

PRICE LIST 2019

Special Advertising Formats

IN THE IMMOBILIEN ZEITUNG PRINT PRODUCTS



IZ PRINT



Flying page + Post-It



Title page + U4

KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

Do you want your advertising message to be visible for a long time?

A reader reads one issue of the Immobilien Zeitung for 50 minutes on average. Over 42 working weeks, people working in the real estate industry devote almost 40 hours of their time to the Immobilien Zeitung. It is therefore a highly effective communication platform for your print ads.

Our special Advertising Formats.

Attract your reader's attention to your advertising message with an unusual advertising format. For this purpose, we offer you a multitude of creative advertising formats. With ori-

ginal formats, optimum placings and a suitable topic-related environment, you can coordinate the content, format and position of your advertising to maximise its impact.

TITLE ADVERTISING

	FORMAT	TITLE GENERAL SECTION 4C / EUR	TITLE REGIONAL SECTION 4C / EUR
A Title head	61 x 40	1,750	1,150
B Title strip	325 x 100	5,380	3,600
C Large title ad*	61 x 120	1,850	1,200
D Title ad top*	61 x 50	1,350	900
E Title ad top centre*	61 x 50	1,150	900
F Title ad bottom centre*	61 x 50	1,150	900

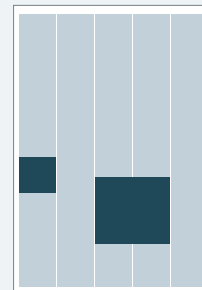


ISLAND ADVERTISEMENTS

VIP positions: With island ads, you **place your message** in a position where the reader's eyes stay for a long time and process the page in **"reading mode"**.

Island ads are surrounded by text on at least three sides and therefore have a high impact!

	GENERAL SECTION	REGIONAL SECTION
Basic price b/w	EUR 11.50 / mm	EUR 8.25 / mm
Colour surcharge 1 add.colour**	EUR 100	EUR 100
Colour surcharge 3 add. colours**	EUR 200	EUR 200
Minimum format	61 x 50 mm	61 x 50 mm
Maximum format	127 x 100 mm	127 x 100 mm



Surrounded by text on 3 or 4 sides
Minimum format: 61 x 50 mm
Maximum format: 127 x 100 mm

ISLAND ADVERT*** General section	B/W	2C	4C	
Example 1 Minimum format	EUR 575	EUR 675	EUR 775	(EUR 11.50 x 50 mm = EUR 575 + EUR 200 colour surcharge = EUR 775)
Example 2 Maximum format	EUR 2,300	EUR 2,400	EUR 2,500	(EUR 11.50 x 2 x 100 mm = EUR 2,300 + EUR 200 colour surcharge = EUR 2,500)
ISLAND ADVERT*** Regional section	B/W	2C	4C	
Example 1 Minimum format	EUR 412.50	EUR 512.50	EUR 612.50	(EUR 8.25 x 50 mm = EUR 412.50 + EUR 200 colour surcharge = EUR 612,50)
Example 2 Maximum format	EUR 1,650	EUR 1,750	EUR 1,850	(EUR 8.25 x 2 x 100 mm = EUR 1,750 + EUR 200 colour surcharge = EUR 1,850)

* Depending on the editorial image layout, it is also possible to place advertisements across the gutter.

** No rebate given on colour surcharge and technical costs.

*** A factor of 1.5 is applied to island ads when calculating the frequency rate.

FLYING PAGE

Impress our readers at first glance!

SIZE: 4 pages	150 x 480 mm	Fixed price EUR 25,500
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Closing date for advertising 4 weeks before publication. Four-page sheet, shortened to ½ page format, which is wrapped around the first product. The content of the ad must be approved by the editorial staff.

Special edition for Expo Real with double circulation
Fixed price EUR 38,500



FORMAT:

Page 1: 162.5 x 428 mm (shortened by the masthead)
Page 2 + 3: 150 x 484.25 mm (gap for gutter 25 mm)
Page 4: 162.5 x 484.25 mm
Data sheet on demand

POST-IT

Benefit from the high impact of the title page!

PLACEMENT	PRICE 4C FOR 10,000 COPIES**
Title page	EUR 7,175 incl. printing costs (double-sided print)

Closing date for advertising 4 weeks before publication.

This self-adhesive advertising format is placed directly on the header of IMMOBILIEN ZEITUNG, making it very eye-catching. The reader can pull off the post-it and use it as a reminder. The reverse side can also be printed.

FORMAT:

76 x 76 mm
plus 3 mm
bleed



CONVENTIONAL LOOSE INSERT** CONVENTIONAL LOOSE INSERT INCL. PRINT**

WEIGHT	PRICE / 1.000	EXAMPLE FOR PRICING / 4C	FORMAT / MM	WEIGHT	PAPER	EUR / 1,000
up to 25 g	EUR 330	Flyer DIN A4 / portrait	210 x 297	14.35 g	115 g / matt	4,050
up to 30 g	EUR 340	Flyer DIN A4 / portrait	210 x 297	16.84 g	135 g / matt	4,020
up to 35 g	EUR 350	Folder DINlang / 4 pages	105 x 210	22.05 g	250 g / matt	4,130
up to 40 g	EUR 360	Folder DINlang / 4 pages	210 x 105	22.05 g	250 g / matt	4,150
up to 45 g	EUR 370					
up to 50 g	EUR 380					
up to 55 g	EUR 390					
from 56 g	Price on demand					

As a service, we coordinate the printing of your insert, including delivery to the newspaper printing facility. Send us the print-for-press documents 3 weeks before publication - we will send you the specifications on request.

The insertion of different insert formats at the same time is only possible on demand. Inserts can be accepted with a delivery note. Exclusion of competitors is possible subject to prior agreement. External inserts may not include advertising content for other (third-party) companies.

Minimum quantity: 10.000 pieces

Specifications on demand**

5 advance copies to the publisher:

Immobilien Zeitung Verlagsgesellschaft mbH - Anzeigendisposition - Postbox 3420, 65024 Wiesbaden, Germany

Delivery: 7 working days before publication to:

VRM Druck GmbH & Co. KG - Warenannahme -

“Beilagenversand Immobilien Zeitung“ + issue number

Alexander-Fleming-Ring 2, 65428 Rüsselsheim, Germany



FORMAT:

Minimum format: 105 x 148 mm
Maximum format: 350 x 240 mm
The closed spine or fold has to be located on the long side (350 mm). The maximum thickness of the product is 8 mm.

**Total circulation of one issue of Immobilien Zeitung **Discounts are not given for third-party inserts.

***We charge EUR 125/1,000 pieces for special formats that cannot be inserted by machine.

OUTSIDE BACK COVER

Last but not least: The first and last pages of a newspaper always stand out more. The outside back cover of the Immobilien Zeitung is an **insider tip for all companies wanting to demonstrate their size to the market**. At a good value-for-money regional price, you get extensive awareness.

BACKSIDE COVER, last page	325 x 480 mm	EUR 10,800 - b/w	EUR 11,880 - 2c	EUR 14,520 - 4c
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DOUBLE SKYSCRAPER

	FORMAT / mm	B/W / EUR	2C / EUR	4C / EUR
General section	2 x 61 x 480	6,096	7,008	8,160
	2 x 127 x 480	12,192	14,016	16,320
Regional section	2 x 61 x 480	4,320	4,752	5,808
	2 x 127 x 480	8,640	9,504	11,616



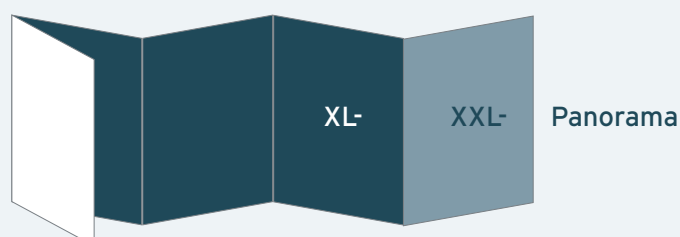
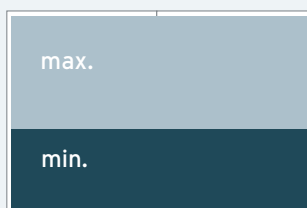
TUNNEL AD

POSITION		FORMAT	4C / EUR
General section	1/4 page	193 x 200 mm	6,375
	1/3 page	279 x 200 mm (across gutter)	8,500
	1/2 page	279 x 300 mm (across gutter)	12,750



PANORAMIC AD* Use XXL for your major events!

POSITION	FORMAT	SIZE / mm	S/W / EUR	2C / EUR	4C / EUR
General section	Minimum	675 x 200	12,700	14,600	17,000
	Maximum	675 x 480	28,000	32,200	37,500
Regional section	Minimum	675 x 200	9,000	9,900	12,100
	Maximum	675 x 480	19,900	21,900	26,700
General section	XL-Panorama	1,000 x 480	38,900	44,700	45,900
	XXL-Panorama	1,350 x 480	48,800	56,000	61,200



*Panoramic ads with gutter bleed are billed without taking into account the gutter.

CIRCULAR ADVERTISING FORMAT

FORMAT: Ø 80 mm

Fixed price EUR 2,770

Closing date 2 weeks before publication

EVENTS

FORMAT: 159 x 23 mm

b/w = EUR 595

4c = EUR 820

Your advertisement is placed on the events page between editorial announcements on events.

OBITUARIES

All advertising formats

Regional price

Placement in the general section



The advertorial for company or product presentations.

An advertorial is an editorially structured advertisement that enables you to present your company, product or event with the look and feel of editorial reporting.

Exclusive with a high degree of integration into editorial content!

The content of your advertising message is integrated into a selected editorial environment and looks similar to it. Its layout and typography are subject to design guidelines so that the reader perceives the message as fitting into the editorial environment as much as possible. These specials require very high-quality texts, can contain images with captions and present complex topics.



PRICES 4C	1/3 LANDSCAPE	1/4 PORTRAIT	1/5 PORTRAIT
General section	EUR 6,800	EUR 5,100	EUR 4,080
Regional section	EUR 4,840	EUR 3,630	EUR 2,904

As a high-impact means of communication, advertorials require coordination. We have experts in the company - why don't you talk to us about your ideas? Take advantage of our consultation experience. We can help you with formulations, proofreading or provide you with support with graphic design.

Das iCover.

iCover with advertorial on page 2. A "fake page 1" with an advertorial on the rear side of the page is inserted in front of the real page 1 of the newspaper. It therefore faces the real page 1.



iCover (page 1)



Advertorial (page 2)



Title page (page 3)

Data delivery
 - Ready-for-press printer's copy:
 2 days before the relevant closing date
 - Printer's copies to be designed by
 the publisher: 1 week before the
 relevant closing date

Technical data: Paper format: 350 mm width x 510 mm height. Print area: 325 mm width x 480 mm height. Number of columns: Text segment: 5 columns measuring 61 mm each. Advertising segment: 7 columns measuring 43 mm each. Column spacing: 5 mm. Colours: cyan, magenta, yellow, black. No spot colours. Printing technology: newspaper web offset. Print templates: 40 screen Max. 240% colour layering. **Printer's copies in final size without crop marks.** Use or **ISOnewspaper26v4.icc** colour profile to prevent colour shifts. The colour profile can be downloaded from iz.de/mediadaten. E-mail anzeigen@iz.de

For further information and specifications concerning the transfer of electronic printer's copies, please consult the technical data section of Immobilien Zeitung, basic media data No 29 or iz.de/basis-mediadaten.

All prices in EUR plus VAT. Our General Terms and Conditions apply.

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