



DIGITAL VERSION

4

 PRICE LIST 2020

# Real-estate financing

**NEW**



**KNOWLEDGE FOR DECISION  
MAKERS.  
IMMOBILIEN ZEITUNG.**

**IMMOBILIEN ZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

# Real-estate financing 2020

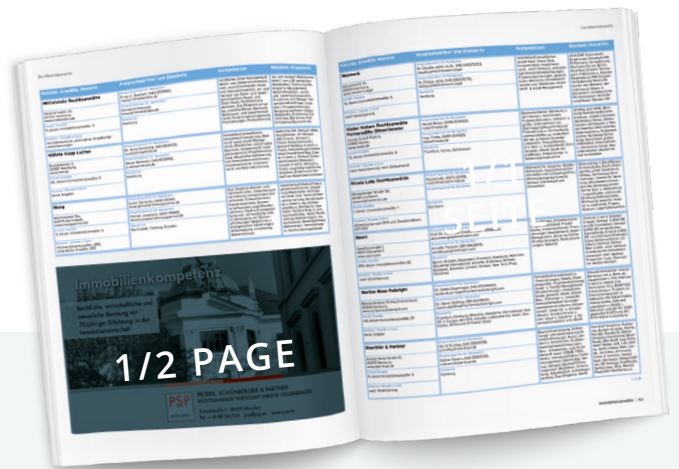
- A comparative overview of the largest German real-estate financiers
- Editorial analysis – no desk research
- Publication in magazine format
- Online at [IZ.de](http://IZ.de) as of 30 January 2020



In 2020, Immobilien Zeitung will start publishing a yearly German-language magazine on real-estate financing, titled “Immobilienfinanzierung”. There are a multitude of interesting topics to report on in the industry – the current interest rate policy, the ongoing positive cycle of the real estate industry and newly established alternative financing options. A market overview with detailed profiles of German real-estate financiers, banks and savings banks as well as contact persons will provide readers with guidance. We will also take a look at crowd investing, the state of digitisation and the financing of project developments. In addition, we will inform you about alternative lenders, closely examine bank balance sheets and present research on credit margins.

## PLACE YOUR AD IN THE 2020 ISSUE!

- On 30 January, we will be sending out the “Immobilienfinanzierung” magazine, together with issue 05/2020 of the Immobilien Zeitung, to our approx. **8,815** subscribers (IVW 2/2019).
- At Quo Vadis 2020, the annual kick-off event for real-estate decision-makers, we will present each participant with a copy of the magazine. We will also be offering a free copy to fair visitors at Mipim 2020 in Cannes.
- At a price of € 14.50, the magazine will also be distributed via [IZ-shop.de](http://IZ-shop.de), the portal for specialist literature for the real-estate industry.
- The ePaper will appear at [IZ.de](http://IZ.de) from February, making the content permanently available to our subscribers.



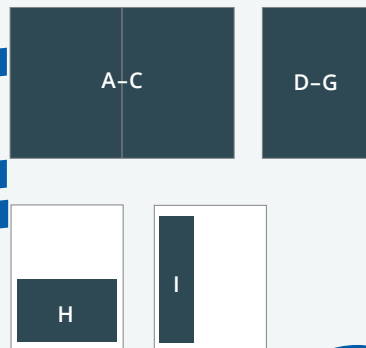
**CIRCULATION**  
14,000 copies in magazine format

**CLOSING DATE FOR ADS / DESIGN DOCUMENTS**  
Monday, 9 December 2019 /  
Monday, 16 December 2019

**PUBLICATION DATE**  
Thursday, 30 January 2020

**AD FORMATS AND PRICES:**

FORMAT	WIDTH X HEIGHT / mm	PRICE 4c / €
A U2 as double page	2 x 230 x 285	11,600 <b>SOLD</b>
B 2/1 pages 4/5	2 x 230 x 285	10,200
C 2/1 pages	2 x 230 x 285	9,800
D U4	230 x 285	7,300 <b>SOLD</b>
E U2	230 x 285	6,800 <b>SOLD</b>
F U3	230 x 285	6,100
G 1/1 page	230 x 285	5,680
H 1/2 landscape	195 x 115	3,450
I 1/3 portrait	62 x 235	3,050

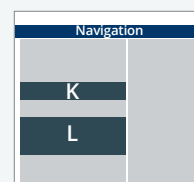


**FREE**  
Full-size banner at IZ.de for a booking of 1/1 page

**BANNER FORMATS AND PRICES AT IZ.DE**

ADVERTISING FORM	FORMAT / FILE SIZE	PRICE / €**	LIST PRICE / €
K Full-size banner	550 x 80 px / 30 KB	1,000	1,785
L Maxi ad	550 x 250 px / 40 KB	2,000	2,680

\*\* 12 weeks rotating at IZ.de/finanzen



**TECHNICAL PRINT DATA:** Colours: cyan, magenta, yellow, black. Profile: ISO coated 300 v2. Colour application: max. 300 %. Fonts: All fonts included. To produce an optimal printing result of your ad, we need a proof that complies with the ISO 12647-3 standard for colour ads. Printing documents: Pdf/X-3 or printable Pdf with 300 dpi. Delivery by e-mail to [anzeigen@iz.de](mailto:anzeigen@iz.de).

**TECHNICAL BANNER DATA:** File format: GIF, JPEG, PNG, HTML. Colour space: RGB. Specification of customer and campaign name, advertising material including target link by e-mail to [anzeigen@iz.de](mailto:anzeigen@iz.de). None of the prices include value added tax. Further specifications at [iz.de](http://iz.de).

Curious to find out more? Just give us a call.

**JÖRN ASMUSSEN**  
Media Consulting  
☎ +49 (0)611 973 26-22  
✉ asmussen@iz.de

**KARSTEN FRANKE**  
Media Consulting  
☎ +49 (0)611 973 26-21  
✉ franke@iz.de

**THOMAS BUHLMANN**  
Media Consulting  
☎ +49 (0)611 973 26-26  
✉ buhlmann@iz.de

**TANJA BARANOWSKY**  
Assistance  
Head of Advertising Sales  
☎ +49 (0)611 973 26-23  
✉ baranowsky@iz.de

**CLAUDIA EMRICH**  
Advertising Sales, Scheduling  
☎ +49 (0)611 973 26-13  
✉ emrich@iz.de

**MARKUS SCHMIDTKE**  
Head of Advertising Sales  
☎ +49 (0)611 973 26-24  
✉ schmidtke@iz.de

[www.iz.de/media/finanzierung](http://www.iz.de/media/finanzierung)

**IMMOBILIEN ZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

An associate of **dfv** media group

**IZ IMMOBILIEN ZEITUNG**  
VERLAGSGESELLSCHAFT MBH  
☎ +49 (0)611 973 26 - 0  
☎ +49 (0)611 973 26 - 31  
Luisenstraße 24  
65185 Wiesbaden  
Germany  
✉ info@iz.de