

5



Price list 2017  
Immobilien Zeitung products  
**EXPO REAL**



Trade fair planner



Trade fair newspaper



IZ trade fair issue



IZ aktuell



ALSO  
ONLINE  
AS ePAPER!



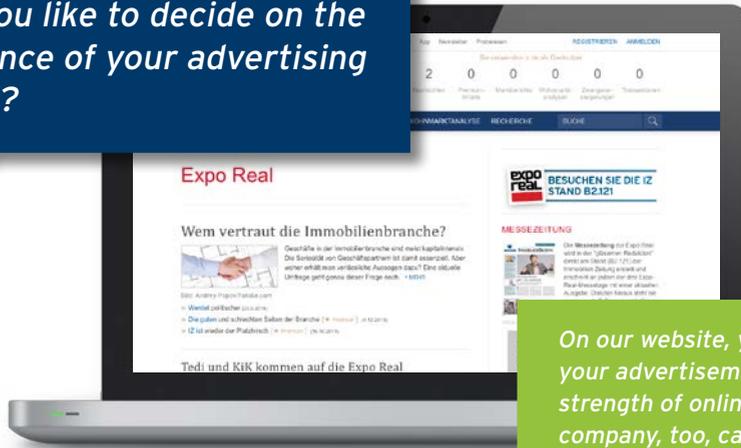
[www.iz.de/exporeal](http://www.iz.de/exporeal)

KNOWLEDGE FOR DECISION-MAKERS.  
IMMOBILIEN ZEITUNG.

**IMMOBILIEN ZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT



Would you like to decide on the appearance of your advertising yourself?

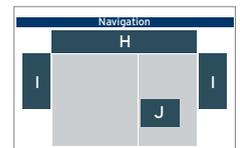
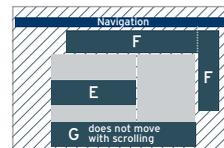
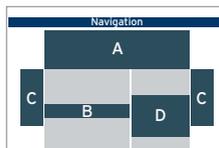


On our website, you can determine how often your advertisement is shown. This is a unique strength of online advertising. In this way, your company, too, can be visible over several months with a small budget.

# Expo Real online: [www.iz.de](http://www.iz.de)

LATEST NEWS, PHOTOS AND VIDEOS RELATING TO WHAT'S HAPPENING AT THE TRADE FAIR

## BANNER FORMATS AND PRICES:



ADVERTISING FORM	MINIMUM FORMAT	MAXIMUM FORMAT	DATA SIZE	CPM* / EUR	FIXED PRICE EUR / WEEK
<b>A</b> Billboard	800 x 180 px	960 x 300 px	60 KB	180	5,400
<b>B</b> Full size banner	468 x 60 px		30 KB	35	1,050
<b>TOP POSITION</b> Position 1: Exclusive single placement	468 x 60 px		30 KB	50	1,500
<b>C</b> Skyscraper	120 x 600 px		30 KB	40	1,200
Double skyscraper	2 x 120 x 600 px		30 KB	70	2,100
<b>D</b> Medium rectangle	300 x 250 px	300 x 300 px	30 KB	50	1,500
<b>E</b> Maxi ad	480 x 100 px	550 x 250 px	40 KB	60	1,800
<b>TOP POSITION</b> Position 1: Exclusive single placement	480 x 100 px	550 x 250 px	40 KB	80	2,400
<b>F</b> Wallpaper	1002 x 100 px + 120 x 600 px	+ 160 x 600 px	60 KB	140	4,200
<b>G</b> Floor ad	1002 x 120 px		50 KB	120	3,600
<b>H</b> Sponsor ad navigation	960 x 100 px		40 KB	120	3,600
<b>I</b> Wide skyscraper	160 x 600 px		30 KB	50	1,500
Double wide skyscraper	2 x 160 x 600 px		30 KB	80	2,400
<b>J</b> Rectangle	180 x 150 px	250 x 150 px	30 KB	40	1,200

## ONLINE PERFORMANCE DATA:

Monthly average 1st six months 2016, [www.iz.de](http://www.iz.de)

PIs **1,476,479** visits **622,102\*** users **149,978\*\***

**Technical data:** See technical data Immobilien Zeitung, basic media data no. 27 and [www.iz.de/mediadaten](http://www.iz.de/mediadaten)

**Data supply online:** Promotional banners supplied complete: 7 working days before publishing date. Promotional banners to be created by us and special forms of advertising: 20 working days before publishing date. Delivery by e-mail to [anzeigen@iz.de](mailto:anzeigen@iz.de) by 12 pm in each case, stating the customer and campaign name, period per motif, placement unit, advertisement including target link, contact for enquiries (e-mail and telephone).

Costs of producing promotional banners: For bookings from EUR 1,000 net order value, we produce your promotional banner free of charge (maximum of two proofs or one graphic designer hour). For further processing, we charge EUR 80.00 exclusive of VAT per graphic designer hour.

All prices in EUR exclusive of VAT. The General Terms and Conditions apply. \* Source: <http://ausweisung.ivw-online.de> \*\*Source: Google Analytics

*When do you book a flight, when do you prefer to travel by rail, and when do you take your company car?*

*You already know how you best reach your destination - you weigh up your strengths and options. We will show you how to reach your communication goal and boost the impact of your budget with crossmedia!*

CROSSMEDIA EFFECT ENHANCER

1 + 1 + 1 = 4

CROSSMEDIA 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, 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, with a company presentation at [www.iz.de](http://www.iz.de), and supplement your campaign in a specific way with direct promotional measures. Collaborations with Heuer Dialog are suitable here to establish personal contact with event participants and position your expertise. Apply your communication budget to crossmedia activities and thus boost your advertising effect!

PRINT:

- **Proactive medium:** regardless of areas of interest.
- **Intensive:** 53.3\* minutes average reading time per person/issue.
- **Offers longer and quieter reading experience** compared with electronic media.

ONLINE:

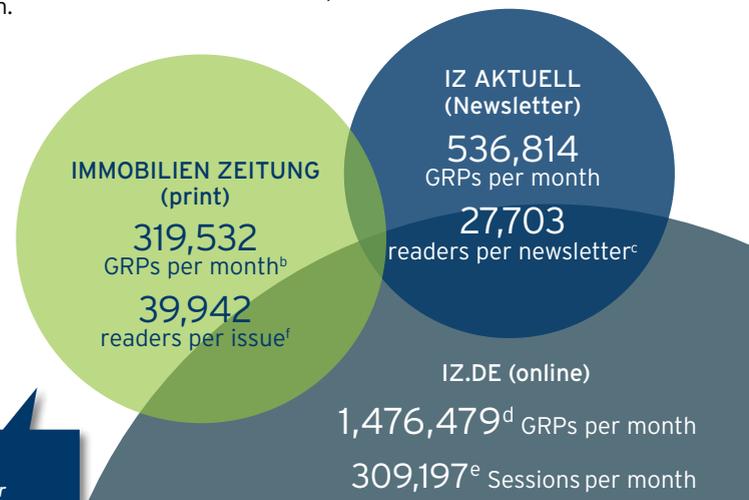
- **Innovative.** Highlight your expertise with banner advertising.
- **Efficient way to address target groups**, e.g. specific field or region.
- Reaches your target group at **any time day or night**.

NEWSLETTER

- **Extremely successful.** According to the IVW there are more than 3.5 readers for every IZ aktuell subscriber!
- **The fast, compact way to gain information.** Comprehensive news available at [www.iz.de](http://www.iz.de).
- Offers **wide reach at a low price**.

*69% of readers (27,560\*\*) of the printed issue of Immobilien Zeitung also regularly read the newsletter IZ aktuell and keep up to date each day\*.*

USE OF IZ MEDIA  
in GRPs<sup>a</sup> per month



a) one GRP (= Gross Rating Point) corresponds to one PI  
 b) 4 issues per month x 3.7 readers per issue x two times acquisition of an issue x 10,795 copies circulation per issue  
 c) daily sending of the newsletter Mon to Fri  
 d) <http://ausweisung.ivw-online.de> Jan.- June 2016  
 e) Google Analytics from Jan - July 2016  
 f) distributed circulation based on IVW 2/2016

**Do you want daily eye contact with your target customers?**

**Make the most of the low price for 5 banners from Monday to Friday and let your message be seen also on the weekend before Expo Real. More than 80 % of subscribers to Immobilien Zeitung actively access the daily newsletter and also read it on the weekend.**

## BEFORE, DURING AND AFTER THE TRADE FAIR Newsletter IZ aktuell

### PUBLICATION DATES:

The newsletter is published from Monday to Friday and tells its readers all the important news.

**7.756** registered subscribers  
**28.451** openings daily (IVW)

### ADVANTAGES:

- ✓ Low wastage
- ✓ Wide reach
- ✓ Low price (see CPM)

currently bookable CW 37-41	POSITION	FULL SIZE BANNER 468 x 60 px / 34 KB Weekly price in EUR	MAXI AD 468 x 120 px / 40 KB Weekly price in EUR	MAXI AD PLUS 468 x 160 px / 40 KB Weekly price in EUR
●	Position 1	CPM 15 € 2,110	CPM 19 € 2,760	CPM 27 € 3,810
●	Position 2	1,460	1,995	2,920
●	Position 3	1,275	1,670	2,550
●	Position 4	1,060	1,350	1,785
●	Position 5	950	1,210	1,510
●	Position 6	880	1,135	1,400
●	Position 7	780	1,020	1,230
●	Position 8	710	925	1,130
●	Position 9	CPM 4 € 620	CPM 6 € 860	CPM 9 € 1,000
●	Position 10	620	860	1,000
●	Position 11	620	860	1,000
●	Position 12	620	860	1,000
●	Position 13	620	860	1,000
●	Position 14	620	860	1,000
●	Position 15	620	860	1,000

- fully booked
- partly bookable
- bookable

**EXAMPLE:**  
CPM\* EUR 19: 1,000 contacts (openings)  
cost just EUR 19 when booking position 1 - Maxi ad.

**TIP 1**

Adapt the banner size to suit your promotional message so that you can say everything at a glance, and then choose the promotional position that suits your budget so that you can implement frequencies of 3 or more where possible.

**TIP 2**

Animated banners attract more attention. It is essential you bear in mind that animation is not always supported, so you should show the complete promotional message in the first image.



**Deadlines for promotional banners:**  
- supplied complete: 3 working days before the publication date  
- to be created by us: 10 working days before the publication date

### ONLINE PERFORMANCE DATA:

Pls **569.015\*\*** per month in the 1st half of 2016

Technical data: See technical data Immobilien Zeitung, basic media data no. 27 and [www.iz.de/basis-mediadaten](http://www.iz.de/basis-mediadaten)

All prices in EUR exclusive of VAT. The General Terms and Conditions apply. \*Cost per mille \*\* Source: <http://ausweisung.ivw-online.de>

**No. 1 issue of the year with double the circulation!**



**1 price for 2 media formats: print and app!**

39-40 / 2017

## IZ Special Themed Issue

### CIRCULATION AND DISTRIBUTION\*:

**10,795** copies\*\* circulation (of which 9,148\* are subscription copies = sold copies)

**11,500** copies are distributed during the trade fair

**22,295** copies total circulation

### ADVERTISEMENT FORMATS AND SAMPLE PRICES, 4c:

All formats and prices can be found at [www.iz.de/anzeigenpreise](http://www.iz.de/anzeigenpreise)

FORMAT	COLUMNS	WIDTH x HEIGHT	GENERAL SECTION Price 4c	REGIONAL SECTION Price 4c
1/1 page	5 columns	325 x 480 mm	19,560 EUR	13,920 EUR
1/2 page vertical	4 columns	259 x 300 mm	9,780 EUR	6,960 EUR
1/2 page horizontal	5 columns	325 x 240 mm	9,780 EUR	6,960 EUR
2/5 page vertical	2 columns	127 x 480 mm	7,824 EUR	5,568 EUR
2/5 page horizontal	5 columns	325 x 192 mm	7,824 EUR	5,568 EUR
1/3 page vertical	3 columns	193 x 267 mm	6,520 EUR	4,640 EUR
1/3 page horizontal	5 columns	325 x 160 mm	6,520 EUR	4,640 EUR
1/4 page vertical	3 columns	193 x 200 mm	4,890 EUR	3,480 EUR
1/4 page horizontal	5 columns	325 x 120 mm	4,890 EUR	3,480 EUR
1/5 page vertical	1 column	61 x 480 mm	3,912 EUR	2,784 EUR
1/5 page horizontal	3 columns	193 x 160 mm	3,912 EUR	2,784 EUR
1/8 page vertical	3 columns	193 x 100 mm	2,445 EUR	1,740 EUR
1/8 page horizontal	5 columns	325 x 60 mm	2,445 EUR	1,740 EUR



**Technical data:** Paper format: 350 mm wide x 510 mm high. Text area: 325 mm wide x 480 mm high. Number of columns: 5 columns of 61 mm each. Colours: cyan, magenta, yellow, black. No spot colours. Printing process: newspaper offset printing. Artwork: 40 halftone, max. 240% colour overlay. Print documents in the trimmed size and without trim points. Use the colour profile ISO newspaper30v4.icc or ISO newspaper26v4.icc to exclude colour shifts. Colour profile available for download at [www.iz.de/mediadaten](http://www.iz.de/mediadaten). E-mail [anzeigen@iz.de](mailto:anzeigen@iz.de)

For more information see technical data Immobilien Zeitung, basic media data no. 27 and [www.iz.de/basis-mediadaten](http://www.iz.de/basis-mediadaten)

All prices in EUR exclusive of VAT. The General Terms and Conditions apply. \*Anticipated \*\*IVW 2/2016

**Advertisement and print document deadline:**  
Wednesday, 13. September 2017  
**Date of publication:**  
Thursday, 28. September 2017



Newspaper magazine format with saddle stitching

The ideal way to plan for the trade fair.



Also online as ePaper

# Trade Fair Planner

## CIRCULATION AND DISTRIBUTION\*:

- 10,795 copies\*\* as insert in IZ issue 38/2017 (publication date 21.09.2017)
- of which 9,148 are subscription copies = sold copies
- 11,500 copies at Expo Real 2017
- 22,295 copies total circulation

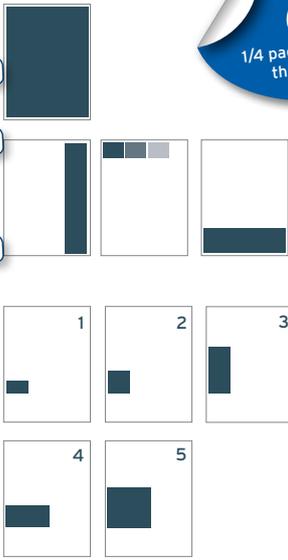
## ADVERTISEMENT FORMATS AND PRICES:

FORMAT	COLUMNS	WIDTH X HEIGHT text area	PRICE 4c
1/1 page	4 columns	231 x 325 mm	4,580 EUR
Inside front cover	4 columns	231 x 325 mm	5,800 EUR <b>SOLD</b>
Inside back cover	4 columns	231 x 325 mm	5,300 EUR
Outside back cover	4 columns	231 x 325 mm	6,860 EUR <b>SOLD</b>
1/4 page vertical	1 column	54 x 325 mm	1,940 EUR
Masthead	1 column	54 x 30 mm	2,220 EUR
Title strip	4 columns	231 x 70 mm	4,580 EUR <b>SOLD</b>

Book special positions quickly:  
**6x**  
1/4 page right next to the hall maps

## ISLAND ADVERTISEMENTS IN THE EXHIBITOR LIST

Special format 1	1 column	54 x 27 mm	275 EUR
Special format 2	1 column	54 x 54 mm	430 EUR
Special format 3	1 column	54 x 113 mm	860 EUR
Special format 4	2 columns	113 x 54 mm	860 EUR
Special format 5	2 columns	113 x 113 mm	1,700 EUR



Technical data: Paper format: 240 mm wide x 335 mm high. Text area: 231 mm wide x 325 mm high. Number of columns: 4 columns of 54 mm each. Colours: cyan, magenta, yellow, black. No spot colours. Printing process: newspaper offset printing. Artwork: 40 halftone, max. 240% colour overlay. Print documents in the trimmed size and without trim points. Use the colour profile ISO newspaper30v4.icc or ISO newspaper26v4.icc to exclude colour shifts. Colour profile available for download at [www.iz.de/mediadaten](http://www.iz.de/mediadaten). E-mail [anzeigen@iz.de](mailto:anzeigen@iz.de)

For more information see technical data Immobilien Zeitung, basic media data no. 27 and [www.iz.de/basis-mediadaten](http://www.iz.de/basis-mediadaten)

All prices in EUR exclusive of VAT. The General Terms and Conditions apply. \*Anticipated \*\*IVW 2/2016

Advertisement and print document deadline:  
Monday, 4. September 2017  
Date of publication:  
Thursday, 21. September 2017



Also online as ePaper

**Boosts your promotional message in three ways: One advertisement in three issues.**

# The Daily Trade Fair Newspaper

## CIRCULATION\*:

- Wednesday 4.10.2017 **12,000** copies
- Thursday 5.10.2017 **12,000** copies
- Friday 6.10.2017 **12,000** + approx. **11,000** copies as insert in Immobilien Zeitung issue 41/2017(publication date 12.10.2017)
- Total circulation 47,000** copies

## DISTRIBUTION\*:

- Approx. **3,500** copies of each issue first thing in the morning at around 200 Munich hotels
- Approx. **7,200** copies of each issue during the trade fair at Parkhaus West, at the entrance to the trade fair, at regional stands and at the IZ stand
- Approx. **1,300** copies of each issue to people registered with the daily breakfast service
- Approx. **11,000** copies of the issue from 3rd day of trade fair as an insert in Immobilien Zeitung issue 41/2017

## ADVERTISEMENT FORMATS AND PRICES:

The stated prices apply to these three issues.

FORMAT	COLUMNS	WIDTH X HEIGHT	PRICE 4c
1/1 page	4 columns	231 x 325 mm	7,130 EUR
1st right-hand page	4 columns	231 x 325 mm	9,675 EUR <b>SOLD</b>
2nd right-hand page	4 columns	231 x 325 mm	9,140 EUR <b>SOLD</b>
3rd right-hand page	4 columns	231 x 325 mm	8,560 EUR <b>SOLD</b>
4th-5th right-hand page	4 columns	231 x 325 mm	8,300 EUR <b>SOLD</b>
6th-7th right-hand page	4 columns	231 x 325 mm	8,140 EUR <b>SOLD</b>
8th right-hand page	4 columns	231 x 325 mm	8,040 EUR <b>SOLD</b>
1/2 page horizontal	4 columns	231 x 162 mm	4,870 EUR
1/4 page vertical	1 column	54 x 307 mm	3,050 EUR
Inside front cover	4 columns	231 x 325 mm	10,180 EUR <b>SOLD</b>
Inside back cover	4 columns	231 x 325 mm	9,140 EUR
Outside back cover	4 columns	231 x 325 mm	11,000 EUR <b>SOLD</b>
Panorama	8 columns	474 x 325 mm	14,165 EUR
Masthead	1 column	54 x 30 mm	3,870 EUR
Title strip	4 columns	231 x 70 mm	6,370 EUR <b>SOLD</b>

**1 = 3**  
1 price for 3 trade fair issues!

Advertisement and print document deadline:  
Monday, 11. September 2017  
Dates of publication:  
Wednesday, 4. October 2017  
Thursday, 5. October 2017  
Friday, 6. October 2017

**Technical data:** Paper format: 240 mm wide x 335 mm high. Text area: 231 mm wide x 325 mm high. Number of columns: 4 columns of 54 mm each. Colours: cyan, magenta, yellow, black. No spot colours. Printing process: newspaper offset printing. Artwork: 40 halftone, max. 240% colour overlay. Print documents in the trimmed size and without trim points. Use the colour profile [ISO newspaper30v4.icc](#) or [ISO newspaper26v4.icc](#) to exclude colour shifts. Colour profile available for download at [www.iz.de/mediadaten](http://www.iz.de/mediadaten). E-mail [anzeigen@iz.de](mailto:anzeigen@iz.de)

For more information see technical data Immobilien Zeitung, basic media data no. 27 and [www.iz.de/basis-mediadaten](http://www.iz.de/basis-mediadaten)

All prices in EUR exclusive of VAT. The General Terms and Conditions apply. \*Anticipated

# Immobilien Zeitung – Strong Presence in Munich.

Your success is our challenge.

Distribution to all subscribers, at Parkhaus West, in the specialist press boxes and at the IZ stand.

Daily delivery during the trade fair directly to your stand by IZ hostesses as a 'delivery service', to Parkhaus West, to the IZ stand and to around 200 hotels in Munich. Wednesday issue also as a supplement in IZ 41/2017.

## DURING THE TRADE FAIR



ALSO ONLINE AS ePAPER!

BEFORE THE TRADE FAIR

AFTER THE TRADE FAIR

Supplement in IZ 38/2017, supplement in trade fair issue 39-40/2017 and distribution at Parkhaus West.

**IZ SPECIAL THEMED ISSUE 39-40/2017**  
Leading trade publication of the property sector, around 34,780 readers  
Distribution: 22,295 copies as subscription run and for the trade fair, publication date: 28 September 2017

**DAILY TRADE FAIR NEWSPAPER: WEDNESDAY, THURSDAY, FRIDAY**  
Latest news from the trade fair, photos, interviews, and much more  
Distribution: 47,000 copies

**IZ TRADE FAIR PLANNER**  
Hall maps, exhibitor info, restaurants and tips relating to the trade fair  
Distribution: 22,295 copies  
Supplement in IZ 38/2017 with publication date 21 September 2017 and at the trade fair



ca. 38,000 participants  
ca. 1,700 exhibitors  
4.-6.10.2017

**THE EFFECTIVE IZ ISSUES AFTER THE FAIR: IZ 41 + 42/2017**  
Circulation: 10,795\*  
Publication date: 12 + 19 October 2017  
\* Source IVW 2/2016

**EXPO REAL AT IZ.DE**  
Availability around the clock [www.iz.de/exporeal](http://www.iz.de/exporeal)  
Start: September 2017  
Average monthly performance data 1-6/2016 for [www.iz.de](http://www.iz.de): 1,476,479 PIs (source: <http://ausweisung.ivw-online.de>)



Online before, during, after the trade fair.



Online before, during, after the trade fair.

**NEWSLETTER IZ AKTUELL**  
The daily newsletter from Monday to Friday

FOR AN OVERVIEW OF OTHER INFORMATION ON OUR BASIC MEDIA DATA: [iz.de/mediadaten](http://iz.de/mediadaten)

### INDIVIDUAL PRICE LISTS:

- 1 Basic media data: [iz.de/basis-mediadaten](http://iz.de/basis-mediadaten)
- 2 Special advertising forms: [iz.de/media/sonderwerbformen](http://iz.de/media/sonderwerbformen)
- 3 Property law lawyers: [iz.de/media/immobilienanwaelte](http://iz.de/media/immobilienanwaelte)
- 4 Regional / themed focus issues: [iz.de/media/themenschwerpunkte](http://iz.de/media/themenschwerpunkte)
- 5 Expo Real: [iz.de/media/exporeal](http://iz.de/media/exporeal)
- 6 Mipim: [iz.de/media/mipim](http://iz.de/media/mipim)
- 7 Digital: [iz.de/media/digital](http://iz.de/media/digital)

### RECRUITING AND HR IMAGE ADVERTISING:

- 1A Basic media data (excerpt): [iz-jobs.de/arbeitgeber/info/mediadaten](http://iz-jobs.de/arbeitgeber/info/mediadaten)
- 8 Online HR marketing: [iz.de/media/personalimage-online](http://iz.de/media/personalimage-online)
- 9 Job offensive (excerpt): [iz.de/media/joboffensive](http://iz.de/media/joboffensive)

### Your contact persons:

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## IMMOBILIEN ZEITUNG

FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

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info@iz.de, [www.iz.de](http://www.iz.de)

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SWIFT-BIC: NASSDE 55 XXX  
Commerzbank AG, Wiesbaden, Germany  
IBAN DE36 5108 0060 0129 9888 00  
SWIFT-BIC: DRES DE FF 510  
Payment terms: 14 days strictly net,  
2% cash discount for payments on account