



DIGITAL VERSION

6

 PRICE LIST 2020

# Mipim

ADVERTISING AND BANNER SPACE IN  
THE IMMOBILIEN ZEITUNG PRODUCTS.



KNOWLEDGE FOR DECISION  
MAKERS.  
IMMOBILIEN ZEITUNG.

**IMMOBILIEN ZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

# The IZ – Present Everywhere During Mipim.



## The IZ trade fair newspaper at the event:



The hostesses distribute both issues at the main entrance of the Palais des Festivals every day of the fair.



The fair newspaper is available in the lounges, on the media wall and at the Frankfurt stand in the Riviera Hall.



The IZ is official sponsor of the Mipim Awards. The hostesses at the fair hand out both editions to the guests at the award ceremony at the entrance to the banqueting hall.



All IZ products are available at our stand in the Riviera Hall. On early Thursday morning you will also get the IZ edition 11/2020 there – hot off the press.



Shortly before the fair we will send the English edition to approx. 2,500 CEOs and decision-makers throughout Europe who have registered for Mipim.

# Online at IZ.de



Reach trade fair visitors directly on their smartphones with your advertising!



**RESPONSIVE FROM 2020!**  
And with extended banner formats

## DIGITAL PERFORMANCE DATA

Monthly average 1st half of 2019

**841.193** Pls (IVW Online)

**283.887** Visits (IVW Online)

## CLOSING DATE FOR ADVERTISING

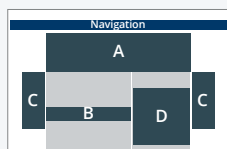
**3 working days** before publication

## BANNER FORMATS AND PRICES

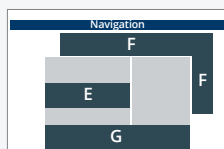
WEEKLY PRICES MON-SUN

ADVERTISING FORM	TARGET	FORMAT / px	DATA SIZE / KB	FULL PLACEMENT / €	3-AD ROTATION / €
<b>A</b> Billboard	PC / Mac / tablet	960 x 250	80	11,865	5,950
<b>B</b> Full-size banner	PC / Mac / tablet / phone	550 x 80	30	1,785	895
<b>C</b> Skyscraper <b>STICKY</b> Double skyscraper	PC / Mac	120 x 600 2 x 120 x 600	40 each 40	2,920 5,845	1,460 2,920
<b>D</b> Medium rectangle	PC / Mac / tablet	300 x 300	50	1,880	940
<b>E</b> Maxi ad	PC / Mac / tablet / phone	550 x 250	40	2,680	1,340
<b>F</b> Wallpaper	PC / Mac	1002 x 100 + 120/160 x 600	80	9,250	4,620
<b>G</b> Floor ad <b>STICKY</b>	PC / Mac / tablet	1002 x 120	80	7,910	4,000
<b>H</b> Leaderboard	PC / Mac / tablet	960 x 100	60	7,910	4,000
<b>I</b> Wide skyscraper <b>STICKY</b> Double wide skyscraper	PC / Mac PC / Mac	160 x 600 2 x 160 x 600	40 each 40	3,650 7,300	1,825 3,650
<b>J</b> Rectangle	PC / Mac / tablet	250 x 150	40	1,500	750
<b>K</b> Wallpaper XL	PC / Mac	1002 x 100 2 x 160 x 600	100	16,580	8,290
<b>L</b> Layer ad mobile*	phone	300 x 400	30	--	1,215
<b>M</b> Mobile ad*	phone	480 x 250	30	1,220	--

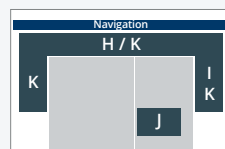
\* Weeks 10+11: Minimum order volume 2 weeks



- A** Billboard 960 x 250 px
- 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)



- L** Layer ad mobile 300 x 400 px



- M** Mobile ad 480 x 250 px

### **STICKY**-BANNER

Skyscrapers and floor ads always remain visible, regardless of the scroll position.

# The Trade Fair Newspaper

"INVESTING IN GERMANY"



The German and English editions of the trade fair newspaper are also published as ePapers.

## CIRCULATION AND DISTRIBUTION\*

10,284 copies (IWW 2/2019) distributed (of which 8,815 subscription copies), German edition as an insert in IZ 10/2020.

approx. 3,500 copies (German and English editions) are distributed at Mipim.

2,481 copies of the English edition will be sent to selected European Mipim exhibitors.

**approx. 16,265 copies total circulation**

## DEADLINE FOR ADS / PRINT DATA

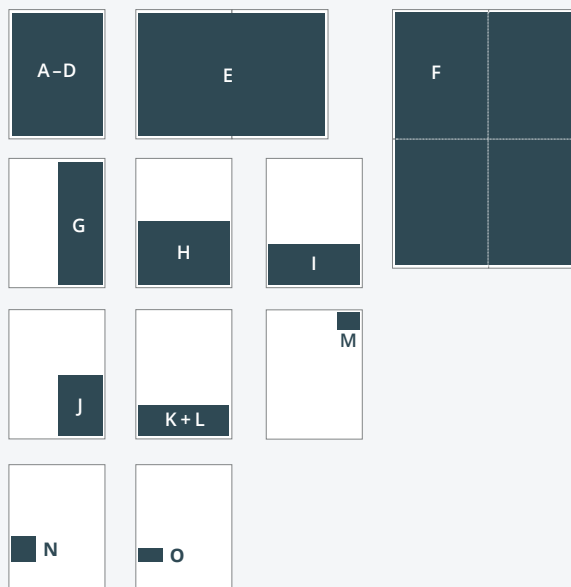
Thursday, 13 February 2020

## PUBLICATION DATE

Thursday, 5 March 2020

## ADVERTISEMENT FORMATS AND SAMPLE PRICES

FORMAT	WIDTH x HEIGHT / mm	PRICE 4c / €
<b>A</b> 1/1 page	231 x 325	6,760
<b>B</b> Inside front cover	231 x 325	9,330
<b>C</b> Inside back cover	231 x 325	8,840
<b>D</b> Outside back cover	231 x 325	9,580
<b>E</b> Panorama	483 x 325	13,650
<b>F</b> Panorama poster	480 x 675	21,294
<b>G</b> 1/2 page portrait	113 x 325	3,960
<b>H</b> 1/2 page landscape	231 x 162	3,960
<b>I</b> 1/3 page landscape	231 x 108	3,490
<b>J</b> 1/4 page corner	113 x 162	2,920
<b>K</b> 1/4 page landscape	231 x 81	2,920
<b>L</b> Title strip <b>SOLD</b>	231 x 70	5,550
<b>M</b> Masthead <b>SOLD</b>	54 x 30	3,250
<b>N</b> Island ad large	54 x 120	1,320
<b>O</b> Island ad small	54 x 54	730



**1 PRICE FOR 2 ISSUES!**

The prices specified are valid for 2 advertisements: one advertisement in the German and one in the English edition of **Investing in Germany 2020** respectively. We recommend that you have the advertisement motif translated for the English edition and deliver two advertising motifs to us.

**TECHNICAL DATA:** See technical data of the Immobilien Zeitung, Basic Media Data No. 30 and at [iz.de/basis-mediadaten](http://iz.de/basis-mediadaten).

All prices in € excl. VAT. Our General Terms and Conditions apply.

\* Calculation based on the previous year.

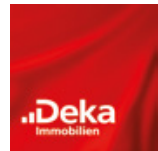
# The Trade Fair Newspaper

THESE COMPANIES PRESENTED THEMSELVES IN 2019

Innovating Business.  
**AirportPark**

**CORPUS SIREO**  
REAL ESTATE

**GARBE.**  
Industrial Real Estate



**Helaba** | 

 **NRW.INVEST**  
GERMANY

  
**MünchenerHyp**

**pbb**  
DEUTSCHE  
PFANDBRIEFBANK

  
**Region Hannover**

  
**SwissLife**  
Asset Managers

 **Stadt Köln**

 **DZ HYP**

1

*We presented our company because we attended the fair intensively as visitors. The attention attracted by the ads provided us with additional support.*

2

*We presented our company to increase our presence at the trade fair. We were convinced by the great value-for-money of the double edition.*

3

*Although we did not attend Mipim as an exhibitor or visitor, the high profile of the fair ensured that our ad reached a large proportion of our target group.*



# Help?! Just give us a call.

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

**IMMOBILIEN ZEITUNG**  
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

Eine Beteiligung der **dfv** Mediengruppe

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