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DIGITAL VERSION



PRICE LIST 2019

# Advertising and Banners

IN THE IZ PRODUCTS

## MIPIM PRINT



IZ trade fair issue

Investing in Germany

## MIPIM ONLINE



[iz.de/mipim](http://iz.de/mipim) + Newsletter

KNOWLEDGE FOR DECISION  
MAKERS.  
IMMOBILIEN ZEITUNG.

**IMMOBILIEN ZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

# Immobilien Zeitung – present everywhere during MIPIM.

Your success is our challenge.

Distribution to all subscribers, at the main entrance to the Palais des Festivals, in the specialist press boxes and at the IZ stand as well as at the Frankfurt stand in Riviera Hall.

Update: already early on Thursday morning in Cannes!

"INVESTING IN GERMANY" ENGLISH EDITION  
Sent by express post before the trade fair to 2,483 CEOs who will be attending the trade fair, distributed at the main entrance to the Palais des Festivals and at the IZ stand as well as at the Frankfurt stand in Riviera Hall during the trade fair.



"INVESTING IN GERMANY" GERMAN EDITION  
As a supplement in IZ 10/19, at the main entrance to the Palais des Festivals and at the IZ stand as well as at the Frankfurt stand in Riviera Hall during the trade fair.



\* Source: <http://ausweisung.ivw-online.de>  
\*\* Source: IVW 2/18

## The Advertising Team

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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.

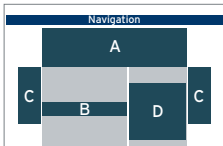
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Entrance  
and as  
all during



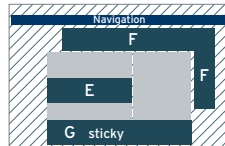
# Mipim online at iz.de

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

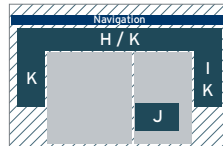
## BANNER FORMATS AND PRICES



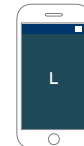
- A Billboard 950 x 250
- B Full-size banner 550 x 80 px
- C Skyscraper 120 x 600 px (left or right)
- D Medium rectangle 300 x 300 px



- 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
<b>A</b> Billboard	PC / Mac / tablet	960 x 250 px	100 KB	11,700	5,850
<b>B</b> Full size banner	PC / Mac / tablet / phone	550 x 80 px	30 KB	1,760	880
<b>C</b> 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
<b>D</b> Medium rectangle	PC / Mac / tablet	300 x 300 px	50 KB	1,850	925
<b>E</b> Maxi ad	PC / Mac / tablet / phone	550 x 250 px	40 KB	2,640	1,320
<b>F</b> Wallpaper	PC / Mac	1002 x 100 px + 120/160 x 600 px	80 KB	9,100	4,550
<b>G</b> Floor ad	PC / Mac / tablet	1002 x 120 px	80 KB	7,800	3,900
<b>H</b> Leaderboard	PC / Mac / tablet	960 x 100 px	60 KB	7,800	3,900
<b>I</b> 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
<b>J</b> Rectangle	PC / Mac / tablet	250 x 150 px	40 KB	1,480	740
<b>K</b> Wallpaper XL	PC / Mac	1002 x 100 px 2 x 160 x 600 px	100 KB	13,650	6,825
<b>L</b> Layer Ad Mobile*	phone	320 x 440 px	30 KB	---	1,200
<b>M</b> Mobile Ads*	phone	480 x 250 px	30 KB	1,200	---

### 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](mailto:anzeigen@iz.de)

\*Weeks 10+11: Minimum order volume 2 weeks

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

Do you want to present your company to foreign and German business partners?

The MIPIM trade fair special "Investing in Germany" is published as a German and an English edition. Prior to MIPIM, the English edition will be dispatched throughout Europe to the CEOs of selected exhibitors.

ALSO ONLINE AS ePAPER!

The German edition is an insert in the total circulation of Immobilien Zeitung on 7 March 2019.

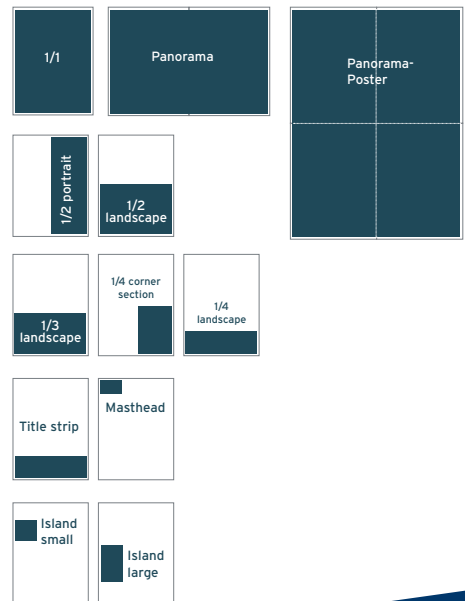
You can achieve a strong presence in Cannes with both editions.

1=2  
1 price for 2  
trade fair  
editions!

## The Trade Fair Newspaper "Investing in Germany"

### ADVERTISEMENT FORMATS AND PRICES:

FORMAT	COLUMNS	WIDTH x HEIGHT	PRICE 4c
1/1 page	4 columns	231 x 325 mm	EUR 6,660
Inside front cover	<b>SOLD</b> 4 columns	231 x 325 mm	EUR 9,190
Inside back cover	4 columns	231 x 325 mm	EUR 8,700
Outside back cover	<b>SOLD</b> 4 columns	231 x 325 mm	EUR 9,430
Panorama	8 columns	483 x 325 mm	EUR 13,430
Panorama-Poster	8 columns	480 x 675 mm	EUR 21,000
1/2 page portrait	2 columns	113 x 325 mm	EUR 3,900
1/2 page landscape	4 columns	231 x 162 mm	EUR 3,900
1/3 page landscape	4 columns	231 x 108 mm	EUR 3,440
1/4 page corner section	2 columns	113 x 162 mm	EUR 2,870
1/4 page landscape	4 columns	231 x 81 mm	EUR 2,870
Title strip	<b>SOLD</b> 4 columns	231 x 70 mm	EUR 5,465
Masthead advertisement	1 column	54 x 30 mm	EUR 3,200
Island advertisement large 4c	1 column	54 x 120 mm	EUR 1,300
Island advertisement small 2c	1 column	54 x 54 mm	EUR 720



The stated prices apply to 2 advertisements each: one advertisement in the German edition + one advertisement in the English edition of *Investing in Germany 2019*.

### CIRCULATION\* AND DISTRIBUTION\* PRINT:

**10,586** copies\*\* circulation (of which **9,071** are subscription copies), German edition as an insert in IZ 10/2019.

Approx. **4,300** copies (German and English edition) will be distributed at MIPIM.

Approx. **2,483** copies of the English edition will be distributed to selected European exhibitors at MIPIM.

Approx. **17,369** copies total circulation.

**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 spacing: 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](http://ISOnewspaper26v4.icc) to exclude colour shifts. Colour profile available for download at [iz.de/media/technische-spezifikation](http://iz.de/media/technische-spezifikation). E-mail [anzeigen@iz.de](mailto:anzeigen@iz.de)

Advertisement and print document deadline:  
Thursday, 14 February 2019  
Date of publication:  
Thursday, 7 March 2019

# 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\*.

LSA Reader Structure Analysis

\*\* Weekly values based on IVW annual average

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

Which situation matches yours?

We are presenting our company in the double-edition trade fair newspaper 'Investing in Germany' at MIPIM because:

... We will make intensive use of the trade fair as a visitor.

The attention attracted through advertisements in the MIPIM trade fair newspaper will support our aims.

... Our company will be represented with a stand and the advertising will boost our presence.

The cost/benefit ratio of advertising in the double edition is impressive!

... As a company, we do not use MIPIM,

however, the high profile of this trade fair guarantees that our advertisement will receive an equally high level of attention.



As an insert in IZ on 7 March 2019 **10,586** distributed copies\* with **39,168** readers\*\*.



Dispatch to CEOs before arrival at MIPIM; we write personally to **2,483** CEOs registered to attend MIPIM with an IIG by express post.

- At the main entrance of the Palais, our hostesses distribute both issues on every day of the fair.
- The English and German trade fair newspapers are also available in the lounges, on the media wall, at the IZ stand and at the Frankfurt stand in Riviera Hall.
- Immobilien Zeitung is an official sponsor of the MIPIM Awards. The hostesses at the trade fair will hand both editions to the awards guests at the entrance to the hall.
- All IZ products will be available at our trade fair stand in Riviera Hall. You will also be able to get the fair edition IZ 11/2019 issue there hot off the presses on Thursday morning.

BREAKDOWN OF THE **2,483** INTERNATIONAL RECIPIENTS BY COUNTRY:



868  
UK



489  
France



365  
Scandinavia



368  
Benelux



174  
Italy/  
Spain



149  
Austria/  
Switzerland



70  
Czech Republic/  
Poland