



DIGITAL VERSION

1

 PRICE LIST 2020

Special Advertising Formats

IN THE IMMOBILIEN ZEITUNG PRINT PRODUCTS.



KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

Our Special Advertising Formats

We offer you a variety of creative forms of advertising. With a distinctive format and the correct placement in an environment that is suited to your topic, you adjust the content, form and location of your advertising to ensure an optimal effect.

*Maximum reader attention:
direct their focus toward your
advertising message!*

TITLE ADS

ADVERTISING FORM	FORMAT / mm	GENERAL SECTION 4c / €	REGIONAL SECTION 4c / €
A Masthead	61 x 40	1,780	1,170
B Title strip	325 x 100	5,460	3,680
C Title ad large*	61 x 120	1,880	1,215
D Title ad top*	61 x 50	1,380	915
E Title ad top centre*	61 x 50	1,170	915
F Title ad bottom centre*	61 x 50	1,170	915



ISLAND ADS**

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!

*Surrounded by text
on 3 or 4 sides*

*Minimum format:
61 x 50 mm*

*Maximum format:
127 x 100 mm*

	GENERAL SECTION	REGIONAL SECTION
Basic price b/w	€ 11.70 / mm	€ 8.40 / mm
Colour surcharge 1 add. colour***	€ 100	€ 100
Colour surcharge 3 add. colours***	€ 200	€ 200
Minimum format	61 x 50 mm	61 x 50 mm
Maximum format	127 x 100 mm	127 x 100 mm



	FORMAT	bw / €	2c / €	4c / €	EXEMPLARY CALCULATION
GENERAL SECTION	Minimum format	585	685	785	€ 11.70 x 50 mm = € 585 + € 200 colour surcharge = € 785
	Maximum format	2,340	2,440	2,540	€ 11.70 x 2 columns x 100 mm = € 2,340 + € 200 colour surcharge = 2,540 €
REGIONAL SECTION	Minimum format	420	520	620	€ 8.40 x 50 mm = € 420 + € 200 colour surcharge = € 620
	Maximum format	1,680	1,780	1,880	€ 8.40 x 2 columns x 100 mm = € 1,680 + € 200 colour surcharge = € 1,880

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

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

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

FLYING PAGE

A 1/1 newspaper page that covers half of the front page and half of the back page.

PLACEMENT	FORMAT / mm	PRICE 4c / €	
Front page	162.5 x 428 (shortened by the masthead)	25,900	Special edition for Expo Real with double circulation: 39,400
Inside page	2 x each 150 x 484.25 (25 mm gap for gutter)		
Back page	162.5 x 484.25		

Factsheet on demand



POST-IT

This self-adhesive advertising format is placed directly on the title 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 / mm	PRICE 4c / 10,000 COPIES*
76 x 76 plus 3 mm bleed	€ 7,300 incl. printing costs (double-sided print)



CONVENTIONAL LOOSE INSERT**

FORMAT / CIRCULATION	WEIGHT / g	€ / 1,000
Minimum format: 105 x 148 mm	up to 25	350
Maximum format: 350 x 240 mm	up to 30	360
The closed spine or fold has to be located on the long side (350 mm). The maximum thickness of the product is 8 mm.	up to 35	370
	up to 40	380
	up to 45	390
Minimum quantity: 10,000 Specifications on request***	up to 50	400
	up to 55	410
	from 56	Price on demand

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

CONVENTIONAL LOOSE INSERT INCLUSIVE PRINT**

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

EXAMPLE FOR PRICING / 4c	FORMAT / mm	WEIGHT / g	PAPER	€ / 1,000
Flyer DIN A4 / portrait	210 x 297	14.35	115 g / matt	411
Flyer DIN A4 / portrait	210 x 297	16.84	135 g / matt	414
Folder DINlong / 4 pages	105 x 210	22.05	250 g / matt	419
Folder DINlong / 4 pages	210 x 105	22.05	250 g / matt	421



5 advance copies to the publisher:

Immobilien Zeitung Verlagsgesellschaft mbH
Anzeigendisposition
Postfach 3420, 65024 Wiesbaden, Germany

Delivery:

VRM Druck GmbH & Co. KG
Warenannahme
Beilagenversand Immobilien Zeitung
Issue number
Alexander-Fleming-Ring 2
65428 Rüsselsheim, Germany

Advertising deadline:

4 weeks before publication

Print documents:

3 weeks before publication

Delivery:

7 working days before publication

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

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

OUTSIDE BACK COVER – U4

Last but not least: The first and last pages of a newspaper are particularly eye-catching. The U4 of the Immobilien Zeitung is a **tip for all companies who want to impress**. You get a lot of attention for the cheap regional rate.

FORMAT / mm	bw / €	2c / €	4c / €
325 x 480	11,040	12,000	14,760



TUNNEL AD

PLACEMENT		FORMAT / mm	4c / €
General section	1/4 page	193 x 200	6,488
	1/3 page	279 x 200 (across gutter)	8,650
	1/2 page	279 x 300 (across gutter)	12,975



DOUBLE SKYSCRAPER

PLACEMENT	FORMAT / mm	bw / €	2c / €	4c / €
General section	2 x 61 x 480	6,192	7,104	8,304
	2 x 127 x 480	12,384	14,208	16,608
Regional section	2 x 61 x 480	4,416	4,800	5,904
	2 x 127 x 480	8,832	9,600	11,808



CIRCULAR ADVERTISING FORMAT

Ø 80 mm Fixed price € 2,810

EVENTS

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

159 x 23 mm bw / € 605 4c / € 835

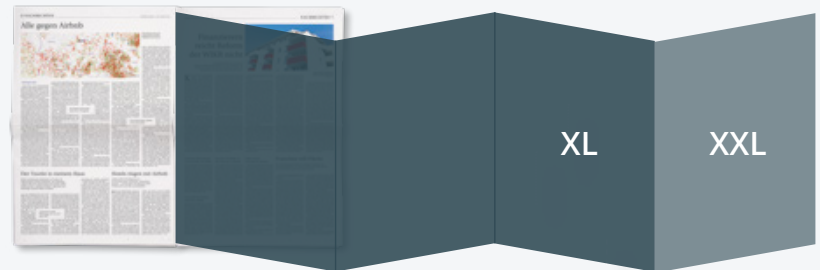
OBITUARIES

All advertising formats at the regional rate. Placement in the general section.



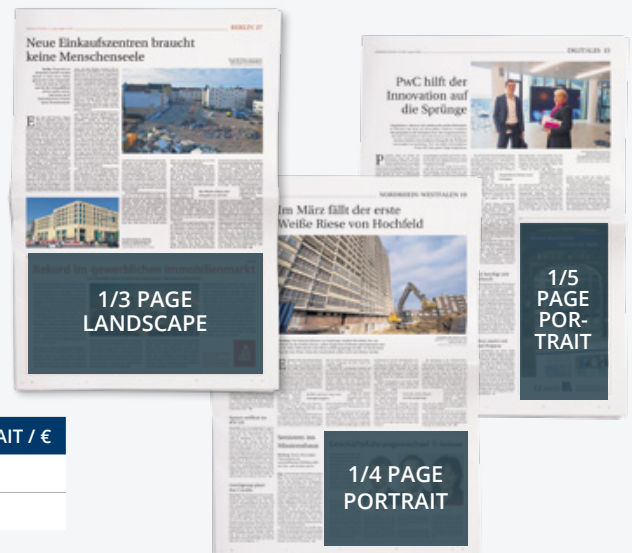
PANORAMA AD

ADVERTISING FORM	FORMAT / mm	bw / €	2c / €	4c / €	
General section	Minimum format	675 x 200	12,900	14,800	17,300
	Maximum format	675 x 480	28,483	32,678	38,198
Regional section	Minimum format	675 x 200	9,200	10,000	12,300
	Maximum format	675 x 480	20,314	22,080	27,158
General section	Panorama XL	1,000 x 480	39,474	45,288	46,710
	Panorama XXL	1,350 x 480	49,536	56,832	62,280



ADVERTORIAL

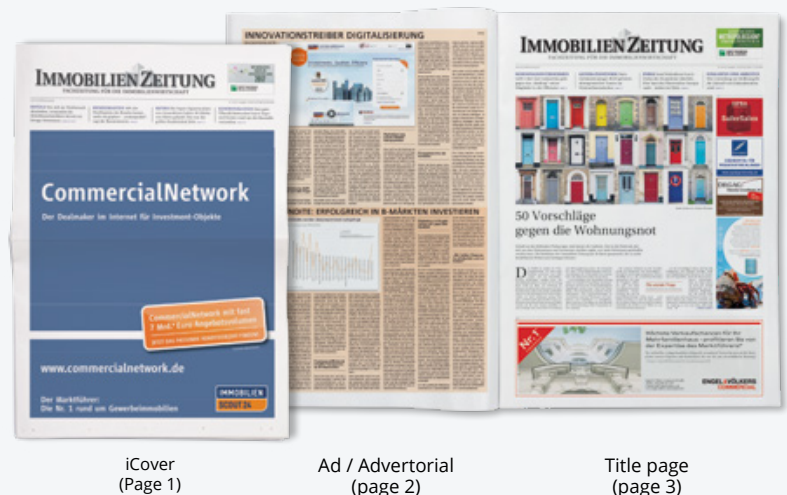
An advertorial is an ad designed like editorial content which enables you to present your company, product or event with the look and feel of editorial reporting. The reader perceives the topics as fitting into the editorial environment as much as possible. At the same time, an advertorial can be differentiated from the IZ's editorial style elements. Get in touch with us about your design ideas and we would be happy to help you. Examples and tips can be found in Folder 2 / Advertorials.



PRICE / 4c	1/3 LANDSCAPE / €	1/4 PORTRAIT / €	1/5 PORTRAIT / €
General section	6,920	5,190	4,152
Regional section	4,920	3,690	2,952

iCOVER

The iCover can be used as advertising space or as an advertorial. The real page 1 is preceded by a "fake page 1" with a whole page of advertising space on its rear side, offering a particularly prominent placement compared to the real page 1.
Price: € 51,700



iCover
(Page 1)

Ad / Advertorial
(page 2)

Title page
(page 3)

Too many options? Just give us a call.

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www.iz.de/media/sonderwerbformen

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

Eine Beteiligung der

dfv Mediengruppe

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