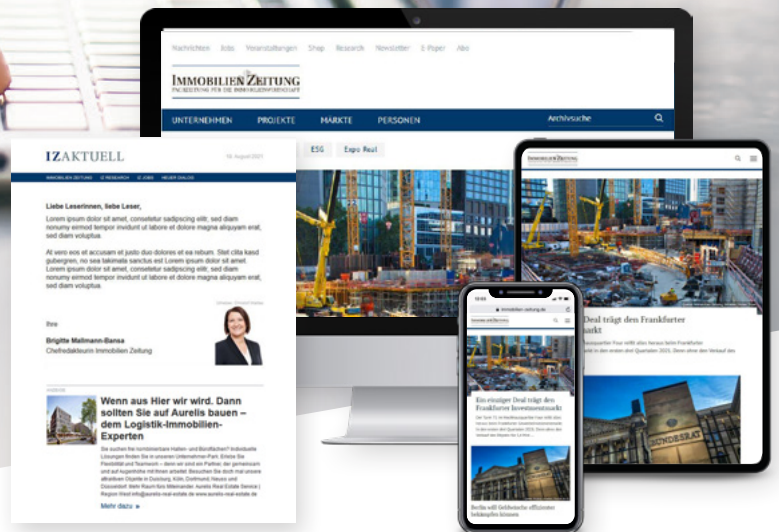


 **PRICE LIST 2023**

IZ Digital

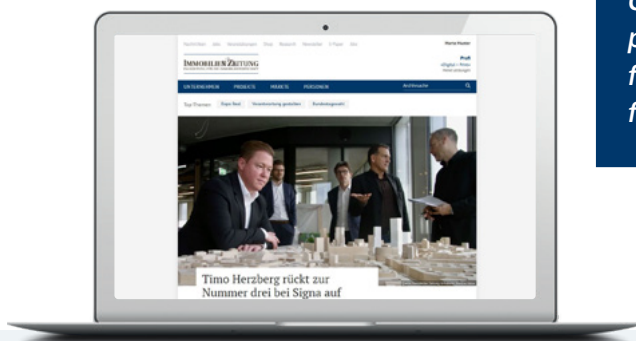
BANNER PLACEMENTS IN
IMMOBILIEN ZEITUNG ONLINE PRODUCTS.



KNOW MORE,
DECIDE BETTER.



Online at IZ.de



Control your "advertising pressure": Choose between a full placement or a 3-ad rotation for your banner.

PERFORMANCE DATA*

673,279 PIs (IVW Online)

330,685 visits (IVW Online)

CLOSING DATE FOR ADVERTISING

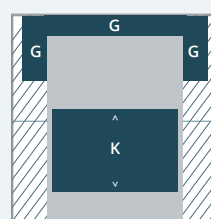
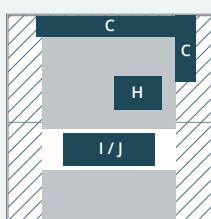
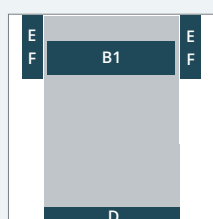
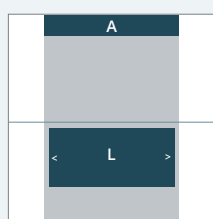
3 working days before publication

BANNER FORMATS AND PRICES



WEEKLY PRICES MON-SUN / €

ADVERTISING FORM	KB	FORMAT / px	FORMAT / px	FULL PLACEMENT	3-AD-ROTATION	2-AD-ROTATION
A Superbanner	100	300 x 120	980 x 150	8,560	4,280	-
B1 Billboard	150	300 x 250	940 x 250	13,375	6,690	-
B2 Billboard push down (Desktop, mouse over)	150	300 x 250	940 x 250 to 500	13,375	6,690	-
C Wallpaper	80	300 x 120	980 x 150 + 160 x 600 + Backgroundcolor	10,490	5,245	-
STICKY D Floor Ad	100	-	980 x 150	8,560	4,280	-
E Wide Skyscraper	100	-	160 x 600	4,280	2,150	-
STICKY F Double Wide Skyscraper	each 100	-	2x 160 x 600	8,560	4,280	-
G Fireplace	80	300 x 120	980 x 150 +2x 160 x 600 + Backgroundcolor	17,120	8,560	-
H Rectangle	100	300 x 250	300 x 250	3,425	1,715	-
I Content Ad	100	300 x 120	617 x 250	3,425	1,715	-
J Video Ad	10 MB	300 x 250	617 x 250	4,280	2,150	-
K Poster Ad (Parallax)	150	300 x 480	935 x 700	10,490	5,245	-
L Gallery Ad (monthly)	150	-	935 x 580	-	-	5,245



- A Superbanner
- B Billboard
- C Wallpaper
- D Floor Ad
- E Wide Skyscraper
- F Double Wide Skyscraper
- G Fireplace
- H Rectangle
- I Content Ad
- J Video Ad
- K Poster Ad
- L Gallery Ad

TECHNICAL DATA: See technical data Immobilien Zeitung, Basic Media Data No. 33 and under media.iz.de/basis-mediadaten.

* Page impressions, calculated by the publisher as an average of IVW online data from Jan 2022 to Jun 2022.

The Online Advertorial

AT IZ.DE

Advertise your product and company and strengthen your brand through active storytelling, right next to editorial articles. Our online advertorial offer comprises one **ARTICLE PAGE** – designed on the basis of IZ's standard screen look – and a **PROMINENT TEASER** on IZ.de.



Professional copy by experienced writers.

SERVICES AND FEES*:

- An article made to look and feel like IZ.de coverage
- Minimum online availability: twelve months
- Extension possible free of charge

The article is professionally written in cooperation with an experienced author (included in the fee if you book directly).

THE ONLINE ADVERTORIAL COSTS:

EUR 16,990

(eligible for end-of-period rebates and/or agency commission if you supply your own copy and images)

FURTHER INFORMATION ON PRICES*:

If you book a second advertorial (within twelve months), you will be granted a 30-percent discount. Any further advertorials will attract a discount of fifty percent.

Combination discounts: If you book a printed advertorial starting from ¼ page (within twelve months), you will be granted a discount of fifteen percent. This also applies for advertorials in our daily newsletter, IZ Aktuell.

HOW WE DIRECT OUR READERS TOWARDS YOUR ADVERTORIAL:

You can rely on IZ as an experienced, skilful media partner creating attention for your advertorial.

With teasers on IZ.de and in our daily newsletter, IZ Aktuell, we kick-start your advertorial from day one – at no additional cost.



For detailed information on printed and online advertorials, please refer to Price Sheet No 2 and/or media.iz.de/advertorial.

* Discounts based on quantity and turnover according to price list no. 33, valid from 01/09/2022, shall apply for all prices.

The daily newsletter – IZ Aktuell

DAILY FROM MON-FRI

Do you want daily eye contact with your target group?

PERFORMANCE DATA*

324,912 Pls per month
74,980 Pls per week
15,849 Pls per working day

CLOSING DATES FOR ADVERTISING

3 working days before publication

BANNER FORMATS AND PRICES

S CONTENT AD
520 x 100 px / KB 50

POSITION	€/ WEEK
1	2,660
2	1,835
3	1,605
4	1,375
5	1,265
6	1,150
7	1,045
8	930
from 9	810

M CONTENT AD
520 x 150 px / KB 50

POSITION	€/ WEEK
1	3,460
2	2,505
3	2,100
4	1,700
5	1,535
6	1,425
7	1,315
8	1,200
from 9	1,140

L CONTENT AD
520 x 200 px / KB 50

POSITION	€/ WEEK
1	4,780
2	3,655
3	3,190
4	2,275
5	1,940
6	1,750
7	1,595
8	1,480
from 9	1,260

A ADVERTORIAL
520 x 360 px / KB 100
from position 3

POSITION	€/ WEEK
3	6,390
4	4,550
5	3,875
6	3,500
7	3,185
8	2,960
from 9	2,510

ADVERTORIAL

The most important news of the day is compressed in the daily newsletter IZ Aktuell. You can place your message as an **ADVERTORIAL** (text only) or **IMAGE + TEXT BANNER**. With a size of 520 x 360 px, your message will stand out! Although the font type and size, etc. used in the banner are different to those used for the editorial contents, **your company message is embedded in the editorial environment**.

NUMBER OF CHARACTERS: approx. 400 characters (bodytext) with 15 px font size + approx. 80 characters (headline)

IMAGE: 120 x 120 px

T TITLE HEAD
630 x 75 px / 50 KB



L CONTENT AD
520 x 200 px / 50 KB



TOP: Krisen befeuern Nachfrage nach deutschem Betongold
Der deutsche Wohnimmobilienmarkt profitiert nicht nur weiterhin von einer stabilen Binnenkonjunktur. Auch weltweit wirkende Krisen wie im Irak und der Ukraine befeuern die Nachfrage nach deutschem Betongold zusätzlich. Zu diesem Schluss kommt der KGAL-Marktbericht für das 2. Halbjahr 2014. Potenziellen Anlegern rät er zur "kontrollierten Offensive" in kleineren Städten.
Weitere Details unter: www.immobilien-zeitung.de/1000020904/krisen-befeuern-nachfrage-nach-deutschem-betongold

M CONTENT AD
520 x 150 px / 50 KB



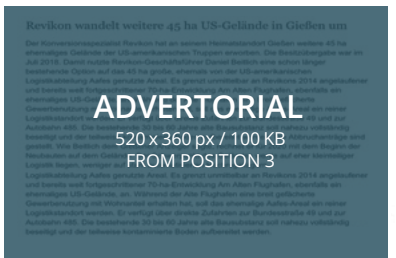
TOP: Frauen verdienen mehr Geld mit Vermietung
Das Deutsche Institut für Wirtschaftsforschung (DIW) hat eine Studie zur Einkommensungleichheit zwischen Männern und Frauen vorgelegt. Wenig überraschend ist, dass Frauen bei fast allen Einkunftsarten schlechter dastehen als Männer. Mit einer erstaunlichen Ausnahme bei den Vermietungseinkünften: hier haben Vermieterinnen leicht höhere Pro-Kopf-Einnahmen als Vermieter.
Weitere Details unter: www.immobilien-zeitung.de/1000020900/frauen-verdienen-mehr-geld-mit-vermietung

S CONTENT AD
520 x 100 px / 50 KB



Genossenschaft baut 192 Wohnungen in Berlin-Lichtenrade
Die Gemeinnützige Baugenossenschaft Steglitz eG hat am Stadtrand von Berlin den Grundstein für das Neubauvorhaben Südlich111 gelegt. Zwischen Töpfer Weg und der Straße Alt Lichtenrade sollen bis Ende 2015 elf Wohnhäuser mit insgesamt 192 Wohnungen entstehen. Generalunternehmer für das 35 Mio. Euro schwere Bauvorhaben der Genossen ist Kendor Wessels Bauen Berlin.

A ADVERTORIAL
520 x 360 px / 100 KB
FROM POSITION 3



T TITLE HEAD
630 x 75 px / KB 50

4,780 €/ WEEK

With the IZ products to your target group

*We would be happy to
advise you – innovatively
and strategically!*

Optimised for mobility



Topic Targeting



Ad Bundle



OPTIMISED FOR MOBILITY

Ideally suited for your advertising campaigns, IZ.de is programmed for reading on screens in different sizes.

As you smartly select banner formats to control your campaign you'll get across your ad statements on all devices, regardless of whether you're on the move or at the desk.

The Carestone clients, for instance, have matched their campaign perfectly with the reading habits of and devices used by their target group.

TOPIC TARGETING

You can use your online advertising budget for a long-term campaign if it is displayed alongside a specific topic that is particularly relevant for your company.

On the jurisdiction topic page, for example, you will find the campaign of Bögner, Hensel & Partner lawyers, tax consultants and notaries positioned only alongside all articles related to real estate law. The content ad banner is placed in the content.

AD BUNDLE

With an online campaign, you can attract more attention when your banner is positioned at different locations on the website. For the launch of such a campaign, it makes sense to display several banners at the same time to attract a lot of attention.

As known from TV commercials, you can remain visible during the course of a campaign with one advertising medium and thus benefit from the high amount of attention generated by the strong campaign launch.

The campaign of DZ Hyp is, for example, displayed on the home page of our website. It simultaneously consists of a fireplace, rectangle and content ad.

And now? Just give us a call.

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