

 PRICE LIST 2023

Special Advertising Formats

IN THE IMMOBILIEN ZEITUNG PRINT PRODUCTS.



KNOW MORE,
DECIDE BETTER.

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	2,000	1,315
B Title strip	325 x 100	6,155	4,145
C Title ad large*	61 x 120	2,115	1,370
D Title ad top*	61 x 50	1,560	1,030
E Title ad top centre*	61 x 50	1,315	1,030
F Title ad bottom centre*	61 x 50	1,315	1,030



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!

	ALLGEMEINER TEIL	REGIONALER TEIL
Basic price b/w	13.20 € / mm	9.50 € / 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

*Surrounded by text
on 3 or 4 sides*

*Minimum format:
61 x 50 mm*

*Maximum format:
127 x 100 mm*



	FORMAT	bw / €	2c / €	4c / €	EXEMPLARY CALCULATION
GENERAL SECTION	Minimum format	660	760	860	€ 13.20 x 50 mm = € 660 + € 200 colour surcharge = € 860
	Maximum format	2,640	2,740	2,840	€ 13.20 x 2 columns x 100 mm = € 2,640 + € 200 colour surcharge = 2,840 €
REGIONAL SECTION	Minimum format	475	575	675	€ 9.50 x 50 mm = € 475 + € 200 colour surcharge = € 675
	Maximum format	1,900	2,000	2,100	€ 9.50 x 2 columns x 100 mm = € 1,900 + € 200 colour surcharge = € 2,100

* 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)	29,160 Special edition for Expo Real with double circulation: 44,355*
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	€ 8,220 incl. printing costs (double-sided print)



CONVENTIONAL LOOSE INSERT***

FORMAT / CIRCULATION	WEIGHT / g	€ / 1,000
Minimum format: 105 x 148 mm	up to 25	400
Maximum format: 350 x 240 mm	up to 30	410
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	420
	up to 40	430
	up to 45	440
	up to 50	450
Minimum quantity: 10,000 Specifications on request****	up to 55	460
	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.

Advertising deadline:

2 weeks before publication

Delivery:

7 working days before publication



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

* Publisher's data. Provided that the event takes place ** 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	12,415	13,375	16,700



TUNNEL AD

PLACEMENT	FORMAT / mm	4c / €	
General section	1/4 page	193 x 200	7,300
	1/3 page	279 x 200 (across gutter)	9,745
	1/2 page	279 x 300 (across gutter)	14,605



DOUBLE SKYSCRAPER

PLACEMENT	FORMAT / mm	bw / €	2c / €	4c / €
General section	2 x 61 x 480	7,010	8,010	9,300
	2 x 127 x 480	13,970	16,025	18,590
Regional section	2 x 61 x 480	4,945	5,375	6,625
	2 x 127 x 480	9,890	10,755	13,250



CIRCULAR ADVERTISING FORMAT

Ø 80 mm Fixed price € 3,160

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	14,600	16,700	19,400
	Maximum format	675 x 480	35,040	40,080	42,765
Regional section	Minimum format	675 x 200	10,300	11,200	13,800
	Maximum format	675 x 480	24,720	26,880	30,480
General section	Panorama XL	1,000 x 480	44,676	51,102	52,380
	Panorama XXL	1,350 x 480	59,568	64,128	69,840



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	7,760	5,820	4,655
Regional section	5,520	4,140	3,315

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: € 58,230**



iCover
(Page 1)

Ad / Advertorial
(Page 2)

Title page
(Page 3)

Too many options? Just give us a call.

KAI WALDSCHMIDT
Advertising sales,
scheduling
☎ +49 (0)611 973 26-52
✉ waldschmidt@iz.de

CHRISTOPHER TYZIAK
Publisher's Representative,
North/East
☎ +49 (0)611 973 26-955
✉ tyziak@iz.de

TANJA BARANOWSKY
Assistant to Head of
Advertising Department
☎ +49 (0)611 973 26-23
✉ baranowsky@iz.de

KARSTEN FRANKE
Publisher's Chief Representative,
West/North
☎ +49 (0)611 973 26-21
✉ franke@iz.de

THOMAS BUHLMANN
Publisher's Representative,
Centre/South
☎ +49 (0)611 973 26-26
✉ buhlmann@iz.de

STEFAN JUNG
Publisher's Representative,
Centre/South/East
☎ +49 (0)611 973 26-22
✉ jung@iz.de



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

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

media.iz.de/sonderwerbformen



An associate of **dfv** Mediengruppe

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