



Price List 2024

Expo Real

Advertising and banner space in the Immobilien Zeitung products

Online at IZ.de

PERFORMANCE DATA

694.978 page impressions per month*
173.745 page impressions per week*

CLOSING DATE FOR ADVERTISING

3 working days before publication

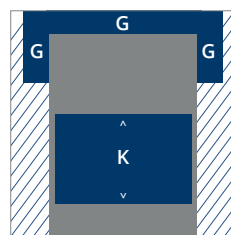
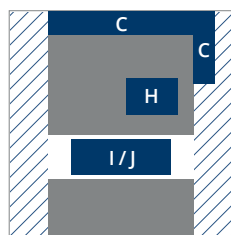
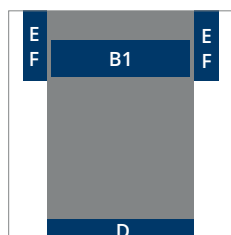
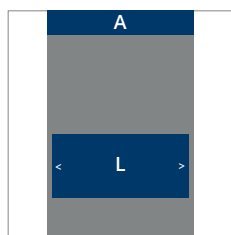


BANNER FORMATS AND PRICES



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	1,000 x 150 + 160 x 600 + background color	10,490	5,245	-
STICKY D	Floor Ad	100	-	980 x 150	8,560	4,280	-
STICKY 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	1,000 x 150 +2x 160 x 600 + background color	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 168	617 x 347	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



TECHNICAL DATA: See media-en.iz.de/mediaplanning/data-delivery.
*Publisher's calculation, average according to IYW Online 1-6/2023.

The Touchpoints for Expo Real



THE IZ TRADE FAIR NEWSPAPER AT THE EVENT**:

The IZ delivery service brings the IZ trade fair newspaper directly to the stands of registered exhibitors.

All three issues are distributed at Parkhaus West by hostesses.

All three issues are distributed to approximately 170 hotels in Munich.***

The Wednesday issue is published as a supplement in IZ 42/2024.

All IZ products are available at our stand.



* Taken from exporeal.net/en/discover, status: 7/2023.
** Provided that the event takes place.
*** Publisher's information.

IZ Trade Fair Issue Week 40/41



No. 1 issue of the year with double circulation!*

CIRCULATION AND DISTRIBUTION

10,148 copies* circulated
(which 8,833 copies are subscription copies = sold copies)
6,900 copies ** are distributed during the trade fair
17,048 copies total circulation

DEADLINE FOR ADS / PRINT DATA

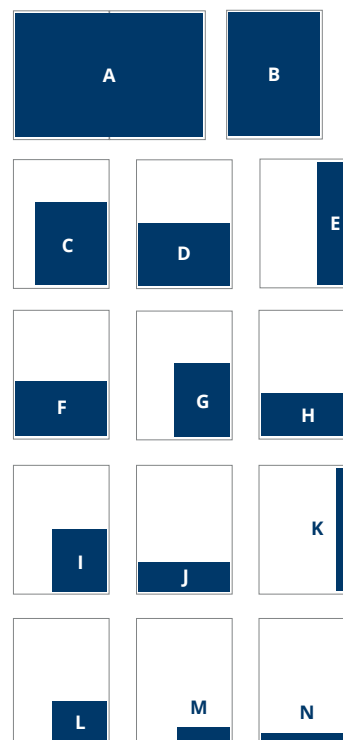
Wednesday, 18 September

PUBLICATION DATE

Friday, 4 October

ADVERTISEMENT FORMATS AND PRICES

FORMAT	WIDTH x HEIGHT / mm	GENERAL SECTION / €	REGIONAL SECTION / €
A Panorama	675 x 480	42,765	30,480
B 1/1 page	325 x 480	23,280	16,560
C Junior page	259 x 300	11,620	8,285
D 1/2 page landscape	325 x 240	11,620	8,285
E 2/5 page portrait	127 x 480	9,310	6,625
F 2/5 page landscape	325 x 192	9,310	6,625
G 1/3 page corner	193 x 267	7,760	5,520
H 1/3 page landscape	325 x 160	7,760	5,520
I 1/4 page corner	193 x 200	5,820	4,140
J 1/4 page landscape	325 x 120	5,820	4,140
K 1/5 page portrait	61 x 480	4,655	3,315
L 1/5 page corner	193 x 160	4,655	3,315
M 1/8 page corner	193 x 100	2,910	2,070
N 1/8 page landscape	325 x 60	2,910	2,070



Further formats and prices can be found at media.iz.de/printformate.

TECHNICAL DATA: See media-en.iz.de/mediaplanning/data-delivery.

All prices in € excluding VAT. The general terms and conditions apply.

* IYW 2/2023.

** Publisher's data, calculated on the basis of PY values. Provided that the event takes place.

IZ Trade Fair Planner



Best time to advertise: 11 days before the fair, scheduling of meetings is in full swing!

CIRCULATION AND DISTRIBUTION

10,148 copies* as insert in IZ issue 39/2024
 7,300 copies** are distributed during the trade fair
 17,448 copies total circulation

DEADLINE FOR ADS / PRINT DATA

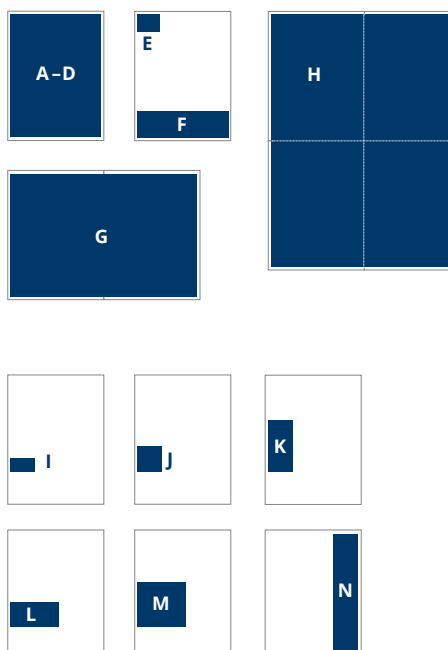
Wednesday, 11 September

PUBLICATION DATE

Thursday, 26 September

ADVERTISEMENT FORMATS AND PRICES

FORMAT	WIDTH x HEIGHT / mm	PRICE 4c / €
A 1/1 page	231 x 325	5,385
B Inside front cover	231 x 325	6,895
C Inside back cover	231 x 325	6,055
D Outside back cover	231 x 325	8,045
E Masthead	54 x 30	2,655
F Title strip	231 x 70	5,385
G Panorama	480 x 325	10,415
H Panorama poster	480 x 675	20,840
LIST OF EXHIBITORS / HALL PLANS		
I Special format 1	54 x 27	360
J Special format 2	54 x 54	525
K Special format 3	54 x 113	1,040
L Special format 4	113 x 54	1,040
M Special format 5	113 x 113	2,185
N 1/4 page portrait Right next to the hall plans	54 x 325	2,300



*IWW 2/2023.
 ** Publisher's data. Provided that the event takes place.

The Daily Trade Fair Newspaper



Our most successful trade fair product!

CIRCULATION AND DISTRIBUTION

9,550	copies* Monday, 7 October
9,550	copies* Tuesday, 8 October
7,600	copies* Wednesday, 9 October
10,148	copies** as insert in Immobilien Zeitung issue 42/2024 (publication date 13 October)
36,848	total circulation

DEADLINE FOR ADS / PRINT DATA

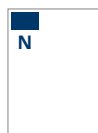
Wednesday, 18 September

PUBLICATION DATES

Monday,	7 October
Tuesday,	8 October
Wednesday,	9 October

ADVERTISEMENT FORMATS AND PRICES

FORMAT	WIDTH x HEIGHT / mm	PRICE 4c / €
A Panorama	483 x 325	16,765
B Inside front cover	231 x 325	12,025
C Inside back cover	231 x 325	10,735
D Outside back cover	231 x 325	12,975
E 1/1 page	231 x 325	8,450
F 1 st right-hand page	231 x 325	11,480
G 2 nd right-hand page	231 x 325	10,850
H 3 rd right-hand page	231 x 325	10,165
I 4 th – 5 th right-hand page	231 x 325	9,825
J 6 th – 7 th right-hand page	231 x 325	9,590
K 8 th right-hand page	231 x 325	9,480
L 1/2 page landscape	231 x 162	6,400
M 1/4 page portrait	54 x 307	3,710
N Masthead	54 x 30	4,565
O Title strip	231 x 70	7,520



1 price for 3 issues!

* Publisher's information. Provided that the event takes place.

** IVW 2/2023.



All our circulation figures are IVW-certified.

The Daily IZ Newsletter



BENEFITS:
 – daily payout
 – good value for money (see CPM)

PERFORMANCE DATA

580.671 page impressions per month*
 145.168 page impressions per week*

CLOSING DATE FOR ADVERTISING

3 working days before publication

PUBLICATION DATES

The newsletter informs daily from Monday – Friday (except holidays) about all relevant news.

BANNER FORMATS AND PRICES

POSITION	WEEKLY PRICES MON – FRI / €			
	S CONTENT AD 520 x 100 px, 50 KB	M CONTENT AD 520 x 150 px, 50 KB	L CONTENT AD 520 x 200 px, 50 KB	ADVERTORIAL 520 x 360 px, 100 KB
1	CPM 36 € 2,660	CPM 46 € 3,460	CPM 64 € 4,780	–
2	1,835	2,505	3,655	–
3	1,605	2,100	3,190	6,390
4	1,375	1,700	2,275	4,550
5	1,265	1,535	1,940	3,875
6	1,150	1,425	1,750	3,500
7	1,045	1,315	1,595	3,185
8	CPM 12 € 930	CPM 16 € 1,200	CPM 20 € 1,480	CPM 40 € 2,960
9	810	1,140	1,260	2,510
10	810	1,140	1,260	2,510
11	810	1,140	1,260	2,510
12	810	1,140	1,260	2,510
13	810	1,140	1,260	2,510
14	810	1,140	1,260	2,510
15	810	1,140	1,260	2,510

FOR 5 WEEKS

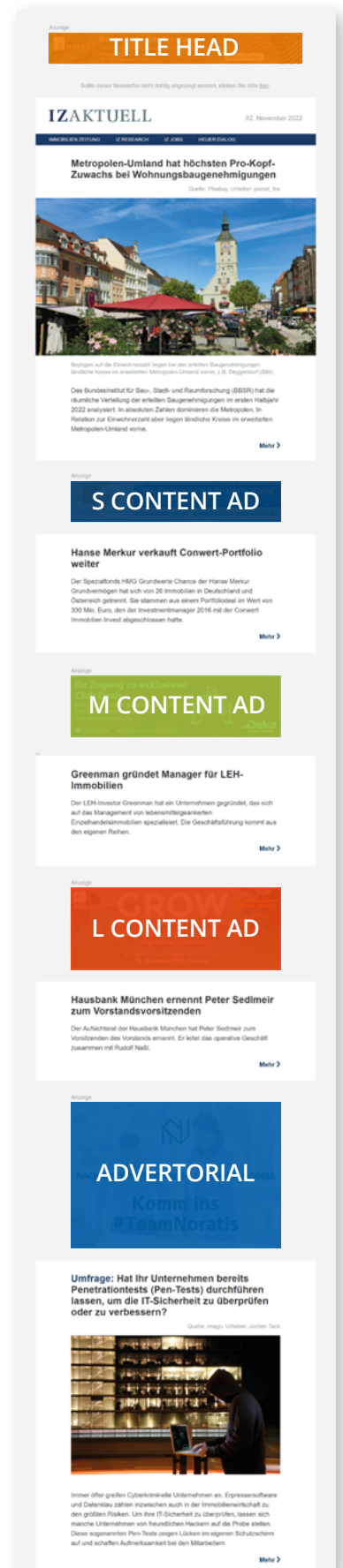
TITLE HEAD
 630 x 75 px, 50 KB
 4,780 € / week

In weeks 39 – 41, **positions 1- 5** are reserved for customers who book IZ Aktuell for at least 5 weeks per year. They can either book individual dates spread across this period or make a block booking.

CPM EXAMPLE

Thousands Contact Price (CPM):
 1,000 contacts (ad impressions) will cost you no more than EUR 46 if you decide to book position 1 / M CONTENT AD.

TECHNICAL DATA: See data delivery media-en.iz.de/mediaplanning/data-delivery
 All prices in € excluding VAT. The general terms and conditions apply.
 *Publisher's calculation, average according to IYW Online 1-6/2023.



Too many options? Just give us a call.

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More information and examples of our
advertising materials for Expo Real?
Discover our digital media showroom now!



www.media-en.iz.de/specials/exporeal



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