



DIGITAL VERSION

8



PRICE LIST 2020

IZ Digital

BANNER PLACEMENTS IN
IMMOBILIEN ZEITUNG PRODUCTS.



KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

Online advertising for the real estate industry

We would be happy to advise you and find the best banner advertising solution for you.



DAILY NEWSLETTER

PERFORMANCE DATA

528.478 Pls / monthly average (IVW Online)

- ✓ Provides daily information from MON–FRI about the most important and latest news of the day.
- ✓ IZ aktuell is exclusively available to subscribers of the Immobilien Zeitung free of charge upon request.

WEEKLY NEWSLETTER

PERFORMANCE DATA

54.800 Pls / monthly average

- ✓ Provides information every Friday about the most important news of the week.
- ✓ Free of charge – also available for non-subscribers of the Immobilien Zeitung.

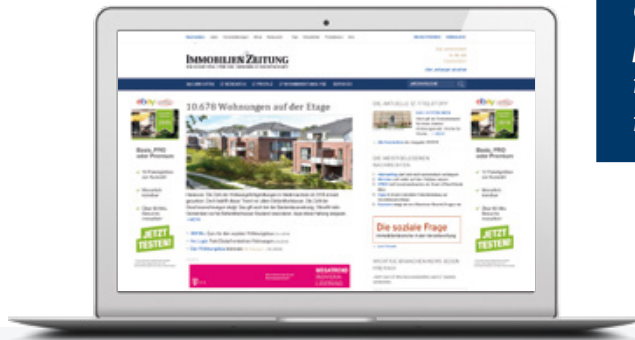
IZ.DE

PERFORMANCE DATA

841.193 Pls / monthly average

- ✓ permanently updated newsportal.
- ✓ reliably provides decision makers in the real estate industry with valuable information.
- ✓ available for all Immobilien Zeitung customers on a paid-content basis.

Online at IZ.de



Control your "advertising pressure": Choose between a full placement or a 3-ad rotation for your banner.



PERFORMANCE DATA

Monthly average 1st half of 2019

841.193 Pls (IVW Online)

283.887 visits (IVW Online)

CLOSING DATE FOR ADVERTISING

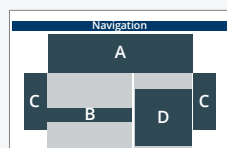
3 working days before publication

FORMATS AND PRICES

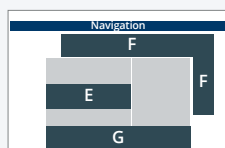
WEEKLY PRICES MON-SUN

ADVERTISING FORM	TARGET	FORMAT / px	DATA SIZE / KB	FULL PLACEMENT / €	3-AD ROTATION / €
A Billboard	PC / Mac / Tablet	960 x 250	80	11,865	5,950
B Full-Size Banner	PC / Mac / Tablet / Phone	550 x 80	30	1,785	895
C Skyscraper Double Skyscraper	PC / Mac	120 x 600 2 x 120 x 600	40 each 40	2,920 5,845	1,460 2,920
D Medium Rectangle	PC / Mac / Tablet	300 x 300	50	1,880	940
E Maxi Ad	PC / Mac / Tablet / Phone	550 x 250	40	2,680	1,340
F Wallpaper	PC / Mac	1002 x 100 + 120/160 x 600	80	9,250	4,620
G Floor Ad	PC / Mac / Tablet	1002 x 120	80	7,910	4,000
H Leaderboard	PC / Mac / Tablet	960 x 100	60	7,910	4,000
I Wide Skyscraper Double Wide Skyscraper	PC / Mac PC / Mac	160 x 600 2 x 160 x 600	40 each 40	3,650 7,300	1,825 3,650
J Rectangle	PC / Mac / Tablet	250 x 150	40	1,500	750
K Wallpaper XL	PC / Mac	1002 x 100 2 x 160 x 600	80	16,580	8,290
L Layer Ad Mobile*	Phone	300 x 400	30	--	1,215
M Mobile Ad*	Phone	480 x 250	30	1,220	--

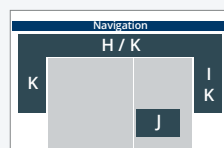
* Weeks 10+11; 36-41: Minimum order volume 2 weeks



- A** Billboard 960 x 250 px
- B** Full-size banner 550 x 80 px
- C** Skyscraper 120 x 600 px (leftoder 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 120 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)



- L** Layer ad mobile 300 x 400 px



- M** Mobile ad 480 x 250 px

STICKY BANNER

Skyscrapers and floor ads always remain visible, regardless of the scrolling position.

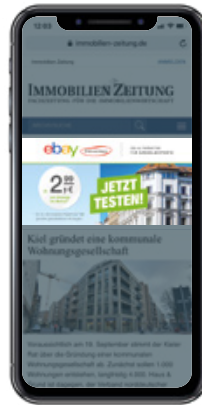
Mobile ads at IZ.de

Spread your advertising message using tablets and smartphones, too!

Layer Ad Mobile



Mobile Ad



About 30 % of all page impressions at our news portal IZ.de are accessed using mobile devices: 1/3 from smartphones and 2/3 from tablets. You can control your advertising content so that you reach mobile readers in addition to conventional office users (PC / Mac).

SMARTPHONE

All positions booked at IZ.de marked with PHONE (see banner formats online at iz.de), like the full-size banner and maxi ad, can be displayed. Moreover, Layer ads especially developed for mobile devices are used.

LAYER AD MOBILE: You can book a large banner that is positioned above the content for smartphones. We display this banner for 3 seconds for one-third of all page views.

TABLET

On tablets, users see the same display as on PCs / Macs, but without the outer banners, e.g. without skyscrapers. All banner formats marked with **TABLET** (see banner formats online at IZ.de) can be used.

CAMPAIGN EXAMPLE:

eBay Kleinanzeigen reaches all readers at desktops with a double skyscraper campaign. The campaign is supported by displaying maxi ads on mobile devices between editorial articles – both on tablets and smartphones.



At Expo Real 2019, the first responsive page at iz.de will go online, and its content will therefore automatically adapt to the screen size. You can already see what iz.de will look like in 2020 at www.iz.de/exporeal.

Thanks to this further development, new possibilities are opening up for reaching our readers with your messages online. You can find out about the latest developments at any time on iz.de/media/digital.

The daily newsletter – IZ aktuell

DAILY FROM MON-FRI EXCLUSIVELY FOR SUBSCRIBERS

Do you want daily eye contact with your target group?

The screenshot shows the IZ aktuell newsletter interface. It features a navigation bar at the top with links like 'Nachrichten', 'Jobs', 'Veranstaltungen', 'Shop', and 'Research'. Below this is a section titled 'THE THEMEN DES TAGES' with a date of '26. August 2019'. The main content area displays several articles, each with a featured image and headline. Overlaid on the newsletter are four different advertising formats: 'MAXI AD PLUS' (540 x 160 px / 40 KB), 'MAXI AD' (540 x 120 px / 40 KB), 'FULL-SIZE BANNER' (540 x 80 px / 30 KB), and 'ADVERTORIAL' (540 x 360 px / 80 KB FROM POSITION 3).

PERFORMANCE DATA

Average 1st half of 2019

528,478 Pls per month (IVW Online)

121,956 Pls per week

24,580 Pls per working day

CLOSING DATES FOR ADVERTISING

Fully designed banners:

3 working days before publication

Banners to be designed by us:

10 working days before publication

BANNER FORMATS AND PRICES

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

POSITION	€ / WEEK
1	2,360
2	1,630
3	1,420
4	1,220
5	1,120
6	1,020
7	920
8	820
from 9	710

M MAXI AD
540 x 120 px / KB 40

POSITION	€ / WEEK
1	3,080
2	2,230
3	1,870
4	1,520
5	1,370
6	1,270
7	1,170
8	1,070
from 9	1,015

L MAXI AD PLUS
540 x 160 px / KB 40

POSITION	€ / WEEK
1	4,260
2	3,260
3	2,850
4	2,030
5	1,730
6	1,560
7	1,420
8	1,320
from 9	1,120

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

POSITION	€ / WEEK
3	5,700
4	4,060
5	3,460
6	3,120
7	2,840
8	2,640
from 9	2,240

ADVERTORIAL

With a size of 540 x 360 px, your message stands out – although the font size, font type, etc. used for the banner are different to those used for editorial content, you reach your reader in “reading mode” with your company message.

The weekly newsletter

EVERY FRIDAY FOR SUBSCRIBERS AND NON-SUBSCRIBERS

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!

PERFORMANCE DATA

25,900 registered recipients

13,700 impressions

CLOSING DATES FOR ADVERTISING

Fully designed banners:

3 working days before publication

Banners to be designed by us:

10 working days before publication

BANNER FORMATS AND PRICES

ADVERTISING FORM	FORMAT / px	KB	PRICE / €	SURCHARGE / € for additional booking in IZ aktuell*
MAXI AD	600 x 120	40	1,000	500
MAXI AD PLUS	600 x 160	40	1,200	600

Placements after the 1st or 2nd article: First come first served.

BANNER DELIVERY

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

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT
26.07.2019



Illustration: Michael Frey. Übersetzung: gem. zu mehr Agilität an, wollen sich selbst aber oft nicht bewegen. (Quelle: Photos.com, Lektorat: KATZ)

Liebe Leser,

Ich habe ja so meine Probleme mit Managerfloskeln wie produktiv und kreativ, committed, hochskalieren oder aufbauen. Meist ist vorher in der Marketingabteilung die Kreativbombe platziert oder ein Manager glaubt, dass er mit einem neuen Buzzword, was wieder er noch andere erklären können, als innovativer Vor-denker geliefert wird.

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

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

 **Ihr Thomas Porten**
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

MAXI AD PLUS
600 x 160 px / 40 KB

ionelle
ierungen

Hamburger ETW-Preise entkoppeln sich von den Einkommen



Quelle: Immobilien Zeitung, Ulfmann: Frank Lippert

Nach Zahlen des Gutachterausschusses stiegen die Preise für Eigentumswohnungen (ETW) an Alster, Elbe und Bille weiter. Im Mittel kosten die Wohnungen fast 5.000 Euro pro m². Preise, die sich Björn Dahler, Dahler & Company, nur mit dem Kapital der Erbengeneration erklären kann.

   [Weiterlesen](#)

MAXI AD
600 x 120 px / 40 KB

WHOLE-LOAN- &
ANNE-
FINANZIERUNGEN

JLL: Hochphase des Wohnungspreisanstiegs ist vorbei

Die besten Zeiten des Miet- und Kaufpreisanstiegs auf dem Wohnungsmarkt dürften in den Metropolen hinter uns liegen, sagen die Forscher von JLL in ihrer Halbjahresanalyse 2019.



Quelle: Immobilien Zeitung, Ulfmann: Alexander Herberich

   [Weiterlesen](#)

TECHNICAL DATA: See technical data Immobilien Zeitung, Basic Media Data No. 30 and under iz.de/basis-mediadaten.

All prices in € plus V.A.T. Our terms and conditions apply.

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

Reach your target group with the IZ Products

*We would be happy to
advise you – innovatively
and strategically!*

Geotargeting



Topic Targeting



Ad Bundle



GEOTARGETING

Target your online advertising on regions, cities and specific locations to reach your customers.

The Project Immobilien campaign, for example, is published on every article detail page for Berlin. The maxi ad banner appears directly in the content there.

TOPIC TARGETING

You can use your online advertising budget for a long-term campaign if it is displayed alongside a specific topic that is particularly relevant for your company.

On the jurisdiction topic page, for example, you will find the campaign of Bögner, Hensel & Partner lawyers, tax consultants and notaries positioned only alongside all articles related to real estate law. The full-size banner is placed in the content.

AD BUNDLE

With an online campaign, you can attract more attention when your banner is positioned at different locations on the website. For the launch of such a campaign, it makes sense to display several banners at the same time to attract a lot of attention.

As known from TV commercials, you can remain visible during the course of a campaign with one advertising medium and thus benefit from the high amount of attention generated by the strong campaign launch.

The campaign of DZ Hyp is, for example, displayed on the home page of our website. It simultaneously consists of a wallpaper, medium rectangle and maxi ad.

And now? Just give us a call.

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