

ANNIVERSARY EDITION



IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT



25 YEARS IMMOBILIEN ZEITUNG

It's been 25 years full of investigation, real estate news, background reports, events, discoveries and stories, all offering a special occasion to take a rare look away from the mainstream in a classy magazine.

Get ready for "25", the anniversary magazine available in summer 2018, promising to be a journalistic highlight of the year. "25" will be like nothing you've seen before, as every page will offer surprises, unique features, entertainment, sophisticated picture spreads and reports.

The makers of Immobilien Zeitung are keeping the exact contents of the magazine a top secret, but all will be revealed in July 2018. That's when you'll get your hands on the finished product, and hopefully... with your own advert inside.

The anniversary magazine with your promotional message will be personally addressed to everyone who has been in touch with us over the past 25 years – in short, "our real estate world". This includes the esteemed subscribers to Immobilien Zeitung, guests at Heuer Dialog events and personal contacts from our editorial office, advertising department and management team.

*Join in the celebrations and
improve your media plan with
"25"!*

FORMATS AND PRICING

Magazine size: 230x285 mm

PANORAMA (2/1 page)*:



1/1 PAGE:



1/2 PAGE LANDSCAPE:



	FORMATS	DETAILS	BLEED / mm +3 mm trim allowance	PRICE / EUR	ANNIVERSARY DISCOUNT** -20% / EUR to well-wishers
SOLD	PANORAMA*	Inside front cover + Page 3	460x285	18,500	14,800
	PANORAMA*	Pages 4 + 5	460x285	16,500	13,200
	PANORAMA*	Core text	460x285	14,500	11,600
SOLD	1/1 PAGE	Inside front cover	230x285	10,000	8,000
SOLD	1/1 PAGE	Inside back cover	230x285	9,000	7,200
SOLD	1/1 PAGE	Outside back cover	230x285	11,500	9,200
SOLD	1/1 PAGE	1 st right 1/1 advert	230x285	9,200	7,360
SOLD	1/1 PAGE	2 nd right 1/1 advert	230x285	8,700	6,960
SOLD	1/1 PAGE	3 rd right 1/1 advert	230x285	8,500	6,800
SOLD	1/1 PAGE	4 th right 1/1 advert	230x285	8,300	6,640
	1/1 PAGE	_____	230x285	7,900	6,320
	1/2 PAGE LANDSCAPE	200x115 mm in the type area		5,100	4,080

* Please mark printing materials for 2/1 page as 2 x 1/1 page with bleed (trim allowance: 3 mm all around).

** Adverts with content referring to our anniversary will receive a 20 % discount (cannot be combined with other discounts/agency commission).

The prices quoted above are supplements to the Basic Price List No. 28 of 1 January 2018 and do not include the statutory rate of VAT. The advert is not included in the annual financial statement. You can find technical printing specifications at iz.de/mediadaten.



THE MOST CREATIVE WINS!

Readers of the anniversary magazine will choose the most creative congratulatory advert. Advertising customers will be automatically nominated if they make a reference to our anniversary in their advert. Advertisers usually focus their promotional messages around their own services and offers – this is your opportunity to let us and our readers marvel at your originality and wealth of imagination.

Let your inner genius out when designing your advert!

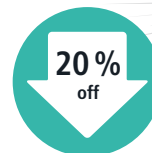
The winner will receive a special mention in one of the following editions of Immobilien Zeitung where we'll publish the readers' favourite advert for free.

This competition lets us draw the readers' attention to your advert and increase its impact, allowing us celebrate our anniversary with our readers and advertising customers.

The best congratulatory adverts in the 20th-anniversary edition were designed by Bayern LB, ECE, BIMA and Hannover Leasing.



FAX: +49 611 973 26 32



Yes, we would like to reserve an advert in the IZ "25" Anniversary Edition.
Please put a cross next to your preferred format:

FORMATS	DETAILS	BLEED / mm + 3 mm trim allowance	PRICE / EUR	ANNIVERSARY DISCOUNT** 20 % / EUR to well-wishers
SOLD PANORAMA*	Inside front cover + Page 3	460x285	18,500 <input type="checkbox"/>	14,800 <input type="checkbox"/>
PANORAMA*	Pages 4 + 5	460x285	16,500 <input type="checkbox"/>	13,200 <input type="checkbox"/>
PANORAMA*	Core text	460x285	14,500 <input type="checkbox"/>	11,600 <input type="checkbox"/>
SOLD 1/1 PAGE	Inside front cover	230x285	10,000 <input type="checkbox"/>	8,000 <input type="checkbox"/>
SOLD 1/1 PAGE	Inside back cover	230x285	9,000 <input type="checkbox"/>	7,200 <input type="checkbox"/>
SOLD 1/1 PAGE	Outside back cover	230x285	11,500 <input type="checkbox"/>	9,200 <input type="checkbox"/>
SOLD 1/1 PAGE	1 st right 1/1 advert	230x285	9,200 <input type="checkbox"/>	7,360 <input type="checkbox"/>
SOLD 1/1 PAGE	2 nd right 1/1 advert	230x285	8,700 <input type="checkbox"/>	6,960 <input type="checkbox"/>
SOLD 1/1 PAGE	3 rd right 1/1 advert	230x285	8,500 <input type="checkbox"/>	6,800 <input type="checkbox"/>
SOLD 1/1 PAGE	4 th right 1/1 advert	230x285	8,300 <input type="checkbox"/>	6,640 <input type="checkbox"/>
1/1 PAGE	_____	230x285	7,900 <input type="checkbox"/>	6,320 <input type="checkbox"/>
1/2 PAGE LANDSCAPE	200x115 mm in the type area		5,100 <input type="checkbox"/>	4,080 <input type="checkbox"/>

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Please call us back for a consultation by dialling the number below.

Company

Contact

Street / house number / P.O. box

Postcode / town

Tel./fax

Email

Date / signature

Company stamp

KEY DATES AND INFO

Publication date: July 2018
Deadline for advertisements: 15 May 2018
Deadline for printing materials: 5. Juni 2018

Print run: 25,000 copies

Distribution: Readers and advertising customers, contributors and sponsors, Dialog participants and staff, manufacturers and suppliers ... everyone who has been in touch with Immobilien Zeitung over the past five years.

Your contacts:

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