

4




DIGITAL VERSION



PRICE LIST 2019

Advertising and Banners

IN THE IZ PRODUCTS

EXPO REAL PRINT

Trade fair issue



Trade fair newspaper + planner

EXPO REAL ONLINE



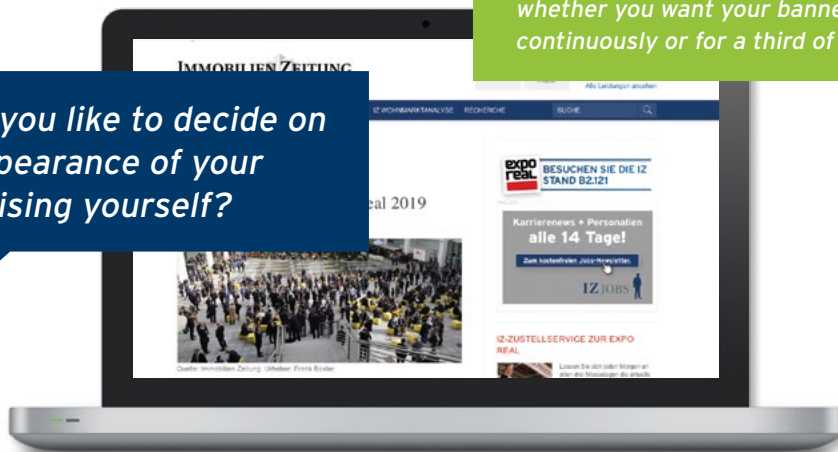
iz.de/exporeal + Newsletter

KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

Control your "advertising pressure": Choose whether you want your banner to be shown continuously or for a third of all page views.

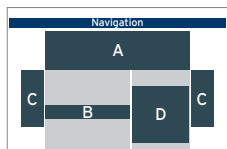
Would you like to decide on the appearance of your advertising yourself?



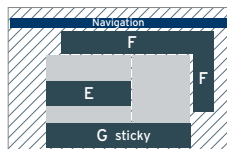
Expo Real online at iz.de

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

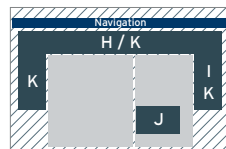
BANNER FORMATS AND PRICES



- 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 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)



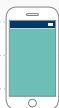
- K Layer Ad Mobile 320 x 440 px



- 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	80 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 440 px	30 KB	---	1,200
M Mobile Ads*	phone	480 x 250 px	30 KB	1,200	---

NEW



ONLINE PERFORMANCE DATA:

Monthly average 1st half year 2018

Pls **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

*Weeks 36-41: Minimum order volume 3 weeks

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

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 IZ aktuell – the daily newsletter

PUBLICATION DATES:

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

7,640 registered subscribers**
135,944 openings per week (IVW)

ADVANTAGES:

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

POSITION		FULL SIZE BANNER 540 x 80 px / 30 KB Weekly price in EUR	MAXI AD 540 x 120 px / 40 KB Weekly price in EUR	MAXI AD PLUS 540 x 160 px / 40 KB Weekly price in EUR
5 WOCHEN BUCHEN				
Position 1	after table of contents	CPM 17 € 2,320	CPM 22 € 3,040	CPM 31 € 4,200
Position 2	after the 1st article	1,600	2,200	3,210
Position 3	after the 2nd article	1,400	1,840	2,800
Position 4	after the 3rd article	1,200	1,500	2,000
Position 5	after the 4th article	1,100	1,350	1,700

In weeks 39-41, positions 1-5 are reserved for customers who book IZ aktuell for at least 5 weeks per year. They can either book individual dates spread across this period or make a block booking.

Position 6	after the 5th article	1,000	1,250	1,540
Position 7	after the 6th article	900	1,150	1,400
Position 8	after the 7th article	CPM 6 € 800	CPM 8 € 1,050	CPM 10 € 1,300
Position 9	after the 8th article	700	1,000	1,100
Position 10	after the 9th article	700	1,000	1,100
Position 11	after the 10th article	700	1,000	1,100
Position 12	after the 11th article	700	1,000	1,100
Position 13	after the 12th article	700	1,000	1,100
Position 14	after the 13th article	700	1,000	1,100
Position 15	after the 14th article	700	1,000	1,100

TIP:

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.

EXAMPLE:

1,000 contacts (openings) cost just EUR 22 when booking position 1 - Maxi Ad.

PERFORMANCE DATA NEWSLETTER:

Pls **543,775*** per month in the 1st half of 2018

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

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

* Source: <http://ausweisung.ivw-online.de> ** Deadline: 31.7.2018

The screenshot shows the IZ aktuell newsletter interface. At the top, there's a navigation bar with 'Immobilienzeitung.de', 'IZ aktuell', 'Presse-Dienst', and 'IZ Group.de'. The main content area features several article teasers with 'TOP' labels. A prominent banner for 'ACCENTRO MAXI AD PLUS 2016' is shown with a price of '540 x 160 / 40 KB' and a 'Weltweit Informieren und Bestellen' call to action. Below it, another banner for 'Komplexe Gewerkeimmobilien' is visible with '540 x 120 / 40 KB'. Further down, a 'FULL SIZE BANNER' is shown with '540 x 80 / 30 KB'. The interface also includes a search bar and a 'Nach oben' button.

Deadlines for promotional banners:
- supplied complete: 7 working days before the publication date
- to be created by us: 10 working days before the publication date

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

1 price for 2 media formats: print and app!



40-41/2019

IZ Special Themed Issue

CIRCULATION AND DISTRIBUTION*:

10,586 copies** circulation (of which 9,071* are subscription copies = sold copies)

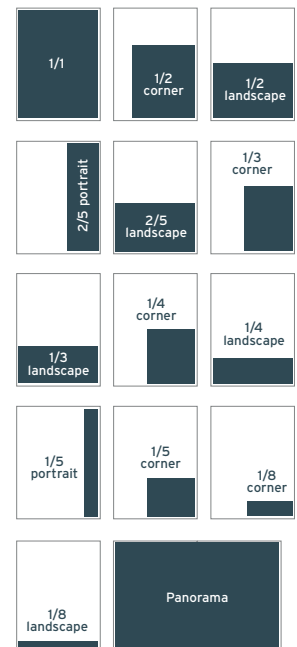
10,500 copies are distributed during the trade fair

21,086 copies total circulation

ADVERTISEMENT FORMATS AND SAMPLE PRICES, 4c:

All formats and prices can be found at iz.de/anzeigenpreise

FORMAT	COLUMNS	WIDTH x HEIGHT	GENERAL SECTION 4c	REGIONAL SECTION Price 4c
Panorama	10 columns	675 x 480 mm	EUR 37,500	EUR 26,700
1/1 page	5 columns	325 x 480 mm	EUR 20,400	EUR 14,520
1/2 page corner	4 columns	259 x 300 mm	EUR 10,200	EUR 7,260
1/2 page landscape	5 columns	325 x 240 mm	EUR 10,200	EUR 7,260
2/5 page portrait	2 columns	127 x 480 mm	EUR 8,160	EUR 5,808
2/5 page landscape	5 columns	325 x 192 mm	EUR 8,160	EUR 5,808
1/3 page corner	3 columns	193 x 267 mm	EUR 6,800	EUR 4,840
1/3 page landscape	5 columns	325 x 160 mm	EUR 6,800	EUR 4,840
1/4 page corner	3 columns	193 x 200 mm	EUR 5,100	EUR 3,630
1/4 page landscape	5 columns	325 x 120 mm	EUR 5,100	EUR 3,630
1/5 page portrait	1 column	61 x 480 mm	EUR 4,080	EUR 2,904
1/5 page corner	3 columns	193 x 160 mm	EUR 4,080	EUR 2,904
1/8 page corner	3 columns	193 x 100 mm	EUR 2,550	EUR 1,815
1/8 page landscape	5 columns	325 x 60 mm	EUR 2,550	EUR 1,815



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 or ISOnewspaper26v4.icc to exclude colour shifts. Colour profile available for download at iz.de/mediadaten-spezifikation. E-mail anzeigen@iz.de

For more information see technical data Immobilien Zeitung, basic media data no. 29 and iz.de/basis-mediadaten

All prices in EUR exclusive of VAT. The General Terms and Conditions apply. *Anticipated **IVW 2/2018

Advertisement and print document deadline: Friday, 25 September 2019
Date of publication: Friday, 4 October 2019



BEST time to advertise: 11 days before the fair, scheduling of meetings is in full swing!

Newspaper magazine format with saddle stitching



ALSO ONLINE AS ePAPER!

Trade Fair Planner

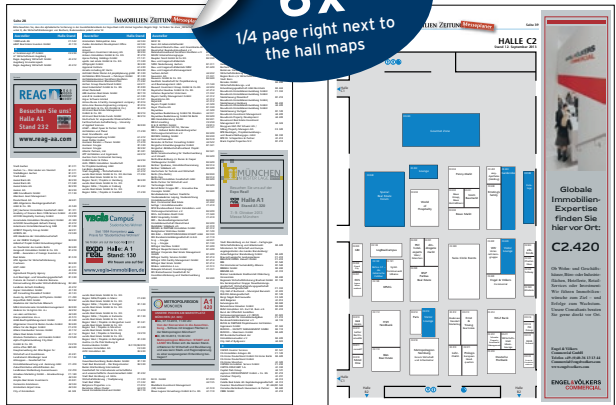
CIRCULATION AND DISTRIBUTION*:

10,586 copies** as insert in IZ issue 39/2019 (publication date 26.9.2019)

11,200 copies at Expo Real 2019

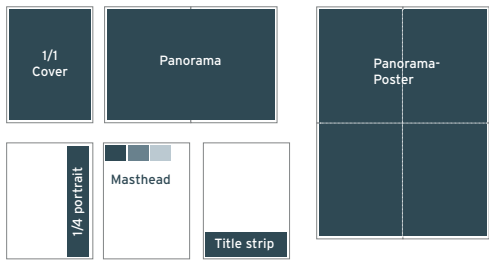
21,786 copies total circulation

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



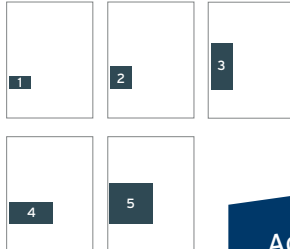
ADVERTISEMENT FORMATS AND PRICES:

FORMAT	COLUMNS	WIDTH X HEIGHT text area	PRICE 4c
1/1 page	4 columns	231 x 325 mm	EUR 4,800
Inside front cover	4 columns	231 x 325 mm	EUR 6,150
Inside back cover	4 columns	231 x 325 mm	EUR 5,400
Outside back cover	4 columns	231 x 325 mm	EUR 7,175
1/4 page portrait	1 column	54 x 325 mm	EUR 2,050
Masthead	1 column	54 x 30 mm	EUR 2,360
Title strip	4 columns	231 x 70 mm	EUR 4,800
Panorama	8 columns	54 x 30 mm	EUR 9,300
Panorama-Poster	8 columns	480 x 675 mm	EUR 15,360



ISLAND ADVERTISEMENTS IN THE EXHIBITOR LIST

Special format 1	1 column	54 x 27 mm	EUR 300
Special format 2	1 column	54 x 54 mm	EUR 460
Special format 3	1 column	54 x 113 mm	EUR 900
Special format 4	2 columns	113 x 54 mm	EUR 900
Special format 5	2 columns	113 x 113 mm	EUR 1,850



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 ISOnewspaper26v4.icc to exclude colour shifts. Colour profile available for download at iz.de/mediadaten-spezifikationen. E-mail anzeigen@iz.de

For more information see technical data Immobilien Zeitung, basic media data no. 29 and iz.de/basis-mediadaten

All prices in EUR exclusive of VAT. The General Terms and Conditions apply. *Anticipated **IVW 2/2018

Advertisement and print document deadline: Monday, 9 September 2019
Date of publication: Thursday, 26 September 2019



The Daily Trade Fair Newspaper

CIRCULATION*:

Monday	7.10.2018	12,000 copies
Tuesday	8.10.2018	12,000 copies
Wednesday	9.10.2018	12,000 + approx. 10,600 copies as insert in Immobilien Zeitung issue 42/2019 (publication date 17.10.2019)
Total circulation		46,600 copies

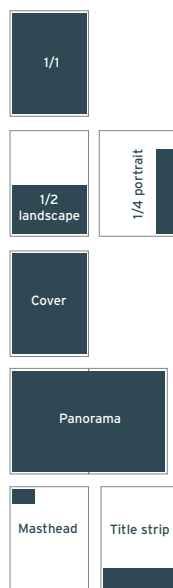
DISTRIBUTION*:

- Approx. **3,600** copies of each issue first thing in the morning at around 250 Munich hotels
- Approx. **7,000** 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. **1,400** copies of each issue to people registered with the daily breakfast service
- Approx. **10,600** copies of the issue from 3rd day of trade fair as an insert in Immobilien Zeitung issue 42/2019

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	EUR 7,400
1st right-hand page	4 columns	231 x 325 mm	EUR 10,050
2nd right-hand page	4 columns	231 x 325 mm	EUR 9,500
3rd right-hand page	4 columns	231 x 325 mm	EUR 8,900
4th-5th right-hand page	4 columns	231 x 325 mm	EUR 8,600
6th-7th right-hand page	4 columns	231 x 325 mm	EUR 8,400
8th right-hand page	4 columns	231 x 325 mm	EUR 8,300
1/2 page landscape	4 columns	231 x 162 mm	EUR 5,600
1/4 page portrait	1 column	54 x 307 mm	EUR 3,250
Inside front cover	4 columns	231 x 325 mm	EUR 10,530
Inside back cover	4 columns	231 x 325 mm	EUR 9,400
Outside back cover	4 columns	231 x 325 mm	EUR 11,360
Panorama	8 columns	474 x 325 mm	EUR 14,680
Masthead	1 column	54 x 30 mm	EUR 4,000
Title strip	4 columns	231 x 70 mm	EUR 6,580



Advertisement and print document deadline:
Monday, 16 September 2019
Dates of publication:
Monday, 7 October 2019
Tuesday, 8 October 2019
Wednesday, 9 October 2019

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. Column space: 5 mm. 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 [ISOnewspaper26v4.icc](#) to exclude colour shifts. Colour profile available for download at [iz.de/mediadaten-spezifikationen](#). E-mail anzeigen@iz.de

For more information see technical data Immobilien Zeitung, basic media data no. 29 and [iz.de/basis-mediadaten](#)

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

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 (27,026**) 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

Immobilien Zeitung – Strong Presence in Munich.

Your success is our challenge.

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 250 hotels in Munich. Wednesday issue also as a supplement in IZ 42/2018.

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

DURING THE TRADE FAIR



ALSO ONLINE AS ePAPER!

AFTER THE TRADE FAIR



DAILY TRADE FAIR NEWSPAPER: MONDAY, TUESDAY, WEDNESDAY
 Latest news from the trade fair, photos, interviews, and much more
 Distribution: 46,600 copies
 Date of publication: 8/9/10 October 2019

Supplement in IZ 39/2019, supplement in trade fair issue 40-41/2019 and distribution at Parkhaus West.

IZ SPECIAL THEMED ISSUE 40-41/2019
 Leading trade publication of the property sector, around 33,562 readers.
 Distribution: 21,086 copies as subscription run and for the trade fair, publication date: 4 October 2019

BEFORE THE TRADE FAIR



IZ TRADE FAIR PLANNER
 Hall maps, exhibitor info, restaurants and tips relating to the trade fair.
 Distribution: 21,786 copies
 Supplement in IZ 39/2019 with publication date 26 September 2019 and at the trade fair



ca. 42,000 participants
 ca. 2,000 exhibitors
 7.-9.10.2019

THE EFFECTIVE IZ ISSUES AFTER THE FAIR: IZ 42 + 43/2019
 Distribution: 10,586* copies
 Publication date: 17 + 24 October 2019
 *Source IVW 2/2018



EXPO REAL AT IZ.DE
 Availability around the clock iz.de/exporeal
 Start: September 2019
 Average monthly performance data 1-6/2018 for iz.de: 1,427,278 Pls**
 **Source: <http://ausweisung.ivw-online.de>

NEWSLETTER IZ AKTUELL
 The daily newsletter from Monday to Friday Performance figures as a monthly average 1-6/2018: 543,775 Pls**



Online before, during and after the trade fair.

Online before, during and after the trade fair.

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