170
STICKY C Skyscraper	40	-	-	120 x 600	2.950	1.475
D Rectangle	50	300 x 300	300 x 300	300 x 300	1.900	950
STICKY E Double skyscraper	each 40	-	-	120 x 600	5.915	2.955
F Maxi ad	40	576 x 200	768 x 225	1.000 x 250	2.900	1.450
G Wallpaper	80	576 x 250	768 x 250	1.000 x 100 + 160 x 600	9.360	4.680
STICKY H Floor ad	80	576 x 100	768 x 110	1.000 x 120	8.000	4.000
I Leaderboard	60	576 x 100	768 x 100	1.000 x 100	8.000	4.000
STICKY J Wide skyscraper	40	-	-	160 x 600	3.700	1.850
STICKY K Double skyscraper wide	each 40	-	-	160 x 600	7.000	3.500
L Wallpaper XL	100	576 x 250	768 x 250	1.000 x 100 +2x 160 x 600	16.780	8.390



- A Billboard
- B Full-size banner
- C Skyscraper (left or right)
- D Rectangle
- E Double skyscraper



- F Maxi ad
- G Wallpaper (Leaderboard + skyscraper or wide skyscraper)
- H Floor ad
- I Leaderboard



- J wide skyscraper (left or right)
- K Double skyscraper wide
- L Wallpaper XL (Leaderboard + double skyscraper, regular / wide)

STICKY -BANNER

always remain visible,
regardless of the scroll position.

The weekly newsletter.

The weekly newsletter IZ WOCHE is published every Friday and contains the most important news of the week. It is available to both subscribers and registered users.

PERFORMANCE DATA

Just under **33,822** registered recipients and some **9,467** Pls per issue.*

ADVERTISING FORM	FORMAT / px	DATA SIZE / KB	PRICE / €	+ BOOKING IZ AKTUELL** / €
MAXI AD	600 x 120	40	1,050	510
MAXI AD PLUS	600 x 160	40	1,280	610

Positions after the 1st and 2nd articles: first come first served.

CLOSING DATES FOR ADVERTISING

Banners delivered fully designed: **3 working days** before publication

Banners to be designed by us: **10 working days** before publication

BANNER DELIVERY

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

* Average based on documents sent out in CW 29 to 35/2020 (publisher's data).

** Applies when booking in the same week and for the same size; combined rate does not apply in week 36-42.

IMMOBILIENZEITUNG
ANZEIGENBLATT FÜR DIE IMMOBILIENZEITUNG
28.07.2019

Liebe Leser,

Ich hab' ja so meine Probleme mit Managerfaktoren: was proaktiv und kreativ, committiert, hochskalieren oder aufbauen. Meist ist vorher in der Marketingabteilung die Kreativabteilung gepulst oder ein Manager (stellt, dass er mit einem neuen Buzzword, was weder er noch andere erklären können, als innovativer Vordenker gefeiert wird.

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

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

Ihr Thomas Parfen
Enabler Immobilien Zeitung

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

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

BF capital
Real Estate Debt
Institutionelle Finanzierungen

Hamburger ETW-Preise entkoppeln sich von den Einkommen

Nach Zahlen des Gutachterverbands steigen die Preise für Eigentumswohnungen (ETW) an Alster, Elbe und Bille weiter. Im Mittel kosten die Wohnungen fast 6.000 Euro/m² - Preise, die sich Björn Dahler, Dahler & Company, nur mit dem Kapital der Erbengeneration erklären kann.

Facebook, Twitter, LinkedIn icons and a **Weiterlesen** button.

IZ aktuell – the daily newsletter.

The daily newsletter **IZ AKTUELL** provides daily information (MON–FRI, except on public holidays) on all the most important and up-to-date news in the real estate industry. IZ aktuell is exclusively available to Immobilien Zeitung subscribers.

The benefits for your advertising: close-up display and high opening rate*.

PERFORMANCE DATA**

556,657 PIs per month on average

27,154 PIs per day on average

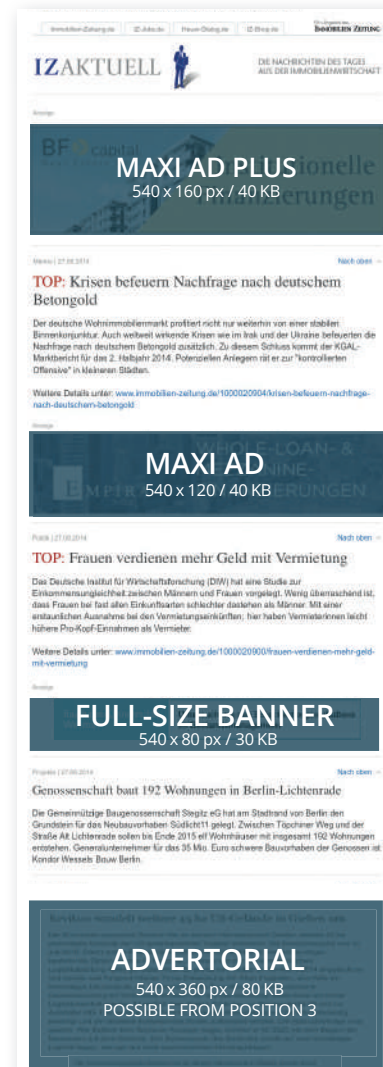
CLOSING DATES FOR ADVERTISING BANNERS

Banners 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 name, job name and target link. E-mail: anzeigen@iz.de



* Approx. 4 views per recipient, calculated on the basis of 6,774 daily recipients (publisher's data, as of Aug 2020) and 27,154 daily views (average according to IVW online, Jan to Jun 2020).

** Calculated by the publisher as an average of IVW online data from Jan 2020 to Jun 2020.

S FULL-SIZE BANNER
540 x 80 px / KB 30

POSITION	€ / WEEK
1	2,390
2	1,650
3	1,440
4	1,235
5	1,135
6	1,035
7	935
8	830
from 9	720

M MAXI AD
540 x 120 px / KB 40

POSITION	€ / WEEK
1	3,120
2	2,260
3	1,895
4	1,540
5	1,390
6	1,285
7	1,185
8	1,085
from 9	1,030

L MAXI AD PLUS
540 x 160 px / KB 40

POSITION	€ / WEEK
1	4,315
2	3,300
3	2,885
4	2,055
5	1,750
6	1,580
7	1,440
8	1,335
from 9	1,135

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

POSITION	€ / WEEK
3	5,770
4	4,110
5	3,505
6	3,160
7	2,875
8	2,675
from 9	2,270

ADVERTORIAL

The most important news of the day is condensed into the daily newsletter. You can place your message here as an **ADVERTORIAL** or as an **IMAGE + TEXT BANNER** (e.g. image or logo with 500 characters of text with a link), which we would be happy to 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 highest advertising banner!

For advertorials, the font size, font type etc. of your banner differs from that of the editorial content.

HOWEVER, YOUR COMPANY'S MESSAGE BLENDS IN WITH AN EDITORIAL CONTEXT.



More information about IZ Digital?
Folder: iz.de/media/digital

IZ Podcast – sponsoring packages



Audio news from the real estate industry – in a weekly IZ podcast, our editing staff disseminate up-to-date news that matters to real estate professionals.

EXCLUSIVE SPONSORING

- ✓ One 15-second audio commercial **per week***
- ✓ A **billboard** (1000 x 250 px) on www.iz.de/podcast
- ✓ A maxi ad (600 x 160 px) in our regular newsletter
- ✓ Your name appears as a sponsor in **approx. 6 printed** ads and banners

Monthly fee: € 4,315**

PREMIUM SPONSORING

- ✓ One 15-second audio commercial **every two week***
- ✓ A **maxi ad** (576 x 200) on www.iz.de/podcast
- ✓ A maxi ad (600 x 160 px) in our regular newsletter
- ✓ Your name appears as a sponsor in **approx. 6 printed** ads and banners

Monthly fee: € 2,900**

RELEASE DATE

Every **Wednesday**, online at iz.de/podcast

Every **Thursday**, in the newsletter

DEADLINE FOR BOOKINGS

9 days prior to release date

DEADLINE FOR MANUSCRIPTS

7 days prior to release date



More information?
Folder: iz.de/media/podcast



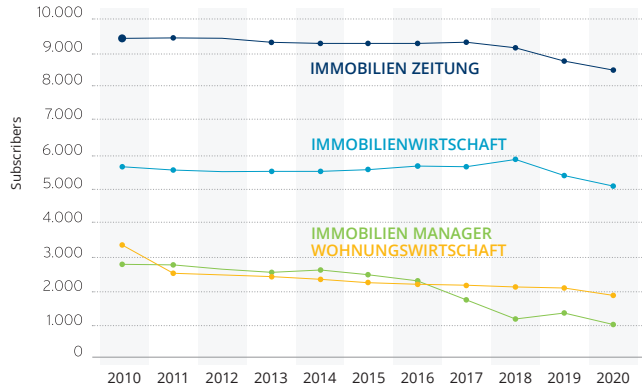
* Free production of two commercials by our partner studio on the basis of your manuscript (deadline: 7 days prior to release).

** Minimum contract period: 3 consecutive months. Staged rebates apply in line with our basic price list no. 31 and iz.de/basis-mediadaten.
All prices subject to VAT. Our general terms and conditions apply. Technical specifications upon request.

www.iz.de/podcast

Comparison of print run and distribution.

DEVELOPMENT OVER 10 YEARS



Long-term comparison of subscriber figures for real estate media analysed by IWV on the basis of IWV analyses from Feb 2010 to Feb 2020, as of Feb 2020.

ONLINE PERFORMANCE*



AVERAGE PRINT RUN 3rd QUARTER 2020**

Print run	9.998
No. of issues distributed	9.869
No. of issues sold = subscribers	8.721

DISTRIBUTION BY NIELSEN AREAS***

NIELSEN AREAS	FEDERAL STATES	DISTRIBUTION OF ISSUES SOLD
I	Bremen, Hamburg, Lower S., Schl.-Holst.	16.6 %
II	North Rhine-Westphalia	19.9 %
IIIa	Hesse, Rhineland-Palatinate, Saarland	19.9 %
IIIb	Baden-Württemberg	8.7 %
IV	Bavaria	15.5 %
V	Berlin	13.9 %
VI	Meckl.-Vorp., Brandenb., Saxony-Anhalt	2.4 %
VII	Thuringia, Saxony	3.1 %

* Calculated by the publisher as an average of IWV online data from Jan 2020 to Jun 2020.
 ** IWV 3/2020 *** Publisher's data, 9/2020.

IZ-Jobs Range Extender Campaigns

Basic	Best Practice	Premium
<p>ONLINE</p> <ul style="list-style-type: none">✓ Job ad on iz-jobs.de (35 days)✗ Job link on iz.de home page (7 days)	<p>ONLINE</p> <ul style="list-style-type: none">✓ Job ad on iz-jobs.de (35 days)✓ Job link on iz.de home page (7 days)	<p>ONLINE</p> <ul style="list-style-type: none">✓ 1 to 2 Job ad(s) on iz-jobs.de (35 days)✓ Job link on iz.de home page (7 days)
<p>NEWSLETTER</p> <ul style="list-style-type: none">✓ IZ jobs, career newsletter (once)✗ Weekly IZ newsletter✗ Daily IZ newsletter	<p>NEWSLETTER</p> <ul style="list-style-type: none">✓ IZ jobs, career newsletter (once)✓ Weekly IZ newsletter (once)✓ Daily IZ newsletter (5 days)	<p>NEWSLETTER</p> <ul style="list-style-type: none">✓ IZ jobs, career newsletter (once)✓ Weekly IZ newsletter (once)✓ Daily IZ newsletter (5 days)
<p>IMMOBILIEN ZEITUNG</p> <ul style="list-style-type: none">✓ Job teaser w/o logo	<p>IMMOBILIEN ZEITUNG</p> <ul style="list-style-type: none">✓ Job teaser w/ logo and QR code	<p>IMMOBILIEN ZEITUNG</p> <ul style="list-style-type: none">✓ Job teaser w/ logo and QR code✓ From 1/4 page, 4c, 160 x 220 mm (once)
<p>RESPONSE AMPLIFIER</p> <ul style="list-style-type: none">✓ Posts on facebook and Instagram (once)✗ Top position on IZ jobs home page (7 days)✗ Ranking boost (hot listing, always displayed as top search result, 35 days)	<p>RESPONSE AMPLIFIER</p> <ul style="list-style-type: none">✓ Posts on facebook and Instagram (once)✓ Top position on IZ jobs home page (7 days)✓ Ranking boost (hot listing, always displayed as top search result, 35 days)	<p>RESPONSE AMPLIFIER</p> <ul style="list-style-type: none">✓ Posts on facebook and Instagram (once)✓ Top position on IZ jobs home page (7 days)✓ Ranking boost (hot listing, always displayed as top search result, 35 days)
<p>35 days</p> <p>€ 895.00</p>	<p>35 days</p> <p>€ 1,275.00</p>	<p>35 days</p> <p>€ 2,050.00</p>

Your jobs on all IZ channels



PRINTED EDITION

Providing the real estate sector with indispensable information, Immobilien Zeitung is sent to 8,721 subscribers every week (IVW 3/2020).



IZ-JOBS.DE & IZ.DE

Boasting over 324,041 visits every month*, you'll extend the range of your ad among active and passive candidates via our job portal, IZ-Jobs.de, and our news portal, IZ.de.



IZ-JOBS CAREER NEWSLETTER

This weekly newsletter targets over 11,000 registered career-oriented users.**



IZ NEWSLETTERS

Every working day, IZ aktuell provides its subscribers with relevant news. In addition, a weekly newsletter is received by registered users on Fridays.

With more than 550,000 openings per month*, your job is truly in the headlines read by the sector.



SOCIAL NETWORKS

We place your ad in our users' news feed. Arranged among postings by family and friends, your job ad is received by candidates not actively searching for a job.

* Publisher's calculation, average according to IVW Online, 1 – 6/2020.

** Publisher's data.

www.iz-jobs.de/arbeitgeber
www.iz-jobs.de/mediadaten

IZ READERS' SURVEY*:

By company – By sector.

By sector (multiple responses, cumulated)

PROJECT DEVELOPMENT/PLANNING/DESIGN 67 %

Architect or engineering office	10 %
Project manager (third-party service provider)	10 %
Construction company	3 %
Project development company	30 %
Property developer	14 %

INVESTORS 56 %

Real estate investment trust / real estate company	4 %
Pension fund	4 %
Investor for the Group's real estate portfolio	8 %
Private investor	24 %
Other investment company	12 %
Closed real estate funds	4 %

ADMINISTRATORS 55 %

Housing association	8 %
Property management	14 %
Asset management	14 %
Operator of special-purpose facilities	6 %
Other	13 %

SERVICE PROVIDERS 84 %

Research	7 %
Company consultancy / consultant	18 %
Facility management	6 %
Reviewer / independent expert / assessor	19 %
Financial services provider (including insurance broker)	10 %
Communication / Marketing	5 %
IT/software / Internet services	1 %
Lawyer / tax advisor	4 %
Other	14 %

IZ READERS' SURVEY*:

The reader in the company.

AREAS OF ACTIVITY (multiple responses)

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)

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 %

MAIN FOCUS OF BUSINESS ACTIVITIES (multiple responses)

SHARE OF TURNOVER	
Real estate brokerage	21 %
Project development / project planning / construction	38 %
Investment	14 %
Real estate services	20 %
Property Management	14 %
Financing	13 %
Public area / Authority	4 %
Others	10 %

* Publisher's data, based on IZ readers' survey with 179 participants in Aug./Sept. 2020.

Important types of media for professionals.

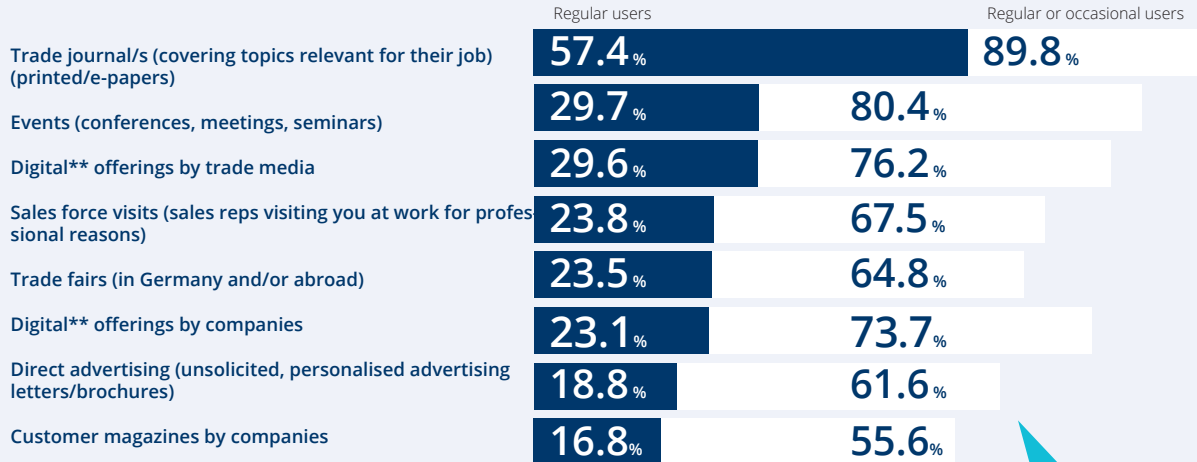
	2020	2019	2018	2017	2016
Trade journals (industry-specific)	73 %	72 %	71 %	72 %	73 %
Web pages by manufacturers, dealers, service providers	49 %	50 %	49 %	48 %	50 %
Web pages of newspapers and magazines	38 %	36 %	33 %	33 %	35 %
National daily and weekly papers	37 %	36 %	37 %	39 %	40 %
Social media	37 %	37 %	37 %	32 %	28 %
Politics and business magazines	35 %	32 %	33 %	36 %	36 %
Newsletters published by newspapers and magazines	20 %	20 %	18 %	18 %	19 %
Television	19 %	16 %	15 %	17 %	17 %
None of these / no data available	13 %	13 %	19 %	13 %	12 %

Trade journals are by far the leading source of information for decisionmakers!

LAE 2020*

How sources of information are used.

BY DECISION-MAKERS IN BUSINESS AND IN THE ADMINISTRATION



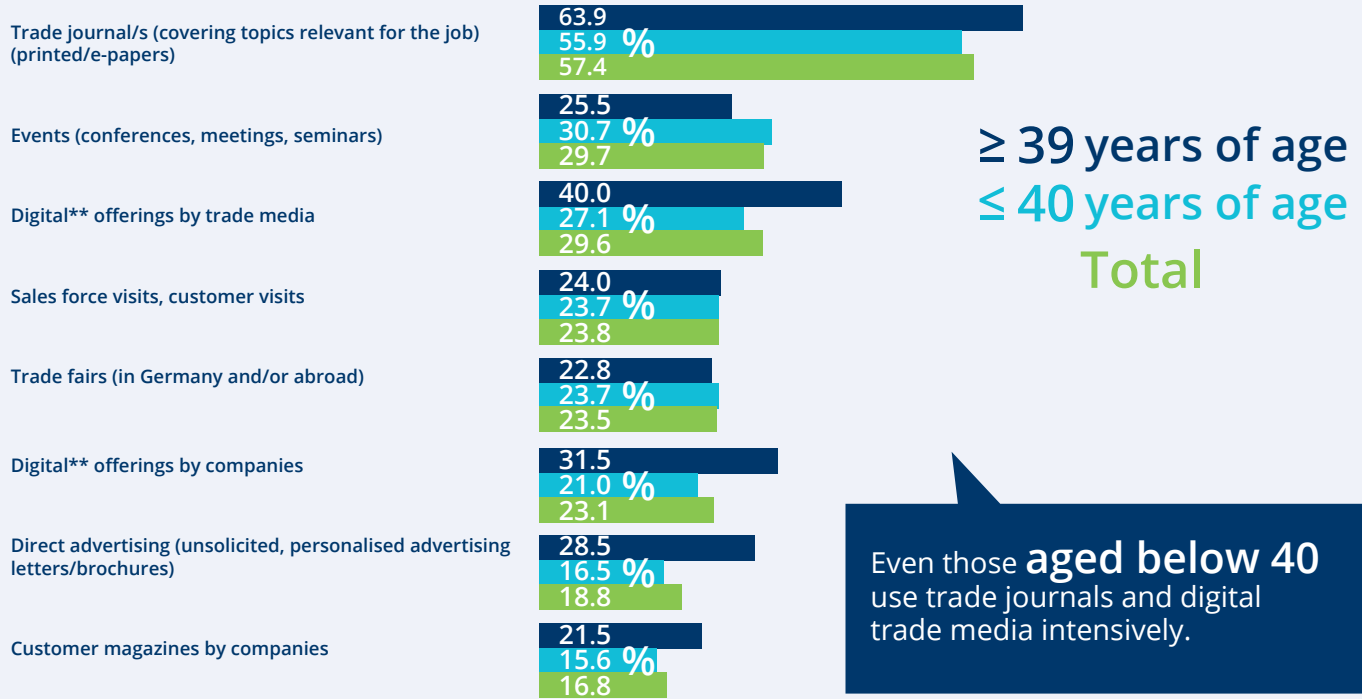
90% of decision-makers in Germany use trade journals, 76% consume digital content by trade-specific media. Consequently, content provided by specialist media substantially outweighs other sources of information.

* Source: Decision-maker analysis 2020 / Deutsche Fachpresse. (Leseranalyse Entscheidungsträger 2020) / Deutsche Fachpresse (German Association of Business Media).
** Websites, social media, newsletters, apps

LAE 2020*

Regular usage of sources of information.

BY DECISION-MAKERS IN BUSINESS AND IN THE ADMINISTRATION (CLASSIFIED BY AGE)



* Source: Decision-maker analysis 2020 / Deutsche Fachpresse. (Leseranalyse Entscheidungsträger 2020) / Deutsche Fachpresse (German Association of Business Media).

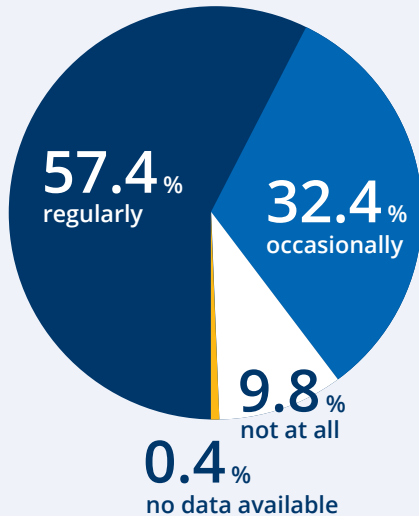
** Websites, social media, newsletters, apps.

LAE 2020*

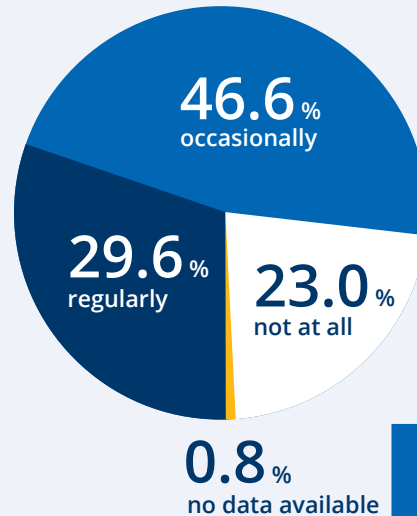
Sources of information: Frequency of usage.

BY DECISION-MAKERS IN BUSINESS AND IN THE ADMINISTRATION

Trade journal/s (covering topics relevant for the job)
(printed/e-papers)



Digital* offerings by trade media



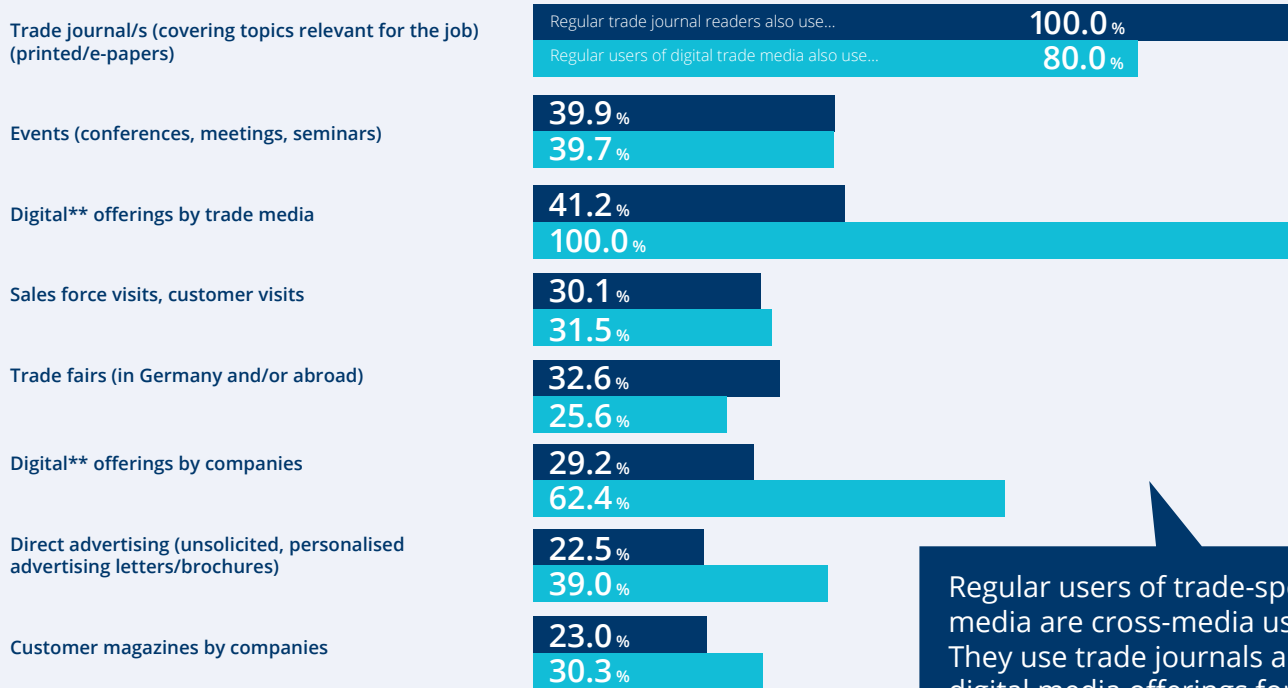
Over 50% of decision-makers read trade journals covering topics relevant for their job on a regular basis.

* Source: Decision-maker analysis 2020 / Deutsche Fachpresse. (Leseranalyse Entscheidungsträger 2020) / Deutsche Fachpresse (German Association of Business Media).

LAE 2020*

How intensely are sources of information used?

BY DECISION-MAKERS IN BUSINESS AND IN THE ADMINISTRATION



Regular users of trade-specific media are cross-media users. They use trade journals and digital media offerings for their industry to a very high extent.

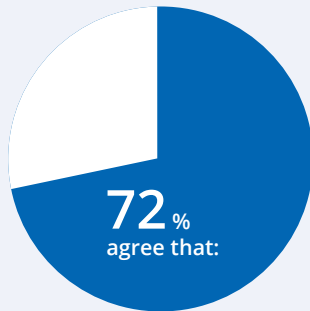
* Source: Decision-maker analysis 2020 / Deutsche Fachpresse. (Leseranalyse Entscheidungsträger 2020) / Deutsche Fachpresse (German Association of Business Media).

** Websites, social media, newsletters, apps.

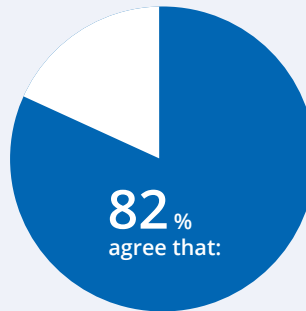
Advertising in trade-specific media

IS USEFUL AND IMAGE-ENHANCING

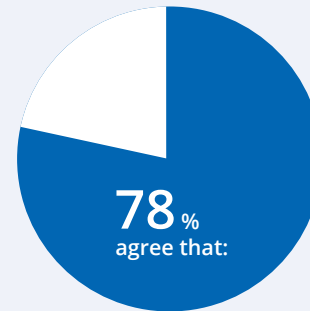
Advertising within a topical context is extremely effective.



” Companies advertising in trade-specific media show that they’re important market players. “



” Advertising in trade-specific media has a positive impact on the image of advertising companies and their products. “



” Advertising is a useful element of trade-specific media. “

* Source: Decision-maker analysis 2020 / Deutsche Fachpresse. (Leseranalyse Entscheidungsträger 2020) / Deutsche Fachpresse (German Association of Business Media).

** Websites, social media, newsletters, apps.

Survey on real estate journalism.*

In 2018, WVF^{**} 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.

* Survey „What is good real estate journalism?“ – Survey by bulwiengesa on behalf of WVF e.V. 2018.

Quotes taken from page 15, 25 and 23. Available on www.iz.de/mediadaten.

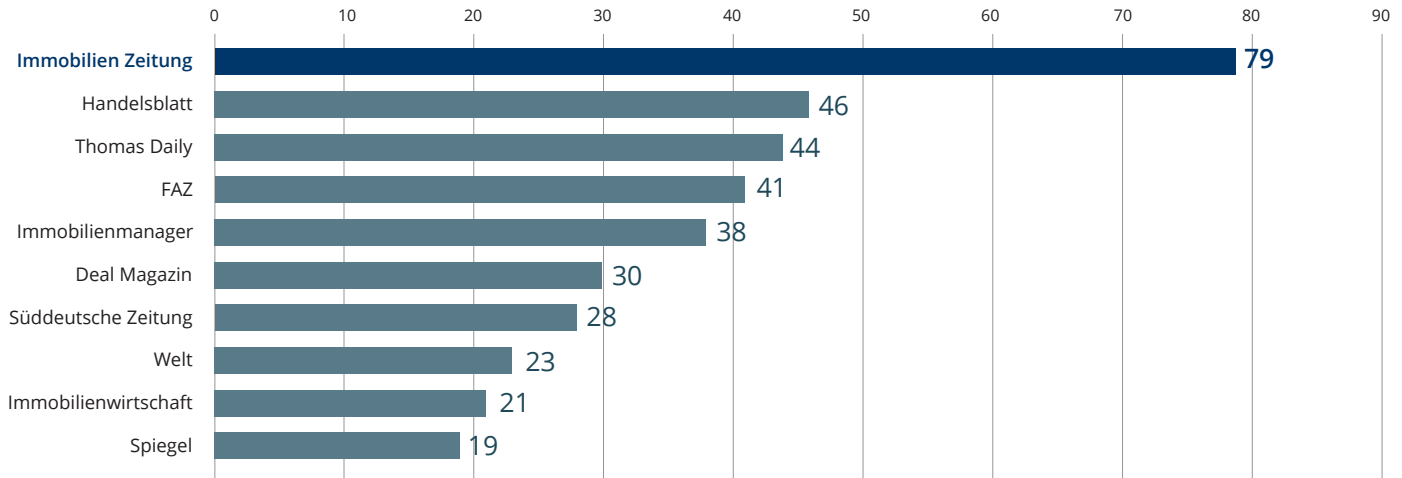
** WVF (Wissenschaftliche Vereinigung zur Förderung des Immobilienjournalismus e.V.)

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

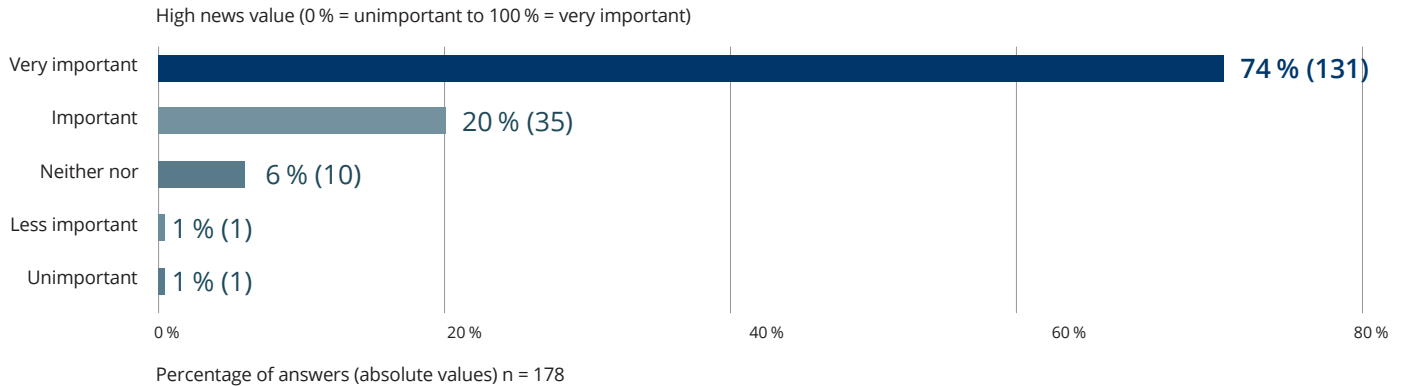
As a percentage of the 180 surveyed industry professionals (multiple answers were possible).



* Survey „What is good real estate journalism?“ – Survey by bulwiengesa on behalf of WVFI e.V. 2018. Evaluation taken from page 20. Available on www.iz.de/mediadaten.

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 we provide in the Immobilien Zeitung. The Immobilien Zeitung's journalists have already won a number

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.

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, Job Offensive 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 %
from 26 times	15 %

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

When calculating the frequency scale at the end of the accounting year, a factor of 1.5 is applied to island ads. Unless otherwise agreed, the end of the accounting year is the end of the calendar year.

TURNOVER SCALE

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

The turnover scale is the more favourable option 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.

It applies to all advertising turnover with the publisher Immobilien Zeitung (gross turnover excluding agency fees, cash discounts or other discounts), e. g. print + online + newsletter.

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 advertisement 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 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 advertisement in full if an alternative customer is not found for the agreed placement.

Technical specifications.

DATA FORMAT:	PDFx3. Open files upon request	COLOUR APPLICATION:	Maximum 240%. 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 (minimum 200 dpi)	PAPER FORMAT:	350 mm wide x 510 mm high
DATA:	PDF including target link by e-mail to E-mail: anzeigen@iz.de	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 section: 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 style, otherwise 6 points suffice (printing colour black, overprinting mode).	PRINTING TECHNOLOGY:	Newspaper offset printing
COLOURS:	CMYK Euro scale. Use ISOnewspaper26v4.icc colour profile 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 colour tones which are not made up according to the HKS-Z standard will be adjusted for 2c and 4c ads. Black text must be 100% and made up entirely of black. A colour profile can be downloaded from iz.de/media/technische-spezifikation	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 minimum 0.25 points; white lines on a multi-coloured background minimum 0.4 points.	DATA FORMATS IZ.DE:	We accept standard formats: GIF, JPEG, PNG and HTML incl. target link.
QR CODE:	To ensure sharp contours, the QR Code should be created in b/w (not in 4c and not as "copy and paste").	DATA FORMATS NEWSLETTER:	GIF or JPEG. Animated GIFs are no longer supported by Outlook 2007 and above (according to Microsoft), which is why an animated GIF is displayed to only a small proportion of readers. Please create animated GIFs always in such a way that the whole advertising message is contained in the first image.

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SWIFT-BIC: NASSDE 55 XXX

Commerzbank AG, Wiesbaden

IBAN DE36 5108 0060 0129 9888 00

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CLOSING DATE FOR ADVERTISING:

6 working days before publication

PAYMENT:

15 days net; within 8 days 2% discount