

1




IMMOBILIEN ZEITUNG

FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

Basic Media Data No. 27, valid from 01.01.2017

IMMOBILIEN ZEITUNG PRINT + ONLINE



ABOUT IZ

The world of information of Immobilien Zeitung.

THE WORLD OF NEWS OF IMMOBILIEN ZEITUNG

The Immobilien Zeitung is considered one of the leading specialist journals for the real estate industry. Every week it reports on events in the real estate market, provides market data and provides 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 print edition is supplemented by a permanently updated online 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 www.iz.de*

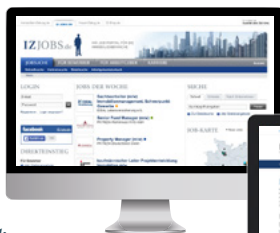
*Newsletter:
IZ aktuell, daily Mon - Fri
+ every Friday the weekly newsletter*



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 housing market analyses and the transaction database.

THE WORLD OF JOBS OF IMMOBILIEN ZEITUNG

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



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



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

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 more than 900 students and companies.

THE WORLD OF EVENTS OF IMMOBILIEN ZEITUNG

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

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

Content.

About IZ	2
Content	5
PRODUCT WORLD	
The product world of Immobilien Zeitung	6
The media channels of Immobilien Zeitung	8
Why book IZ?	10
PRINT	
The book structure	12
The advertising rates	14
The 2017 publication dates	16
The special advertising formats	18
The Expo Real touchpoints	22
The Mipim touchpoints	24
Key editorial topic areas	25

CAREER / CLASSIFIED ADVERTISEMENTS

Job vacancies	26
Situations wanted / property market	28
IZ-Jobs.de	29
The Joboffensive	30
The product overview	31

IZ DIGITAL

IZ digital	32
IZ digital plus	34
Notes	36
The discounts	37
Technical specifications	39

PERFORMANCE DATA

Comparison of print run and distribution	40
Readership	41
Survey	50
Terms and conditions	53
Your contact persons	55
Publisher data	56

The product world of Immobilien Zeitung.



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

INDIVIDUAL PRICE LISTS:

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



RECRUITING AND HR IMAGE ADVERTISING:

- 1A Basic media data (excerpt): [iz-jobs.de/arbeitsgeber/info/mediadaten](https://www.iz-jobs.de/arbeitsgeber/info/mediadaten)
- 8 Online human resources marketing: [iz.de/media/personalimage-online](https://www.iz.de/media/personalimage-online)
- 9 Joboffensive: [iz.de/media/joboffensive](https://www.iz.de/media/joboffensive)

The media channels of Immobilien Zeitung.

IZ PRINT

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

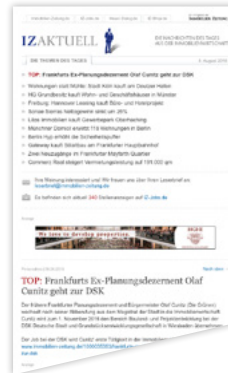


IMMOBILIEN ZEITUNG

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

IZ NEWSLETTER

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



NEWSLETTER IZ aktuell

- Monday - Friday for subscribers



WEEKLY NEWSLETTER

- Every Friday for registered readers

IZ.DE

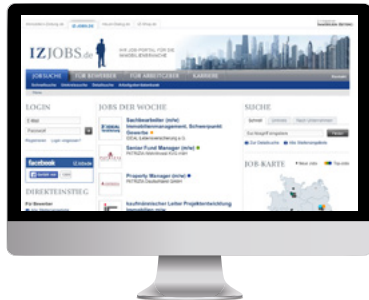
- the news portal with the most important news
- reveals industry trends and developments; the pool of knowledge of the IZ helps readers to make decisions in their day-to-day working lives
- links transactions that are searched according to their type, price volume and real estate type with the editorial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



WWW.IZ.DE

IZ-JOBS.DE

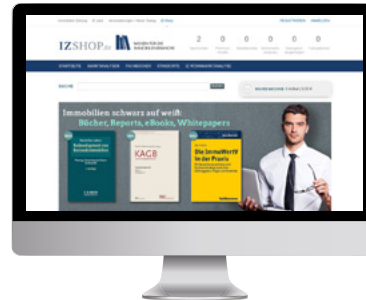
- represents the full job spectrum of the real estate industry
- with university profiles and employer database



WWW.IZ-JOBS.DE

IZ-SHOP.DE

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



WWW.IZ-SHOP.DE

HEUER DIALOG

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



WWW.HEUER-DIALOG.DE

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!



REPUTATION

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

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



COMPETENCE

About 60 EMPLOYEES, half of which work in the editorial team and 10 in the technical product development department, make up the centrepiece of the IZ. This group of skilled journalists and innovative technical experts will ensure that your advertising attracts lasting attention.

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



360-DEGREE INFORMATION

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

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

WHY BOOK IZ?

In terms of quantity: So much!



CIRCULATION

Subscriber circulation of **9,148 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 **1.4 MILLION PIs** and the daily newsletter with more than **530,000 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

With a total circulation of over **110,000 PRINT COPIES** and online with almost **1.4 MILLION PIs****, we provide the real estate industry with all the important information it needs to be successful at the Expo Real and Mipim trade fairs.

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



SOME 40,000 READERS

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

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

The book structure.

Solidly built. Optimally distributed.

GENERAL SECTION

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

NEWS

RETAIL

MARKETING

FACILITY AND PROPERTY MANAGEMENT

LAW AND TAXES



GENERAL SECTION / 1ST BOOK



GENERAL SECTION / 2ND BOOK

REGIONAL MARKETS

The regional markets and advertisement section 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

NORTH GERMANY

NORTH RHINE-WESTPHALIA

HESSE / RHINELAND-PALATINATE / SAARLAND

BADEN-WÜRTTEMBERG

BAVARIA

BERLIN AND EASTERN GERMANY

MORTGAGE RATES

FORECLOSURE SALES

JOB ADS

REAL ESTATE ADS



REGIONAL SECTION / 3RD BOOK

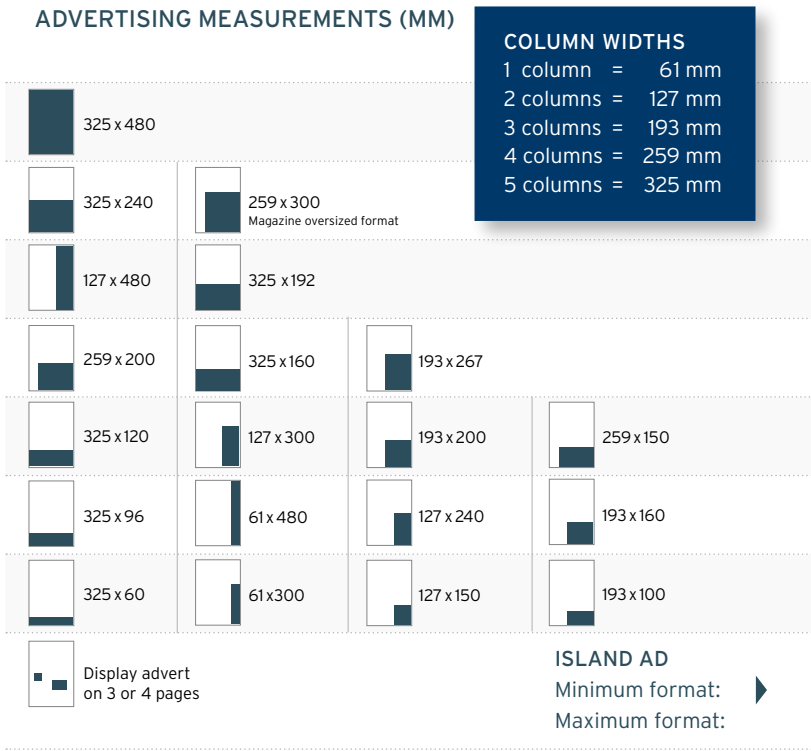


ADVERTISING SECTION / 4TH BOOK

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: 61 mm 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.



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

For examples of calculations, see page 18.

GENERAL SECTION / 1ST AND 2ND BOOK				REGIONAL SECTION / 3RD BOOK		
FORMAT	B/W Basic price 6.10 EUR	1 ADD. COLOUR Basic price 7.00 EUR	3 ADD. COLOURS Basic price 8.15 EUR	S/W Basic price 4.30 EUR	1 ADD. COLOUR Basic price 4.70 EUR	3 ADD. COLOURS Basic price 5.80 EUR
1/1 page 2,400 mm	14,640 EUR	16,800 EUR	19,560 EUR	10,320 EUR	11,280 EUR	13,920 EUR
1/2 page 1,200 mm	7,329 EUR	8,400 EUR	9,780 EUR	5,160 EUR	5,640 EUR	6,960 EUR
2/5 page 960 mm	5,856 EUR	6,720 EUR	7,824 EUR	4,128 EUR	4,512 EUR	5,568 EUR
1/3 page 800 mm	4,880 EUR	5,600 EUR	6,520 EUR	3,440 EUR	3,760 EUR	4,640 EUR
1/4 page 600 mm	3,660 EUR	4,200 EUR	4,890 EUR	2,580 EUR	2,820 EUR	3,480 EUR
1/5 page 480 mm	2,928 EUR	3,360 EUR	3,912 EUR	2,064 EUR	2,256 EUR	2,784 EUR
1/8 page 300 mm	1,830 EUR	2,100 EUR	2,445 EUR	1,290 EUR	1,410 EUR	1,740 EUR
Basic price* 61 x 50 mm 127 x 100 mm	10.95 EUR 547.50 EUR 2,190.00 EUR	+ 100.00 EUR 647.50 EUR 2,290.00 EUR	+ 200,00 EUR 747.50 EUR 2,390.00 EUR	7.85 EUR 392.50 EUR 1,570.00 EUR	+ 100.00 EUR 492.50 EUR 1,670.00 EUR	+ 200.00 EUR 592.50 EUR 1,770.00 EUR

EXCLUSIVE PLACEMENT

EXCLUSIVE PLACEMENT

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

Exclusive placement is not guaranteed for formats under 600 mm.
*A factor of 1.5 is applied to island ads when calculating the frequency rate.

The 2017 publication dates.

EDITION	PUBLICATION DATE	DEADLINE ADS Text section	DEADLINE ADS Advertising section	SPECIALS / FOCUS TOPICS	DEADLINE ADS Specials
1-2	12.01.2017	04.01.2017	06.01.2017	Double issue	
3	19.01.2017	11.01.2017	13.01.2017		
4	26.01.2017	18.01.2017	20.01.2017		
5	02.02.2017	25.01.2017	27.01.2017		
6	09.02.2017	01.02.2017	03.02.2017		
7	16.02.2017	08.02.2017	10.02.2017		
8	23.02.2017	15.02.2017	17.02.2017		
9	02.03.2017	22.02.2017	24.02.2017		
10	09.03.2017	01.03.2017	03.03.2017	Special Investing in Germany Focus Bavaria	16.02.2017 27.02.2017
11	16.03.2017	08.03.2017	10.03.2017		
12	23.03.2017	15.03.2017	17.03.2017		
13	30.03.2017	22.03.2017	24.03.2017		
14	06.04.2017	29.03.2017	31.03.2017		
15	13.04.2017	05.04.2017	07.04.2017		
16	20.04.2017	12.04.2017	14.04.2017		
17	27.04.2017	19.04.2017	21.04.2017		
18	04.05.2017	26.04.2017	28.04.2017		
19	11.05.2017	03.05.2017	05.05.2017	Focus Berlin	28.04.2017
20	18.05.2017	10.05.2017	12.05.2017	Focus Job & Career: Job Market Survey	02.05.2017
21	26.05.2017	17.05.2017	19.05.2017	Focus North Germany	15.05.2017
22	01.06.2017	24.05.2017	26.05.2017	Focus Job & Career: Report IZ Career Forum	22.05.2017
23	08.06.2017	31.05.2017	02.06.2017		
24	16.06.2017	07.06.2017	09.06.2017		
25	22.06.2017	14.06.2017	16.06.2017		
26	29.06.2017	21.06.2017	23.06.2017		
27	06.07.2017	28.06.2017	30.06.2017	Focus Job & Career: Top Employers	20.06.2017

EDITION	PUBLICATION DATE	DEADLINE ADS Text section	DEADLINE ADS Advertising section	SPECIALS / FOCUS TOPICS	DEADLINE ADS Specials
28	13.07.2017	05.07.2017	07.07.2017		
29	20.07.2017	12.07.2017	14.07.2017		
30	27.07.2017	19.07.2017	21.07.2017		
31	03.08.2017	26.07.2017	28.07.2017		
32	10.08.2017	02.08.2017	04.08.2017		
33	17.08.2017	09.08.2017	11.08.2017		
34	24.08.2017	16.08.2017	18.08.2017		
35	31.08.2017	23.08.2017	25.08.2017		
36	07.09.2017	30.08.2017	01.09.2017	Focus Logistics	28.08.2017
37	14.09.2017	06.09.2017	08.09.2017	Special Real estate lawyers	31.07.2017
38	21.09.2017	13.09.2017	15.09.2017	Special IZ Trade Fair Planner Expo Real	04.09.2017
39-40	28.09.2017	13.09.2017	22.09.2017	Expo Real Special Edition Expo Real, 4. - 6.10.2017	
				Focus North Rhine-Westphalia	13.09.2017
				Focus Job & Career	13.09.2017
	Special IZ Trade fair newspaper Expo Real 4./5./6.10.2017				11.09.2017
41	12.10.2017	04.10.2017	06.10.2017		
42	19.10.2017	11.10.2017	13.10.2017		
43	26.10.2017	18.10.2017	20.10.2017		
44	02.11.2017	25.10.2017	27.10.2017		
45	09.11.2017	01.11.2017	03.11.2017		
46	16.11.2017	08.11.2017	10.11.2017		
47	23.11.2017	15.11.2017	17.11.2017		
48	30.11.2017	22.11.2017	24.11.2017		
49	07.12.2017	29.11.2017	01.12.2017		
50	14.12.2017	06.12.2017	08.12.2017		
51	21.12.2017	13.12.2017	15.12.2017		

MAPIC, 15. - 17.11.2017

The special advertising formats.

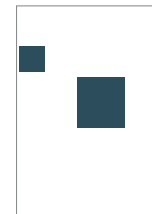
Using selected examples, we have included information on our best formats for you here. A detailed description, additional formats and all prices can be found in folder O2 „Special advertising formats 2017“.

TITLE ADVERTISEMENTS

	FORMAT	PAGE 1		REGIONAL TITLE					
A Title head	61 x 40	EUR 1,680	4c	EUR 1,100	4c				
B Title strip	325 x 100	EUR 5,210	4c	EUR 3,460	4c	EUR 3,080	2c	EUR 2,970	b/w
C Large title advertisement	61 x 120	EUR 1,730	4c	EUR 1,100	4c				
D Title advertisement at the top	61 x 50	EUR 1,280	4c	EUR 850	4c				
E Title advertisement at the top centre	61 x 50	EUR 1,095	4c	EUR 850	4c				
F Title advertisement at the bottom centre	61 x 50	EUR 1,095	4c	EUR 850	4c				



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



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 10.95 Basic price b/w per mm x 50 mm height = EUR 547.50 + EUR 200 colour surcharge = EUR 747.50
2c / 1 column 100 mm height	EUR 10.95 Basic price b/w per mm x 100 mm height = EUR 1,095.00 + EUR 100 colour surcharge = EUR 1,195.00

SAMPLE CALCULATIONS FOR ISLAND ADS IN THE REGIONAL SECTION

4c / 2 columns 100 mm height	EUR 7.85 Basic price b/w per mm x 2 x 100 mm height = EUR 1,570.00 + EUR 200 colour surcharge = EUR 1,770.00
------------------------------	---

U4 - Last page, at a low regional rate!

FORMAT: 1/1 page	325 x 480 mm	EUR 10,320 - b/w	EUR 11,280 - 2c	EUR 13,920 - 4c
------------------	--------------	------------------	-----------------	-----------------

DOUBLE SKYSCRAPER

	FORMAT	B/W	2C	4C
General section	2 x 61 x 480 mm	EUR 5,856	EUR 6,720	EUR 7,824
General section	2 x 127 x 480 mm	EUR 11,712	EUR 13,440	EUR 15,648
Regional section	2 x 61 x 480 mm	EUR 4,128	EUR 4,512	EUR 5,568
Regional section	2 x 127 x 480 mm	EUR 8,256	EUR 9,024	EUR 11,136

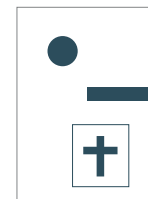
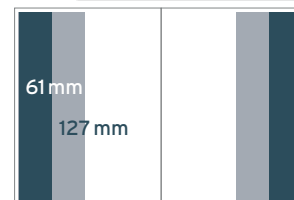
CIRCULAR ADVERTISING FORMAT

FORMAT: Ø 80 mm	Fixed price EUR 2,660	Closing date for ads 2 weeks before publication
-----------------	-----------------------	---

STRIP ADVERTISING FORMAT - specially for the event page!

FORMAT: 159 x 23 mm	b/w = EUR 555	4c = EUR 783
---------------------	---------------	--------------

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

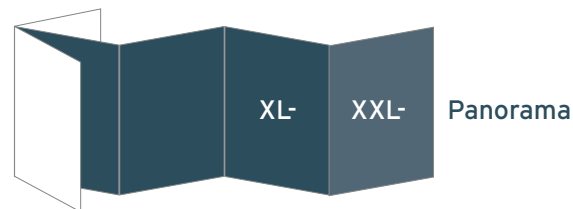


02

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

PANORAMA AD - XL + XXL for your major events!

PLACEMENT	FORMAT		4C
General section	Minimum size	675 x 200 mm	EUR 16,300
General section	Maximum size	675 x 480 mm	EUR 35,990
General section	XL panorama	1,000 x 490 mm	EUR 49,878
General section	XXL panorama	1,350 x 490 mm	EUR 62,592



FLYING PAGE - Impress our readers at first glance!

SIZE: 4 pages	150 x 480 mm	Fixed price EUR 37,000
---------------	--------------	------------------------

Closing date for advertising 4 weeks before publication

FLYING PAGE



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

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

POST-IT



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

1,000 pieces	4c: EUR 2,500
5,000 pieces	4c: EUR 9,000

SLEEVE

CONVENTIONAL LOOSE INSERT

Minimum quantity: 10,000 pieces

Format: DIN A 6 - DIN A 4

WEIGHT	PRICE / 1,000
up to 25 g	EUR 300
up to 30 g	EUR 305
up to 35 g	EUR 315

ADVERTORIAL

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

iCOVER

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



02

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

The Expo Real touchpoints.

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

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

IZ SPECIAL EDITION
39-40/2017



Loose insert in IZ 38/2017, loose insert in trade fair edition 39-40/2017 and distribution at west car park.

IZ TRADE FAIR
PLANNER



EXPO REAL AT IZ.DE



TRADE FAIR NEWSPAPER

DURING THE TRADE FAIR

AFTER THE TRADE FAIR



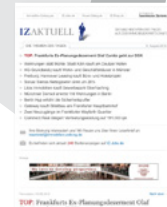
approx. 37,000 participants
approx. 1,700 exhibitors
4.-6.10.2017



IZ 41+42/2017



NEWSLETTER
IZ AKTUELL



Book **REACH** and **RELEVANCE!**

05 More information about Expo Real?
www.iz.de/media/exporeal

IZ SPECIAL TRADE FAIR EDITION 39-40/2017

Double edition - single price!

Distribution: 22,122 issues to all subscribers at the west car park, to the specialist press boxes at Expo Real and at the IZ stand.

1/3 page corner section 193 - 267 mm

General section 4c: EUR 6,520

Regional section 4c: EUR 4,640

IZ TRADE FAIR PLANNER

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

Distribution: 22,122 issues as loose inserts in IZ 38/2017, loose insert in the special trade fair edition 39-40, distribution at the west car park and from the IZ stand.

1/1 page 4 columns 213 x 325 mm

4c: EUR 4,580

IZ TRADE FAIR JOURNAL

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

Daily delivery service by IZ hostesses at the west car park, many regional stands, the IZ stand and around 200 hotels in Munich. For trade fair follow-up, the Wednesday edition is included as a loose insert in the IZ 41/2017.

1/1 page 4 columns 231 x 325 mm

4c: EUR 7,130

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 550x250 px

CPM: EUR 60

Fixed price per week pos. 2-4

with guaranteed delivery of

30,000 ad requests EUR 1,800

Booking, e.g. in week 39-41: EUR 5,400

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 468x160 px

Position 8 (after the 7th article)

Weekly price: EUR 1,130

Booking subject to availability,

e.g. 3 weeks: EUR 3,390

The Mipim touchpoints.

TRADE FAIR JOURNAL „INVESTING IN GERMANY“ (IIG)

Published in German and English, the German language edition of IIG is included as loose insert in the IZ 10/2017 in the run-up to Mipim. The English language version is sent by priority mail to 2,500 CEOs throughout Europe before the trade fair. Both editions are distributed during the trade fair at the exhibitor stands, the main entrance of the Palais des Festivals and the IZ stand.

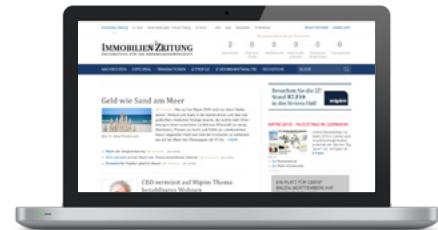
- Large circulation
- Double edition EN/DE
- Large-scale distribution by hostesses
- Effective advertising before and during Mipim

ISSUES 10 +11/2017

IZ 10 and IZ 11 at Mipim in Cannes at the IZ stand and at the main entrance of the Palais des Festivals.

MIPIM AT IZ.DE

IZ news portal available 24/7. Start special issue March 2017.



06

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

Key editorial topic areas.



IZ SPECIALS

IZ 10/2017 BAVARIA

Publication date 09.03.2017
Closing date for advertisements 27.02.2017

IZ 19/2017 BERLIN

Publication date 11.05.2017
Closing date for advertisements 28.04.2017

IZ 21/2017 NORTH GERMANY

Publication date 26.05.2017
Closing date for advertisements 15.05.2017

IZ 36/2017 LOGISTICS

Publication date 07.09.2017
Closing date for advertisements 28.08.2017

IZ 39-40/2016 NORTH RHINE-WESTPHALIA

Publication date 28.09.2017
Closing date for advertisements 18.09.2017

JOB & CAREER SPECIALS

IZ 20/2017

SPECIAL RESULTS JOB MARKET SURVEY
Publication date 18.05.2017
Closing date for advertisements 02.05.2017

IZ 22/2017 REPORT IZ CAREER FORUM

Publication date 01.06.2017
Closing date for advertisements 22.05.2017

IZ 27/2017

SPECIAL TOP EMPLOYERS

Publication date 06.07.2017
Closing date for advertisements 20.06.2017

IZ 39-40/2017 JOB & CAREER

Publication date 28.09.2017
Closing date for advertisements 13.09.2017

Boost your awareness in special environments. Reserve now!

OTHERS

REAL ESTATE LAWYERS 2017/2018

Publication date 14.09.2017
Closing date for advertisements 31.07.2017
Circulation 13,500 copies
Distribution as loose insert in IZ 37/2017 and during Expo Real at the IZ stand



04

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

03

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

Job advertisements.

With 9,148 subscriptions per edition (IVW 2/2016), our Job Market enables you to reach **some 40,000 experienced experts, managers and young professionals** from all areas of the real estate industry as well as those entering the profession. Specifically catering to the needs of decision-makers, the Immobilien Zeitung is the most important medium for the real estate industry in Germany with 78%*.

PRINT	JOB ADVERTISEMENTS Price / mm	EDUCATIONAL INSTITUTIONS Price / mm
B/W	EUR 3.00	EUR 2.40
1 Additional colour	EUR 3.30**	EUR 2.65
3 Additional colours	EUR 3.65**	EUR 2.95

Your job advertisement will automatically be displayed at www.iz-jobs.de for 4 weeks at no extra cost.***

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

PUBLICATION DATE: Thursday

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

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

COLUMN WIDTHS

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



* Source: Survey by Ergo Kommunikation 2016, further details on p. 50

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

*** Multiple ads are put online under one position.

EXAMPLES OF CALCULATIONS FOR COST COMPARISON PURPOSES:

4c / 7 columns (325 mm) x 220 mm height	EUR 3.65 Basic price per mm x 220 mm height x 7 columns = EUR 5,621
4c / 5 columns (231mm) x 305 mm height	EUR 3.65 Basic price per mm x 308 mm height x 5 columns = EUR 5,621
4c / 1/2 page 325 x 220 mm)	Fixed price = EUR 3,370



BIG IMPACT - LOW PRICES

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

OUR SPECIAL PRICES FOR FIXED FORMATS:

AD FORMAT*	WIDTH X HEIGHT	PRICE / EUR	SAVING
1/1 page, 4c	325 x 480 mm	6,750	45%
1/2 page, 4c	325 x 220 mm	3,370	40%
	231 x 308 mm	3,370	40%
1/3 page, 4c	184 x 250 mm	2,370	35%

OUR SPECIAL PRICES FOR 2-10 FIXED FORMATS FOR EXHIBITORS AT IZ CAREER FORUM 2017:

AD FORMAT*	WIDTH X HEIGHT	PRICE / EUR	SAVING
1/1 page, 4c	325 x 480 mm	6,130	
1/2 page, 4c	325 x 220 mm	2,810	
	231 x 308 mm	2,810	
1/3 page, 4c	184 x 250 mm	1,825	



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

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

Situations Wanted.

	PRICE B/W
Minimum format 2 columns x 50 mm	EUR 120.00
Basic price / mm	EUR 1.40
Box no. charge per insertion	EUR 10.00



Property Market.

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

CLASSIFIED ADVERTISEMENTS

PROPERTIES FOR SALE, PROPERTY SEARCHES,
BUSINESS RELATIONS, TRAINING

	PRICE / mm
B/W	EUR 2.60
1 Additional colour	EUR 2.90*
3 Additional colours	EUR 3.20*

Minimum format 100 advertising mm

IZ-Jobs.de.

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

JOB ADVERTISEMENT	4 weeks	EUR 850
EXTENSION (once only)	4 weeks	EUR 265
1 INTERNSHIP POSITION	4 weeks	EUR 99

PACKAGE**	UNIT PRICE / EUR	TOTAL PRICE / EUR
3 Job advertisements	612 (28%)	1,835
6 Job advertisements	533 (37%)	3,200
10 Job advertisements	502 (41%)	5,015
15 Job advertisements	467 (45%)	7,010
25 Job advertisements	391 (54%)	9,775

One job advertisement corresponds to one position. The duration of each job advertisement is 4 weeks. When invoiced via an agency, the agency commission is 15%. Ad packages must be used within a period of one year. All prices are exclusive of VAT.

** Bookings of packages also include usage of our job seekers' database.

ONLINE PRINT COMBI **EUR 850** + EUR 345 EUR = EUR 1.195

This attractive combination is ideal if your online ad text can be integrated into 90x180 mm height or 137 x120 mm height format. You can then publish your ad 1:1 at IZ-Jobs.de and in the Immobilien Zeitung.

JOB'S OF THE WEEK 1 week **EUR 165**

For one week your position is advertised on the IZ-Jobs.de homepage and published on IZ.de and in the IZ aktuell newsletter on Friday with a direct link and is integrated into an informative advertisement in the Immobilien Zeitung.

HOTLIST 4 weeks **EUR 115**

Your job advertisement appears at the top of the list of hits and is graphically highlighted.

ACTIVE CONTACT WITH JOB SEEKERS VIA OUR DATABASE

Make use of our job seekers' database, which is specially tailored to the real estate industry, as an additional platform for targeted recruiting.

NUMBER OF PROFILES

25 prof./month can be booked free of charge with a 3-job advertisement package

50 prof./month can be booked free of charge with a 6-job advertisement package

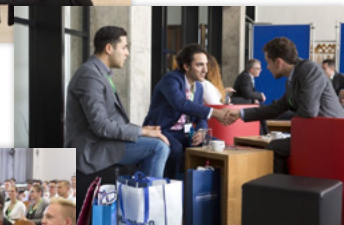
The Joboffensive.

The **JOB OFFENSIVE FOR THE REAL ESTATE INDUSTRY** provides an annual employment market analysis, the findings of which are integrated into editorial job and career specials, and the IZ Career Forum job fair - a reliable portfolio for targeted HR marketing and recruiting. In 2016, some 530 job seekers took part in it.

IZ CAREER FORUM JOB FAIR ON 20 MAY 2017

The IZ Career Forum on 20 May 2017 is the perfect way to actively meet job seekers. Companies from the real estate industry and young talents will come together here in Frankfurt am Main for the eighth time.

Ready-to-use stand / 3x2m	EUR 4,760
Ready-to-use stand / 3 x 2 m, companies with up to 40 employees	EUR 2,380
Company presentation / 15 minutes	EUR 680
Place at the CREM community stand	EUR 1,950
Place at the training community stand	EUR 500





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

The product overview.

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

secondary readers, 149,979 unique visitors at IZ.de per month* and an average of 470 job seekers at our annual job fair provide a basis for promising contacts.



		RECRUITING professionals	RECRUITING young talents, trainees, internships	BOOSTING AWARENESS of you as employer
Print job market including jobs portal www.iz-jobs.de		✓	✓	
Job portal www.iz-jobs.de	IZJOBS.de 	✓	✓	
Applicant profiles at www.iz-jobs.de		✓	✓	
Premium portrait www.iz-jobs.de		✓	✓	✓
IZ Career Forum job fair on 20 May 2017	IZ-KARRIEREFORUM 		✓	✓
Editorial job and career specials			✓	✓
Banner advertising at www.iz.de and www.iz-jobs.de				✓
Sponsorship of Joboffensive				✓
Weekly page "Jobs & Career" in the Immobilien Zeitung				✓

* Monthly average Jan-Jun 2016 Google Analytics

Immobilien Zeitung digital.

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

BANNERS - MADE EASY

With the new fixed price system, it is much easier to book banners. If you wish, we can design your advertising material free of charge and guarantee you 30,000 ad requests per week. Your banner is displayed on one out of three page views, so you can rely on it being 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

07

More information on IZ digital?
www.iz.de/digital

All banner formats
as simulations at
www.iz.de/banner



SPECIFICATIONS FOR PRINTED DOCUMENTS

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

E-Mail: anzeigen@iz.de

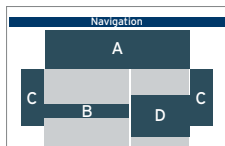
PERFORMANCE DATA

Monthly average for 1st half year 2016:

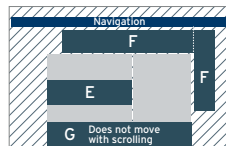
pls **1.476.479***, visits **622.102***

* Source: IVW online

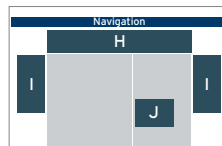
IZ.DE / IZ-SHOP.DE / HEUER-DIALOG.DE / IZ-JOBS.DE / SPECIAL PAGES



- A Billboard bis 960x300 px
- B Full-size banner 468x60px
- C Skyscraper 120x600px (left oder right)
- D Medium rectangle up to 300x250px



- E Maxi ad 480x100px
- F Wallpaper (pponsor ad navigation + skyscraper oder wide skyscraper 160x600px)
- G Floor ad 1002x120px



- H Sponsor ad navigation 960x100px
- I Wide skyscraper 160x600px
- J Rectangle 180x150px

STANDARD ADVERTISING FORMATS	MINIMUM FORMAT	MAXIMUM FORMAT	FILE SIZE	TCP* / EUR	FIXED PRICE EUR/ WEEK
A Billboard	800 x 180 px	960 x 300 px	60 KB	180	5,400
B Full-size banner	468 x 60 px		30 KB	35	1,050
TOP POSITION Position 1: exclusive placement	468 x 60 px		30 KB	50	1,500
C Skyscraper	120 x 600 px		30 KB	40	1,200
Double skyscraper	2 x 120 x 600 px		30 KB	70	2,100
D Medium rectangle	300 x 250 px	300 x 300 px	30 KB	50	1,500
E Maxi ad	480 x 100 px	550 x 250 px	40 KB	60	1,800
TOP POSITION Position 1: exclusive placement	480 x 100 px	550 x 250 px	40 KB	80	2,400
F Wallpaper	1002 x 100 px + 120 x 600 px	+ 160 x 600 px	60 KB	140	4,200

Special advertising formats: G Floor ad, H Sponsor ad navigation, I Wide skyscraper, J Rectangle or a combination of various advertising formats as an ad bundle. For prices and formats, see digital price list **07** www.iz.de/media/digital. The maximum booking per week is 100,000 ad requests for www.iz.de.

* TCP (thousand contact price) ** for 30,000 ad requests

IZ Digital Plus.

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

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

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

PERFORMANCE DATA DAILY NEWSLETTER IZ AKTUELL

Pls per month on average (1st half of year 2016) **569.015*** or **28.451*** per day on average.

*Source: <http://ausweisung.iwv-online.de> 1-6/16

07

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

The screenshot shows the IZ AKTUELL newsletter interface. At the top, there are navigation links for 'Immobilien-Zeitung.de', 'IZ-Jobs.de', 'Hessen-Chatlog.de', and 'IZ-Shop.de'. The main header features the 'IZAKTUELL' logo and the tagline 'DIE NACHRICHTEN DES TAGES AUS DER IMMOBILIENWIRTSCHAFT'. Below this, there is a section for 'DIE THEMEN DES TAGES' dated '10. September 2014'. The main content area lists several articles, with the top one being 'TOP: Deutschland-Plan für bezahlbaren Wohnungsbau'. Below the articles, there are three distinct banner ad positions highlighted with dashed boxes and labels: 'SMALL POSITION 1' (468 x 60 / KB 34), 'MEDIUM POSITION 2' (468 x 120 / KB 40), and 'LARGE POSITION 3' (468 x 160 / KB 40). Each banner ad includes an image and text, such as 'Facility Services haben entspannende Nebenwirkungen.' and 'One Stop'.

Publi | 10.09.2014 Nach oben

TOP: Deutschland-Plan für bezahlbaren Wohnungsbau

Eine Verbesserung der steuerlichen Abschreibungsbedingungen auf 4% linear, eine Reduzierung der Baulandkosten und das Entrümpeln von Bauvorschriften könnten im Idealfall dazu führen, die Kaltmieten in Neubauten um bis zu 4,14 Euro/m² zu senken. Das haben sich die sieben Partner im Verbändebündnis Wohnungsbau von Wissenschaftlern des Pestel-Instituts anlässlich des 6. Wohnungsausschusses in Berlin ausrechnen lassen.

Details zu den Forderungen: www.immobilien-zeitung.de/100002110/deutschland-plan-fuer-bezahlbaren-wohnungsbau

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

NEWSLETTER		IZ.DE	DIGITAL PLUS*
Position NL	EUR / week	Position IZ.de	Reduced price combi NL + IZ.de
LARGE			
Position 1	3,810	Position 2-4 in rotation	5,430
Position 2	2,920		4,280
Position 3	2,550		3,630
Position 4	1,785		2,600
Position 5	1,510		2,190
Position 6	1,400		2,085
Position 7	1,230		1,775
Position 8	1,130		1,530
up from Position 9	1,000		1,410

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

CLOSING DATE FOR ADVERTISING

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

BANNER DELIVERY

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



More information on IZ Digital plus?
www.iz.de/media/digital

* Combi price: valid from November to August, not in September and October incl. 50% saving on the IZ.de banner

Notes.

The Discounts.

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

FREQUENCY SCALE*

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

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

TURNOVER SCALE**

EUR 10.000	5%
EUR 20.000	10%
EUR 30.000	15%
EUR 45.000	18%
EUR 60.000	20%
EUR 90.000	22%
EUR 120.000	24%
EUR 150.000	26%
EUR 200.000	28%
EUR 250.000	30%
up from EUR 300.000	31%

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

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

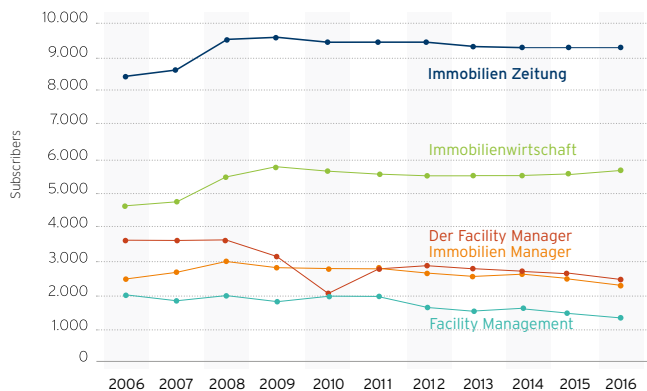
** Applies to all advertising revenue with "Immobilien Zeitung" publisher, including third-party advertising inserts (gross turnover without consideration of agency commission, cash discounts or other discounts), e.g. print + online + IZ aktuell newsletter.

Technical Specifications.

DATA FORMAT:	PDFx3. Open files upon request.	COLOUR APPLICATION:	Maximum 240%, black composition at 95%, GCR with 25% under-colour reduction desirable.
IMAGE RESOLUTION:	300 dpi 300 dpi (minimum 200 dpi).	PAPER FORMAT:	350 mm wide x 510 mm high
DATA:	E-mail: 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: seven 43 mm columns
FONTS:	Fonts must be embedded in the PDF file or converted into paths. If the font is made up in white, the font size must be at least 7 points against multi-coloured backgrounds and should not be designed as a light section, otherwise 6 points suffice (printing colour black, overprinting mode).	PRINTING TECHNOLOGY:	Newspaper offset printing, screen ruling 40 l/cm, print gain 30%
COLOUR:	CMYK Euro scale. Black text must be 100% and made up entirely of black. Use ISONewspaper30v4.icc or 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 www.iz.de/mediadaten .	PROOF:	In newspaper printing we require proofs on newspaper paper for coloured advertisements, so-called proofs with colours based on ISO 2846-2. Please supply a colour or pre-press proof for every advertisement. Without such a pre-press proof, the publishers will not provide any guarantee regarding the outcome of the printing process. The proof must include a print control strip (with the same width as the motif) or a current and certified (currently V2.0) FOGRA media wedge showing the CIEL a*b* values stipulated for newspaper printing. If this is not the case, the colours cannot be accepted as binding. The values stipulated for the proof shall apply accordingly for an analogue or digital proof.
LINES:	Lines must be at least 0.25 pt; white lines on a multi-coloured background at least 0.4 pt.	DATA FORMATS ONLINE:	We accept standard formats: GIF, JPEG, PNG and HTML.
QR CODE:	To improve the sharpness of contours, the QRC should be created in b/w (not in 4c and not as „copy and paste“).	DATA FORMATS NEWSLETTER:	For banner insertions in the IZ aktuell newsletter: GIF or HTML. Animated GIFs are no longer supported by Outlook 2007 and above (according to Microsoft). Please include your desired target link.

Comparison of print run and distribution.

DEVELOPMENT OVER 10 YEARS*



The long-term comparison of subscriber development shows how demand for the different titles has developed from 02/06 to 02/16.

ONLINE PERFORMANCE

1.476.479**
page impressions

622.102**
visits

Monthly average from January to June 2016

AVERAGE PRINT RUN 2ND QUARTER 2016

Print run	12,081
No. of issues distributed	11,840
No. of issues sold = subscribers	9,245
Reader per subscription issue	3.7***

DISTRIBUTION BY NIELSEN AREAS

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

*Source: IVW

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

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

READERSHIP*:

By Company – By Sector.

By sector (multiple responses, cumulated)^{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 %

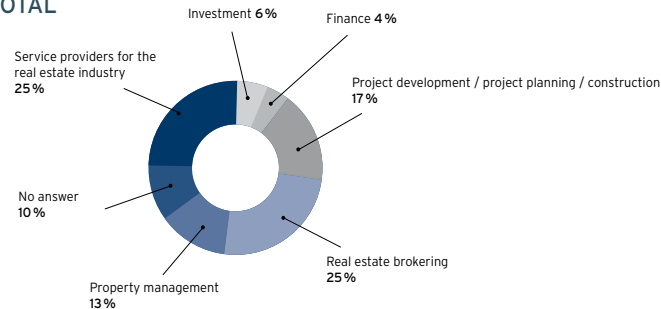
ADMINISTRATORS 29% (13%)

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.

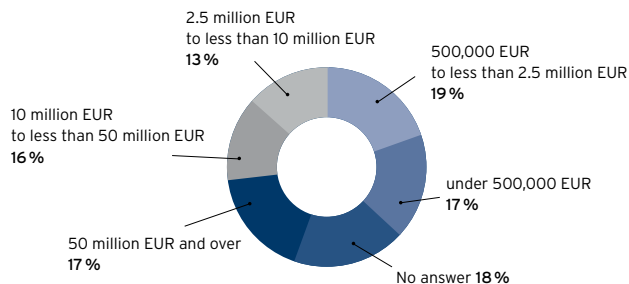
^d Values in brackets: companies whose core activity is in the relevant sector (total value = 100 %) Other values: companies active in this sector.

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

READERSHIP*:

By Company – By Corporate Division.

TURNOVER (in the field of real estate)^a



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

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 %

^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, as of June 2011

READERSHIP*:

The reader in the company.

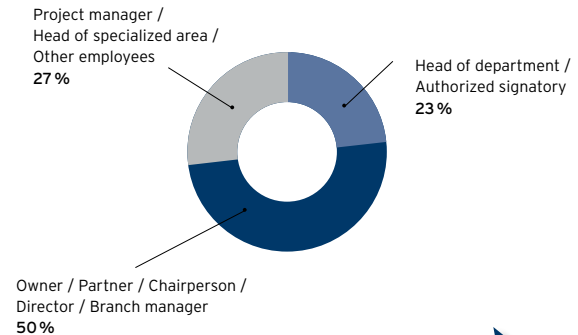
EMPLOYMENT STATUS

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

DIRECTLY SUBORDINATE EMPLOYEES^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, as of June 2011

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.

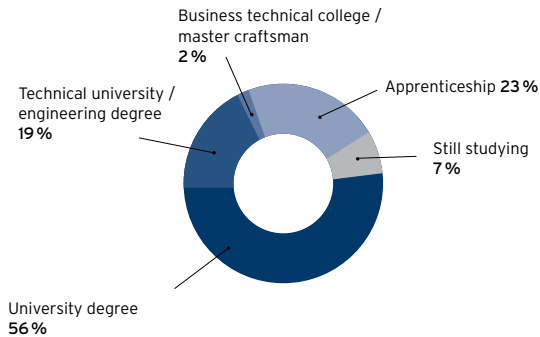
^c Readers who are sole decision-makers, who make decisions as part of a team or who prepare decisions.

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

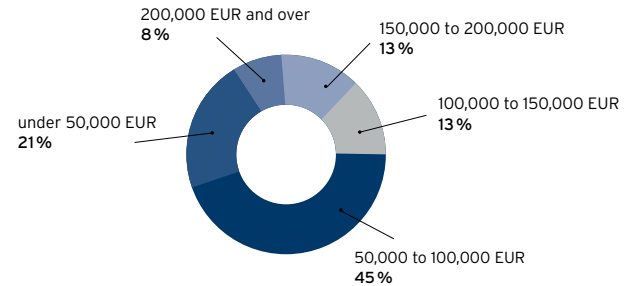
READERSHIP*:

The reader's personal profile.

EDUCATION (highest level reached)



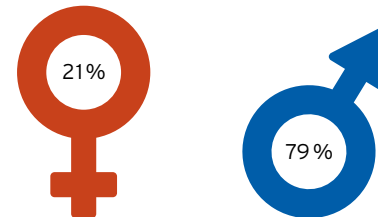
PERSONAL GROSS INCOME



AGE

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

GENDER



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

READERSHIP*:

Reading behaviour.

FIRST TO RECEIVE ISSUE OR ISSUE RECEIVED VIA CIRCULATION

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

HOW MANY TIMES IS AN ISSUE PICKED UP?

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

HOW MUCH TIME IS SPENT READING?

under 30 minutes	18.9 %
30 minutes	25.3 %
31 to 45 minutes	16.1 %
46 to 60 minutes	22.4 %
61 to 90 minutes	5.1 %
more than 90 minutes	12.2 %
Average	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?

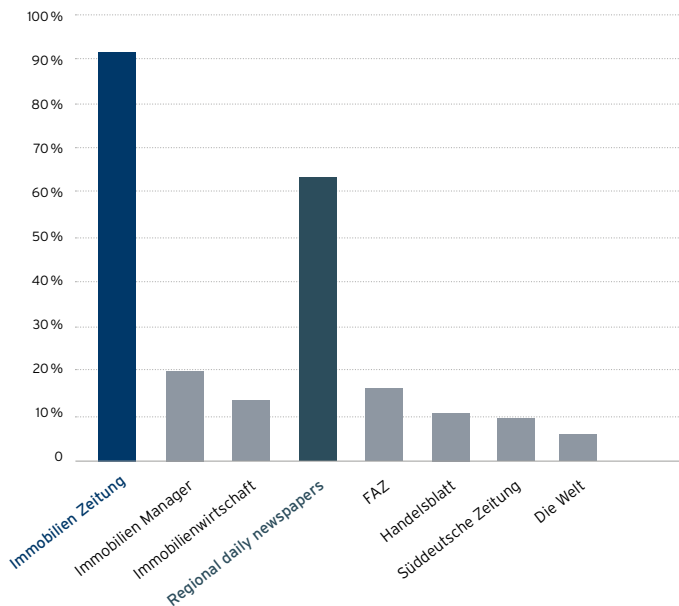
Collected / archived	33.5 %
Specific articles are collected / archived	35.0 %
Passed on to others after use	35.8 %
Thrown away	39.0 %

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

Specialist Journal	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 Czia Marktforshung analysis of the subscriber structure, as of June 2011

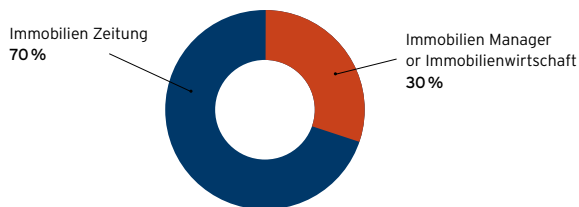
EXCLUSIVE READERS

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

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

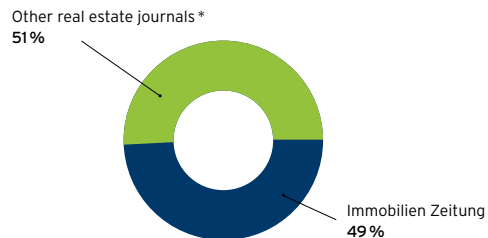
CORE MARKET

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



OTHER JOURNALS

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

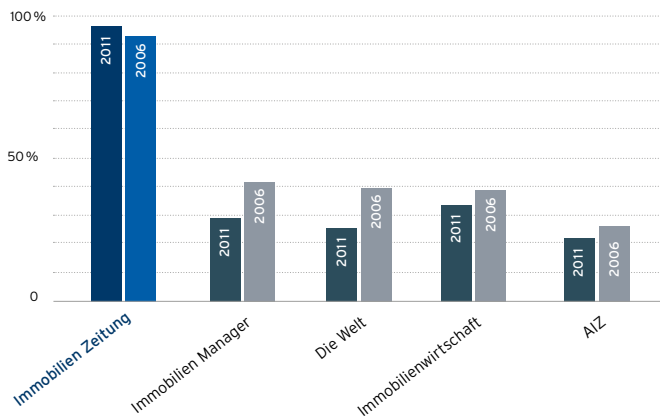


To optimize the selection of publications for media planning or to determine the respective budget for each medium, the survey results particularly help **to avoid advertising wastage**. The “exclusive reader” reader group is the most valuable circle of readers for a particular medium, because this group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

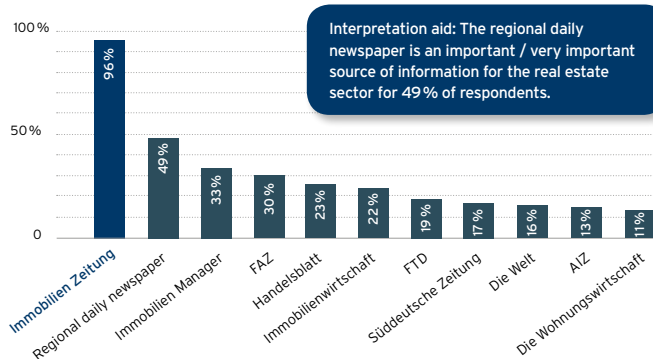
* AIZ Das Immobilienmagazin, BundesBauBlatt, Deutsches Architektenblatt, Das Wertermittlungsforum, Der Immobilienverwalter, Deutsches Architektenblatt, Die private Wohnungswirtschaft, Die Wohnungswirtschaft, EUWID Facility Management, Facility Management, Facility Manager, Grundstücksmarkt und Grundstückswert,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

READER LOYALTY

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



IMPORTANCE AS INFORMATION SOURCE FOR THE REAL ESTATE INDUSTRY



Interpretation aid: The regional daily newspaper is an important / very important source of information for the real estate sector for 49% of respondents.

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

SURVEY PROFILE

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

Survey on media consumption in the real estate industry.

A survey by Edelman.ergo (www.edelmannergo.com) in July / August 2016 shows the current results regarding the information and media consumption habits of decision-makers in the real estate sector; extracts of the survey are summarized below.

THE MAIN FINDINGS

1 *Even when respondents have the option of providing multiple answers, the Immobilien Zeitung is the most important medium for the real estate industry in Germany. 78% of respondents named the Immobilien Zeitung as the most important source of information; 29 % named the daily IZ newsletter.*

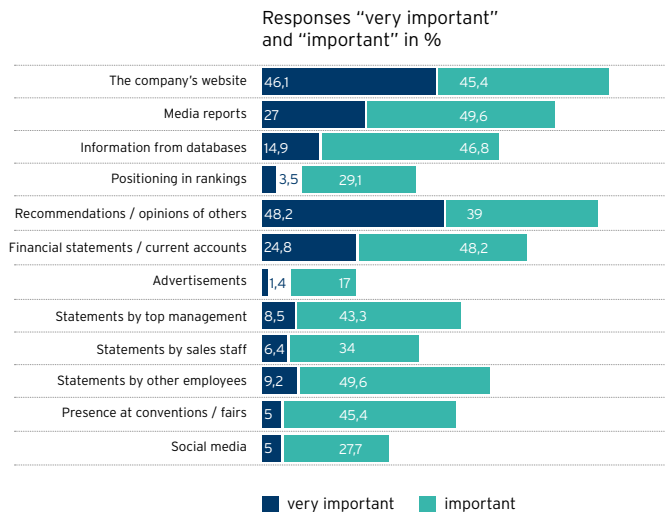
2 *Media reports are among the most important factors when real estate professionals seek information about potential business partners.*

3 *According to real estate professionals, the media will become more and more relevant as a strong communication channel over the next five years. Social media, recommendations and corporate websites are also becoming increasingly important.*

4 *Product quality and performance are the most important factors when real estate professionals evaluate potential business partners. Awards or positions in rankings do not play a role.*

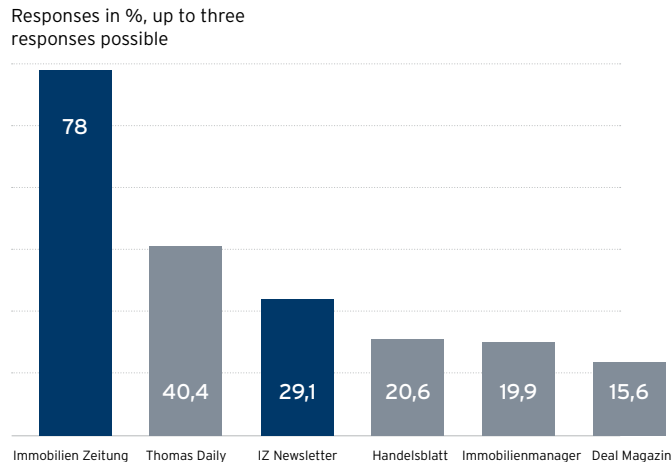
MEDIA COVERAGE ESSENTIAL

“Which channels are important for you when searching for information about a company / a potential business partner?”



TOP POSITION OF IMMOBILIEN ZEITUNG CONFIRMED

“In your opinion, what is the most important medium for the real estate industry in Germany?” Responses in % (respondents had the option of naming up to three media; the question was asked differently this year; comparison with the data from the previous year is therefore not possible)

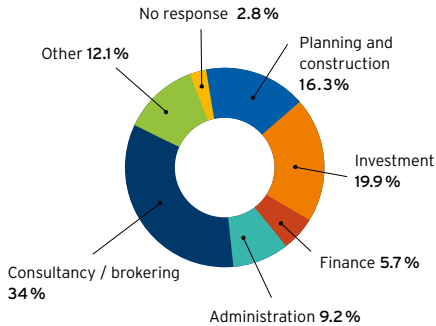


Immobilien Zeitung is by far the most important medium for the real estate sector in Germany.

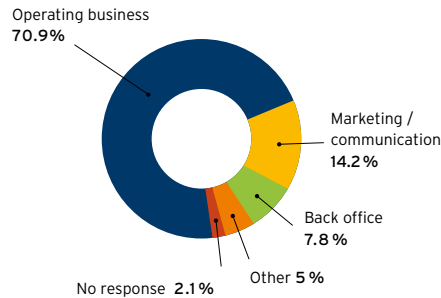
Statistics on the survey participants.

318 PARTICIPANTS, ONLINE SURVEY JULY / AUGUST 2016

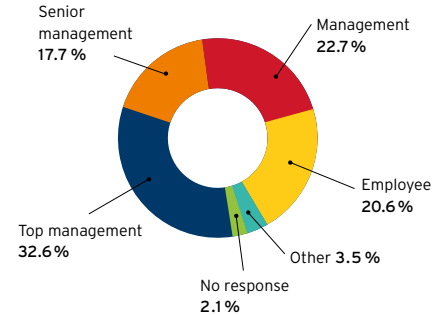
"In which area of the real estate sector do you work?"



"In which business area do you work?"



"Which position do you hold?"



Terms and conditions.

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

11. Proofs shall only be supplied if explicitly requested. The ordering party shall bear responsibility for the accuracy of the returned proofs. The publisher shall take into account all of the corrections submitted within the time limit specified when the proofs were sent out or by the copy deadline. If the publisher has offered to produce online advertising media free of charge, the service shall be deemed to have been provided as soon as the second proof has been transmitted or, at the latest, when two graphic designer hours have been spent on it.

12. In the absence of any specifications with regard to size, the ordering party shall be invoiced for the print size that is customary for that type of advertisement.

13. Except in cases of payment in advance, the invoice shall be sent out immediately, if possible 14 days after publication of the advertisement. Except in cases of payment in advance or unless otherwise agreed, the invoice shall be payable within the time limit specified in the price list, starting from the date when the invoice was received. Any deductions for early payment shall be granted as specified in the price list.

14. In the event of payment default or deferment of payment, interest shall be charged at a rate of 8.5% p.a. plus collection costs. In the event of default of payment, the publisher may postpone further execution of the current order until payment has been received and demand advance payment for the remaining advertisements. If there are legitimate doubts concerning the ordering party's ability to pay, the publisher is entitled to make publications of any further advertisements dependent on payment in advance and on the payment of any sums outstanding, even during the term of the contract and irrespective of the terms of payment agreed therein.

15. The publisher shall supply a copy of the advertisement together with the invoice, if so requested. Extracts, whole pages or complete issues shall be delivered, depending on the type and scope of the advertisement order. If a copy of the advertisement is no longer available, the publisher shall supply legally binding certification to the effect that the advertisement has indeed been published and distributed.

16. The ordering party shall bear any costs incurred for the preparation and redesign of the print documents and drawings and also for any major changes to the originally agreed versions requested or caused by the ordering party.

17. The ordering party cannot claim a price reduction for an order of several advertisements on grounds of reduced circulation.

18. Classified advertisements will not be published for commercial advertisers.

19. Printing materials shall only be returned if explicitly requested by the ordering party. The publisher is bound to keep the printing materials for three months after completion of the order. Complaints must be made within four weeks after receipt of the invoice and proof, unless the errors concerned are not obvious.

20. The place of jurisdiction is the publisher's registered office. In business dealings with traders, judicial entities, public corporations or ordering parties based abroad, the place of jurisdiction for litigation is the publisher's registered office. If the publisher's claims cannot be satisfied by issuing payment reminders, the place of jurisdiction for non-traders shall be determined by their place of domicile. If the ordering party's or the non-trader's domicile or ordinary place of residence is unknown at the time the suit is filed, or if the ordering party's domicile or ordinary residence moves outside the territory subject to German law subsequent to the conclusion of contract, the publisher's registered office shall be deemed the place of jurisdiction.

21. Data protection: pursuant to §26 of the German Data Protection Act, the customer and delivery data required within the scope of business relations will be stored at the premises of the publisher or a company authorized by the publisher with the aid of electronic data processing.

22. Should one of the above-mentioned conditions or a condition of the contractual relationship between the publisher and the advertiser be invalid, the validity of the remainder of the conditions of the contractual relationship shall not be affected. The invalid condition shall be replaced by a valid condition that is created after having reasonably assessed the overall context and its economic effects.

23. Advertisement orders by an agency shall be accepted in its name and on its account. Advertising space buyers and advertising agencies shall be obliged to adhere to the publisher's price list with regard to offers, contracts and invoices with advertisers. The agency commission granted by the publisher may not be passed onto the ordering party either in whole or in part.

24. The publisher's General Terms and Conditions shall also apply mutatis mutandis to orders for fixed inserts, supplements, inserts and special technical designs. Each order shall only become legally binding after it has been confirmed in writing by the publisher.

25. If an advertisement, insert or bound-in order which has been confirmed and booked by advertisers or their advertising agent is not published for reasons for which the ordering party is responsible, the publisher shall reserve the right to charge a cancellation fee of 25% of the net order value. If an advertising order for a special placement in the publication is cancelled by the ordering party, the publisher shall reserve the right to charge for the cancelled advertisements in full if an alternative customer is not found for the agreed placement.

Your contact persons.



MARKUS SCHMIDTKE

Head of advertising sales

Phone: +49 (0)611 973 26-24
schmidtke@iz.de



CLAUDIA EMRICH

Advertising sales, scheduling

Phone: +49 (0)611 973 26-13
emrich@iz.de



MARTINA WALKER

Head of advertising sales

Job markets

Phone: +49 (0)611 973 26-64
walker@iz.de



KARSTEN FRANKE

Media consulting

Phone: +49 (0)611 973 26-21
franke@iz.de



SASKIA THAU

Media consulting job markets

Phone: +49 (0)611 973 26-43
thau@iz.de



THOMAS BUHLMANN

Media consulting

Phone: +49 (0)611 973 26-26
buhlmann@iz.de

Publisher information.

PUBLISHER:

IZ Immobilien Zeitung
Verlagsgesellschaft mbH

ADDRESS:

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

CONTACT:

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

BANK ACCOUNT DETAILS:

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

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

PAYMENT:

14 days net
2% discount for payment received
in advance

PUBLICATION FREQUENCY:

weekly on Thursdays

**CLOSING DATE FOR
ADVERTISING:**

8 days prior to publication