

6




DIGITAL VERSION

PREISLISTE 2019

IZ Digital

10 %
*increase in
distribution!*

ONLINE | MOBILE | NEWSLETTER



iz.de | App | IZ aktuell

KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

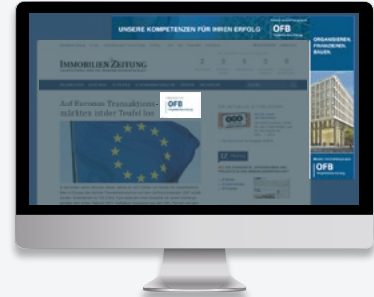
Exclusive advertising forms.

OUR BEST ADVERTISING BANNERS WHICH EMBELLISH YOUR PROFESSIONAL ADVERTISING CAMPAIGN.

TARGETING *Topics or geo-targeting*

You can use your online advertising budget for a long-term campaign if it is devoted to only one topic that is particularly relevant for your company. For example, on the 'Projects' topic page, the OFB campaign is only displayed together with all articles related to real estate developments. The company logo is positioned at the top-right hand side of the content together with the specification "Presented by ...".

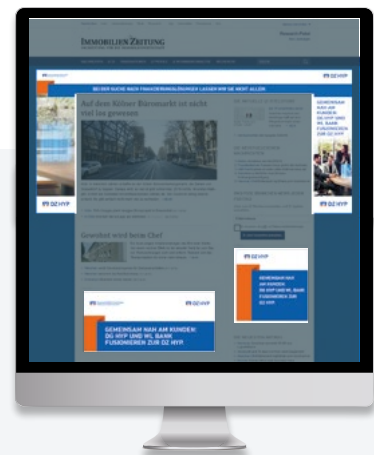
You can also target your online advertising at specific regions, cities and locations, thus reaching your customers in a targeted manner.



AD BUNDLE *Advertising message in different positions at the same time*

Awareness can be boosted by an online campaign when your banner is placed at several positions on the website. To launch such a campaign, several banners can be shown simultaneously to attract extensive attention.

As known from TV commercials, you can be visible for the course of a campaign with one advertising medium at a time and thus benefit from a high level of awareness generated by a strong campaign launch.



MOBILE ADS *With our new mobile ads, you can target and reach your readers on their mobile phones.*

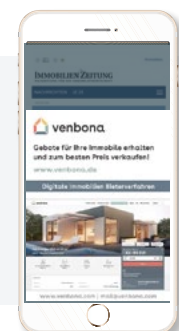
Your ad appears alternately directly below the navigation and, for every second page view, in the content between the articles. With a large format of 480x250px, your advertisement will appear in the very top position for one week, starting at a price of EUR 1,200.



OUR TIP: These two mobile advertising media are ideally suited to complement your wallpaper or skyscraper campaigns on iz.de!

LAYER AD MOBILE *for smartphones*

For smartphone users, there are mobile versions that have been optimized for smaller screens. Book the layer ad mobile, a large banner that hovers over the content, specifically for advertising on smartphones. This layer ad mobile appears for a third of all page views and automatically fades away after 3 seconds.



Terms such as core, "client-pays-agent" principle or return on investment are of central importance for the success of your company. Do you want to be quick and distinguish yourself from your competitors?

Together with you we will develop innovative online advertising which is strategically focused on your company goals. In a consultancy session, we will discuss your communication goals and seek solutions!

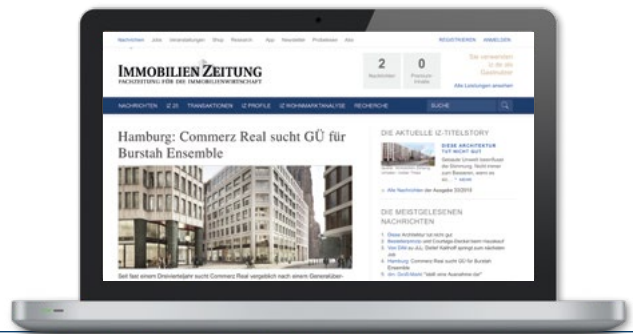
WWW.IZ.DE

Online advertising for the real estate industry

The print articles are updated on a weekly basis; the newsletter contents are reviewed daily and our editing team updates news at IZ.de quickly and regularly - all of these factors provide decision-makers in the real estate industry with a reliable source of valuable information. The contents can be accessed on a paid-content basis by all customers with research, premium and basic packages of Immobilien Zeitung. Both registered and non-registered readers are allocated a package of free articles every month.

You can determine how often your online banner is shown, and therefore adapt advertising pressure to meet your needs.

We would be glad to provide you with advice and create banner advertising that perfectly meets your requirements



IZ Media Consulting Team

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Do you want daily contact with your target customers?

Take advantage of value-for-money with 5 banner placements from Monday to Friday with an impressive reach of just under 30,000 advertising contacts daily. Your maxi ad costs only EUR 22 per 1,000 contacts in position 1!

The daily newsletter IZ aktuell

MONDAYS TO FRIDAYS EXCLUSIVELY FOR SUBSCRIBERS

As position 1 is located directly next to the overview, it is read particularly intensively. Some readers go directly to personal top news from the table of contents, others scroll through the newsletter.

PERFORMANCE DATA DAILY NEWSLETTER:

Average 1st half year 2018

PIs **543,775*** on average per month

PIs **135,944** on average per week

PIs **27,189** on average on working days



Closing date for advertising banners:
- fully designed:
- 3 working days before publication
- to be designed by us:
- 10 working days before publication

Technical data: See technical data Immobilien Zeitung, basic media data No 29 and under iz.de/basis-mediadaten

Banner delivery: Fully designed advertising banner: 3 working days before publication, advertising banners and special advertising forms to be designed by us: 10 working days before publication. Delivery by e-mail by noon of the relevant day to anzeigen@iz.de, 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).

Costs for designing advertising banners: For bookings with a net order value over EUR 1,000, we will produce the advertising banner for you free-of-charge (maximum two proofs and one hour of graphic design work). For any additional graphic design work, EUR 80 plus V.A.T. will be billed.

All prices in EUR plus V.A.T. Our General Terms and Conditions apply.

Regardless of the channel - desktop, laptop, tablet or smartphone - IZ Digital enables you to reach your customers with the same advertising banner.



IZ aktuell – the daily newsletter

AT ALL TIMES AND IN ALL PLACES - YOUR MESSAGE IN THE BEST POSITION.

S

FULL SIZE BANNER
540 x 80 / KB 30

BANNER	
POSITION	EUR / WEEK
Position 1	4,200
Position 2	3,210
Position 3	2,800
Position 4	2,000
Position 5	1,700
Position 6	1,540
Position 7	1,400
Position 8	1,300
<hr/>	
Position 1	3,040
Position 2	2,200
Position 3	1,840
Position 4	1,500
Position 5	1,350
Position 6	1,250
Position 7	1,150
Position 8	1,050
From position 9	1,000
<hr/>	
Position 1	2,320
Position 2	1,600
Position 3	1,400
Position 4	1,200
Position 5	1,100
Position 6	1,000
Position 7	900
Position 8	800
From position 9	700

M

MAXI AD
540 x 120 / KB 40

BANNER

POSITION	EUR / WEEK
POSITION 1	--
POSITION 2	--
<hr/>	
Position 3	5,600
Position 4	4,000
Position 5	3,400
Position 6	3,080
Position 7	2,800
Position 8	2,600
From position 9	2,200

A

ADVERTORIAL
540 x 360 / KB 80
ab Position 3

Discover the power of the written word: text + image banners or a classic advertorial!

ADVERTORIAL

The daily newsletter summarizes the most important things of the day. You can place your message here as an **ADVERTORIAL** or **IMAGE + TEXT BANNER** (e. g. picture or logo and approx. 500 characters of text with a link) which we can design for you free of charge. With a size of 540x360px your message stands out - **THAT IS TWICE THE HEIGHT OF THE BIGGEST ADVERTISING BANNER!** Here the font size, font type, etc. used for the banner are different to those used for editorial content, but you still **REACH THE READER IN READING MODE WITH YOUR COMPANY MESSAGE.**

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

The weekly newsletter on Fridays

FREE - ALSO FOR NON-SUBSCRIBERS

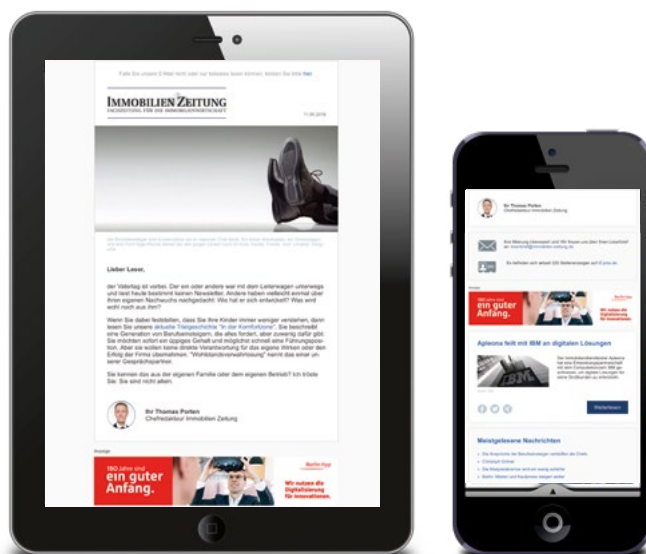
CLOSING DATE FOR ADVERTISING BANNER:

BOOKING	FORMAT	KB	PRICE	EXTRA CHARGE when additionally booking in daily NL IZ aktuell*
MAXI AD	600 x 120 px	40	EUR 1,000	EUR 500
MAXI AD PLUS	600 x 160 px	40	EUR 1,200	EUR 600

Position after the 1st or 2nd article: first come first served

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

Almost **23,500** registered recipients / opened approx. **11,800** times.



Technical data: See technical data Immobilien Zeitung, basic media data No 29 and under iz.de/basis-mediadaten

Banner delivery: Fully designed advertising banner: 3 working days before publication, advertising banners and special advertising forms to be designed by us: 10 working days before publication. Delivery by e-mail by noon of the relevant day to anzeigen@iz.de, 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).

Costs for designing advertising banners: For bookings with a net order value over EUR 1,000, we will produce the advertising banner for you free-of-charge (maximum two proofs and one hour of graphic design work). For any additional graphic design work, EUR 80 plus V.A.T. will be billed.

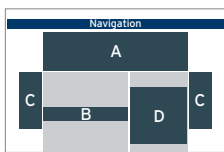
All prices in EUR plus V.A.T. Our General Terms and Conditions apply.

BANNER - SO EASY: Banners can easily be booked at a fixed price. For maximum bookings, we guarantee exclusivity for your advertising message, because your banner is displayed at every page view.

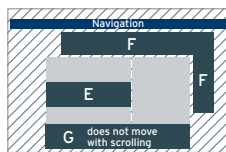
Alternatively, you can choose a more economical solution and display your banner in a 3-ad rotation pattern with 2 other ads. Your message appears for a third of all page views and is therefore reliably visible!

Online www.iz.de

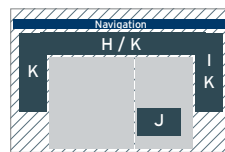
BANNER FORMATS AND PRICES



- A Billboard 950 x 250
- B Full-size banner 550 x 80 px
- C Skyscraper 120 x 600 px (left or right)
- D Medium rectangle 300 x 300 px



- E Maxi ad 550 x 250 px
- F Wallpaper (leaderboard + skyscraper or wide skyscraper) 1002 x 100 px + 120/160 x 600 px)
- G Floor ad 1002 x 160 px



- H Leaderboard 960 x 100 px
- I Wide skyscraper 160 x 600 px
- J Rectangle 250 x 150 px
- K Wallpaper XL (leaderboard + 2 x wide skyscraper) 1002 x 100 px + 2 x 160 x 600 px)



- K Layer Ad Mobile 320 x 440 px



- M Mobile Ads 480 x 250 px

ADVERTISING FORM	TARGET	FORMAT	DATA SIZE	WEEKLY PRICES MON-SUN / EUR	
				FULL PLACEMENT / EUR	3-AD ROTATION / EUR
A Billboard	PC / Mac / tablet	960 x 250 px	100 KB	11,700	5,850
B Full size banner	PC / Mac / tablet / phone	550 x 80 px	30 KB	1,760	880
C Skyscraper Double skyscraper	PC / Mac	120 x 600 px 2 x 120 x 600 px	40 KB each 40 KB	2,880 5,760	1,440 2,880
D Medium rectangle	PC / Mac / tablet	300 x 300 px	50 KB	1,850	925
E Maxi ad	PC / Mac / tablet / phone	550 x 250 px	40 KB	2,640	1,320
F Wallpaper	PC / Mac	1002 x 100 px + 120/160 x 600 px	100 KB	9,100	4,550
G Floor ad	PC / Mac / tablet	1002 x 120 px	80 KB	7,800	3,900
H Leaderboard	PC / Mac / tablet	960 x 100 px	60 KB	7,800	3,900
I Wide skyscraper Double wide skyscraper	PC / Mac PC / Mac	160 x 600 px 2 x 160 x 600 px	40 KB each 40 KB	3,600 7,200	1,800 3,600
J Rectangle	PC / Mac / tablet	250 x 150 px	40 KB	1,480	740
K Wallpaper XL	PC / Mac	1002 x 100 px 2 x 160 x 600 px	100 KB	13.650	6.825
L Layer Ad Mobile	phone	320 x 250 px	30 KB	---	1,200
M Mobile Ads	phone	480 x 440 px	30 KB	1,200	---

ONLINE PERFORMANCE DATA:

Monthly average 1st half year 2018

PIs **1,427,278****

Visits **578,064****

CLOSING DATA FOR ADVERTISING BANNERS:

Fully designed:

3 working days before publication

To be designed by us:

10 working days before publication

STICKY -BANNER:

Skyscraper and floor ads always remain visible, regardless of the scroll position.

Data formats: We accept standard formats: GIF, JPEG, PNG and HTML. The target must open in a new window.

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

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

Crossmedia Effect Enhancer

1 + 1 + 1 = 4

CROSSMEDIAL ADVANTAGES:

- ✓ A reliable way to reach your readers - regardless of their media usage habits.
- ✓ You can combine the strengths of each media format, creating a positive return on your budget through repeat contacts.

Achieve your customer potential by reaching customers where they actively seek information: Our readers spend **53.3** minutes per week gaining information from the weekly print edition. This leading trade publication lands on people's desks

first and, over the course of the week, its impact can be found in numerous updates, discussions and quotes in everyday working life in the real estate industry. Skilfully use these updates to strengthen your promotional message: with a banner in the daily newsletter IZ aktuell, or with a company presentation at iz.de, and supplement your campaign with direct promotional measures. Collaborations with Heuer Dialog are suitable here to establish personal contact with event participants and to position your expertise.

Invest your communication budget in a cross-media solution in IZ media and boost your advertising impact!

Monthly Gross Rating Points of IZ Media

RELATIVE ADVERTISING PRESSURE IN GRP (GROSS RATING POINT).
ONE GRP IS THE EQUIVALENT OF ONE PI (PAGE IMPRESSION).



69 % of readers (27,245**) of the printed issue of Immobilien Zeitung also regularly read the newsletter IZ aktuell and keep up to date each day*.

a) 4 issues per month x 3.7 readers per issue x two times acquisition of an issue x 10,586 copies circulation per issue
 b) daily opening time of the newsletter Mon-Fri
 c) <http://ausweisung.ivw-online.de> Jan.-June 2018
 d) Google Analytics from Jan.-July 2018
 e) distributed circulation based on IVW 2/2018