



Technical Specifications

PRINT + ONLINE

KNOWLEDGE FOR DECISION
MAKERS.
IMMOBILIEN ZEITUNG.

IMMOBILIEN ZEITUNG
FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

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PRINT

Technical Specifications.

IZ PRINT

DATA FORMAT:	PDFx3. Open files upon request	PAPER FORMAT:	350 mm wide x 510 mm high
IMAGE RESOLUTION:	300 dpi (minimum 200 dpi)	PRINT AREA:	325 mm wide x 480 mm high
DATA:	Print document to be delivered by e-mail, specifying client name, job-name and target link to anzeigen@iz.de	NO. OF COLUMNS:	Text section: five 61 mm columns, advertising section: six 50 mm columns
PRINT DOCUMENTS:	The delivery deadline for print documents is the closing date for advertisements for the issue booked. Print documents drawn up in the final format and without crop marks.	PRINTING TECHNOLOGY:	Newspaper offset printing
FONTS:	Fonts must be embedded in the PDF file or converted into paths. If the font is made up in white, the font size must be at least 7 points against multi-coloured backgrounds and should not be designed as a light style, otherwise 6 points suffice (printing colour black, overprinting mode).	PROOF:	To produce an optimal printing result of your ad, we need a proof that complies with the ISO 12647-3 standard for colour ads. A motif-wide ugra / FOGRA media key must be shown on the proof. Otherwise the proof cannot be accepted as colour reproducible.
COLOURS:	CMYK, Euro scale. Use ISOnewspaper26v4.icc colour profile to ensure colour consistency. Black text must be 100 % and made up entirely of black. A colour profile can be downloaded from media.iz.de/technische-spezifikation		
LINES:	Lines must be minimum 0.25 points; white lines on a multi-coloured background minimum 0.4 points.		
QR CODE:	To ensure sharp contours, the QR Code should be created in b/w (not in 4c and not as "copy and paste").		
COLOUR APPLICATION:	Maximal 240 %. Dot gain: a 50% tone of the original (black) is increased by about 26% during the offset printing process. Tonal range: 3-90%		



Weekly
IZ-edition

Technical Specifications.

TRADE FAIR PLANER and TRADE FAIR JOURNAL for EXPO REAL

TRADE FAIR PLANER (EXPO REAL) TRADE FAIR JOURNAL (EXPO REAL)

PAPER FORMAT:	240 mm wide x 335 mm high
PRINT AREA :	231 mm wide x 325 mm high
NO. OF COLUMNS:	4 columns at 54 mm
COLUMN-GAP:	5 mm
COLOURS:	black, cyan, magenta, yellow , no spot colours
PRINTING MATERIALS:	PDFx3. Open files upon request
DATA FORMAT:	Final format without crop marks
PRINTING PROCESS:	Newspaper offset printing, screen ruling 40 l/cm
COLOUR APPLICATION:	Maximum 240 %
COLOUR PROFILE:	ISOnewspaper26v4.icc
DATA:	Print document to be delivered by e-mail, specifying client name, job name and target link to anzeigen@iz.de



Trade Fair Journal
(Expo Real)



Trade Fair Planer
(Expo Real)

Technical Specifications.

IZ-MAGAZINES REAL ESTATE LAWYERS AND REAL ESTATE FINANCING

MAGAZINE



- PAPER FORMAT:** 230 mm wide x 285 mm high
- COLOURS:** black, cyan, magenta, yellow (Euroscale) , no spot colours
- DATA FORMAT:** PDFx3. Open files upon request.
- COLOUR APPLICATION:** Maximum 300 %
- COLOUR PROFILE:** ISO newspaper26v4.icc
- SATZSPIEGEL:** 231 mm wide x 325 mm high
- FONTS:** Fonts must be embedded
- PROOF:** To produce an optimal printing result of your ad, we need a proof that complies with the ISO 12647-3 standard for colour ads.
- DELIVERY:** Print document to be delivered by e-mail, specifying client name, job name and target link to anzeigen@iz.de



IZ-Magazines Real estate lawyers and Real estate financing

BANNER ON WWW.IZ.DE

BANNER FORMATS:

ADVERTISING FORM	FORMAT / FILE SIZE	FORMAT / FILE SIZE
		
Content Ad	300 x 120 px / 100 KB	617 x 250 px / 100 KB

- RUNNING TIME:** rotating on all content ad spaces
Real estate lawyers: 1 year in the section „Law / Taxes“,
Real estate financing: 12 weeks in the section „Finance“,

- DATA FORMAT:** GIF, JPEG, PNG, HTML

- DELIVERY:** Print document to be delivered by e-mail, specifying client name, job name and target link to anzeigen@iz.de

LOGO*

- DATA FORMAT:** EPS, AI, SVG, JPG, TIF
- COLOUR:** CMYK
- MINIMUM SIZE:** Width: 30 – 40 mm, 300 dpi
- DELIVERY:** to anzeigen@iz.de

* only possible in magazine „Immobilien-Anwälte“

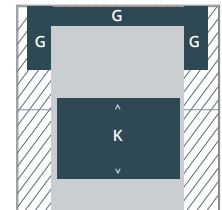
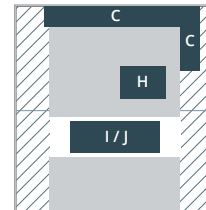
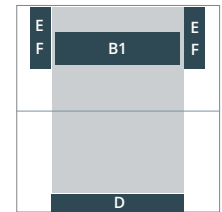
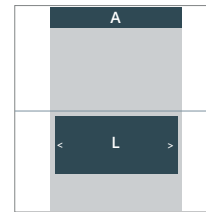
ONLINE

Banner formats on www.iz.de

BANNER FORMATS AND PRICES



ADVERTISING FORM	KB	FORMAT / px	FORMAT / px
A Superbanner	100	300 x 120	980 x 150
B1 Billboard	150	300 x 250	940 x 250
B2 Billboard push down (Desktop, mouse over)	150	300 x 250	940 x 250 to 500
C Wallpaper	80	300 x 120	980 x 150 + 160 x 600 + Backgroundcolor
STICKY D Floor Ad	100	-	980 x 150
E Wide Skyscraper	100	-	160 x 600
STICKY F Double Wide Skyscraper	each 100	-	2x 160 x 600
G Fireplace	80	300 x 120	980 x 150 +2x 160 x 600 + Backgroundcolor
H Rectangle	100	300 x 250	300 x 250
I1 Content Ad	100	300 x 120	617 x 250
I2 Content Ad (Parallax)	150	300 x 200	617 x 250
J Video Ad	10 MB	300 x 250	617 x 250
K Poster Ad (Parallax)	150	300 x 480	935 x 700
L Gallery Ad (monthly)	150	-	935 x 580



Technical Specification.

BANNER ON IZ.DE

- DATA FORMAT:** GIF, JPEG, PNG oder HTML, refer Banner formats on page 9
- DELIVERY:** Banner for all end devices to be delivered by e-mail, specifying client name, job name and target link to anzeigen@iz.de
- CLOSING DATE:** 3 working days before publication

VIDEO AD

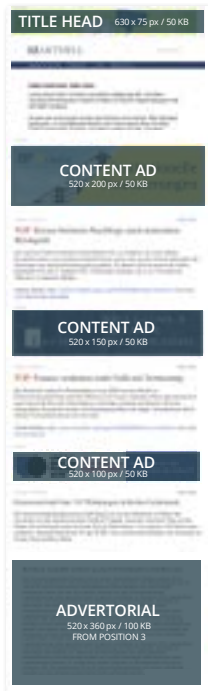
- VIDEO FORMAT:** .mp4
- RESOLUTION:** 1280 x 720 px
- MAXIMUM FILESIZE:** 10 MB
- LENGTH:** 5 – 30 seconds
- SOUND:** on (video plays silently, sound can be activated by clicking on the speaker symbol)
- CLICK-URL:** URL on your preferred Landingpage (mail-to-links are not possible)



Technical Specification.

BANNER IN THE DAILY NEWSLETTER IZ AKTUELL

BANNER FORMATS:



T TITLE HEAD
630 x 75 px / 50 KB

L CONTENT AD
520 x 200 px / 50 KB

M CONTENT AD
520 X 150 PX / 50 KB

S CONTENT AD
520 X 100 PX / 50 KB

A ADVERTORIAL
520 X 360 PX / 100 KB FROM POSITION 3

DATA FORMAT: JPEG, PNG or GIF (static, as some Outlook versions do not support GIF animation by default).

DELIVERY: to be delivered by e-mail, specifying client name, job name and target link to anzeigen@iz.de

CLOSING DATE: 3 working days before publication

Technical Specification.

BANNER IN THE WEEKLY NEWSLETTER IZ WOCHE

BANNER FORMATS:



TITLE HEAD
630 x 75 px / 50 KB

L CONTENT AD
520 x 200 px / 50 KB

S CONTENT AD
520 x 100 px / 50 KB

DATA FORMAT: JPEG, PNG or GIF (static, as some Outlook versions do not support GIF animation by default).

DELIVERY: to be delivered by e-mail, specifying client name, job name and target link to anzeigen@iz.de

CLOSING DATE: 3 working days before publication

Your contact persons.



MARKUS SCHMIDTKE

Head of Advertising Department

☎ +49 (0) 611 973 26-24

✉ schmidtke@iz.de



KARSTEN FRANKE

Publisher's Chief Representative,
West/North

☎ +49 (0) 611 973 26-21

✉ franke@iz.de



CLAUDIA EMRICH

Advertising sales, scheduling

☎ +49 (0) 611 973 26-13

✉ emrich@iz.de



THOMAS BUHLMANN

Publisher's Representative,
Centre/South

☎ +49 (0) 611 973 26-26

✉ buhlmann@iz.de



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

☎ 0611 973 26-23

✉ baranowsky@iz.de



STEFAN JUNG

Publisher's Representative,
Centre/South/East

☎ +49 (0) 611 973 26-22

✉ jung@iz.de

Publisher information.

IZ Immobilien Zeitung Verlagsgesellschaft mbH
P.O. Box 3420 / 65024 Wiesbaden
Luisenstraße 24 / 65185 Wiesbaden
☎ 0611 973 26 - 0
📠 0611 973 26 - 31
✉ anzeigen@iz.de
🌐 www.iz.de

BANK ACCOUNT DETAILS:
Nassauische Sparkasse, Wiesbaden
IBAN DE36 5105 0015 0189 0265 28
SWIFT-BIC: NASSDE 55 XXX

Commerzbank AG, Wiesbaden
IBAN DE36 5108 0060 0129 9888 00
SWIFT-BIC: DRES DE FF 510

PUBLICATION FREQUENCY:
weekly on Thursdays

CLOSING DATE FOR ADVERTISING:
6 working days before publication