Media Data
2022
The Medium

Editorial Positioning

For 87 years the Österreichische Immobilien Zeitung (OIZ / Austrian Real Estate Journal) has been the information medium of the country’s Real Estate Branch.

It provides sustainable first-hand information on trends and developments in the property world.

In addition to up-to-date reports, the magazine offers a comprehensive “Law & Service” section with profound legal commentaries, indices and price overviews, which are geared to the requirements of the whole profession.

The magazine is structured to guarantee maximum thematic diversity, optimal reading comfort and best orientation.

Readership

Decision Makers in the Austrian Real Estate Profession.

The OIZ is sent to all members of the guild sections for Estate Agents and Trustees within the Federal Chamber of Economics. No other medium deals to the same extent with the core of the Real Estate Profession.

Beyond the key readership, OIZ reaches decision makers in relevant associated professions: lawyers, architects, builders, facility managers, investors, project developers, prime contractors, banks, financial advisors, selected companies in the national economy, industrialists and politicians, local authorities, public institutions etc.
Basic Information

Circulation
Total print run: 10,300 copies

Frequency
10x per year

Magazine Format
210 mm wide x 275 mm high

Print and Binding Method
Offset, stapled binding. The publisher claims no liability for tone value deviation within the tolerance range.

Pre-print Data
Transfer of digital data via E-Mail (anzeigenservice@wirtschaftsverlag.at) possible. Please look up the detailed Technical Data, below.

Conditions of Payment
Invoices are to be paid in full within 30 days.

Bank Details
Advertisements
Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions
Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Media Data 2022, amendments, errors, print and setting mistakes reserved.

Technical Data

General Information

Technical Criteria for Data
Please make sure to include in your advertising order the name of every file. Files which are infected by a virus will be deleted by the publisher.

Data Format
PDF-files for the intended edition, optimized for print to the „PDF/X-4:2008“ standard;
Colour profile for coated papers (flatbed offset): ISO Coated v2 (ECI).

Criteria for Processing
1. No spot colours (e.g. HKS, Pantone), please convert all RGB or indexed colours to CMYK (Euro Scale) process colours.
2. All fonts must be embedded.
3. Pictorial elements should ideally be positioned with 300 dpi; linework should be positioned with 1200 dpi resolution.

Requirements for digital transmission of advertising print files
The publisher claims no liability for any errors occurring in the production of an advertisement that was passed on with open files by the contracted partner. Should the above mentioned criteria not be met, any extra time required to complete the work order will be registered and charged to the client. This also applies to the reworking of data and/or advertising designed at the customer’s request by the publisher.
### Advertising Pricelist

**Number 11 valid from 1. 1. 2022**

#### Formats and Prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Print Area (W x H in mm)</th>
<th>With Bleed* (W x H in mm)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panorama Page</td>
<td>–</td>
<td>420 x 275</td>
<td>€ 8 970,–</td>
</tr>
<tr>
<td>4. Cover Page</td>
<td>174 x 232</td>
<td>210 x 275</td>
<td>€ 6 750,–</td>
</tr>
<tr>
<td>2. or 3. Cover Page</td>
<td>174 x 232</td>
<td>210 x 275</td>
<td>€ 6 090,–</td>
</tr>
<tr>
<td>1/1 Page</td>
<td>174 x 232</td>
<td>210 x 275</td>
<td>€ 5 610,–</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>vertical 84 x 232</td>
<td>102 x 275</td>
<td>€ 3 490,–</td>
</tr>
<tr>
<td></td>
<td>horizontal 174 x 120</td>
<td>210 x 136</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>vertical 55 x 232</td>
<td>73 x 275</td>
<td>€ 2 960,–</td>
</tr>
<tr>
<td></td>
<td>horizontal 174 x 80</td>
<td>210 x 96</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>vertical 84 x 120</td>
<td>102 x 136</td>
<td>€ 2 160,–</td>
</tr>
<tr>
<td></td>
<td>horizontal 174 x 60</td>
<td>210 x 76</td>
<td></td>
</tr>
<tr>
<td>Business Box</td>
<td>55 x 55</td>
<td>–</td>
<td>€ 1 140,–</td>
</tr>
<tr>
<td>Cover Bar or</td>
<td>–</td>
<td>210 x 25</td>
<td>€ 3 610,–</td>
</tr>
<tr>
<td>Bar in the Imprint</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*The illustrations show the print area.*

* plus 3 mm bleed, depending on placement.

#### Rebates

For bookings within a year

- of 2 Ads .................................... 5%
- of 4 Ads ................................... 10%
- of 6 Ads ................................... 15%
- of 10 Ads ................................... 20%

Word Ads and Supplements not included.

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All prices are in Euros, subject to a surcharge of 5% Advertising Tax (except for print/production costs and online) and 20% VAT.
Special Advertising Forms

Beilagen
Supplements provided by client, inserted loosely, maximum size 200 x 275 mm.
Per 1,000 inserts up to a weight of
20 grams ............................................. € 360,—
over 20 grams .................................... on enquiry
There are no rebates on supplement prices!
Delivery and customs costs are billed to the client.
Changes in price reserved, in accordance with
relevant post tariffs.

Tip-on-Card
DIN A6, positioned on a
1/1 advertisement per
1,000 cards ........................................ € 310,—
Bookable only in combination with an
advertisement. Cards provided by the client
or production costs on enquiry. Tip-on-Card
on the magazine cover or other formats: on
enquiry.

Sleeve
The sleeve is wrapped around the magazine,
offering a secure advertising contact.
Whole run ........................................... € 5,340,—
Sleeve provided by the client or production costs
on enquiry.

Adhered medium, bound-in medium,
Post-It and Cover Flap
Price on enquiry.

All prices are in Euros, subject to a surcharge
of 5% Advertising Tax (except for print /
production costs and online) and 20% VAT.

You would like an individual design for your
message?

I will be happy to advise you on further possibilities.
Andrea Ipsmiller
Selbständige Handelsvertreterin
M +43 664 4220452
E andrea@ipsmiller.net
Advertising message in journalistic style

Communicate your marketing message with an illustrated article in journalistic style. Present your company as a leading expert or describe an innovative product development in detail. You provide text and pictorial content, we design your contribution in the magazine’s corporate design. If you wish, our specialized journalists are happy to help with the formulation of copy and the choice of graphic elements (price on enquiry).

Spezifikationen

<table>
<thead>
<tr>
<th>Format</th>
<th>Visual Material</th>
<th>Title</th>
<th>Introduction</th>
<th>Body Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>1–2 elements + logo</td>
<td>ca. 30-35 ch</td>
<td>250–400 ch</td>
<td>max. 2.500 ch</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1–2 elements + logo</td>
<td>ca. 30-35 ch</td>
<td>max. 200 ch</td>
<td>max. 1.700 ch</td>
</tr>
</tbody>
</table>

In accordance with §26 Media Law an Advertorial has to be declared as a paid insertion. Prices are laid out in our Advertising Tariff List. One round of correction is included in the price. Should delivered material not conform to publication guidelines, replacement material will be requested. If necessary, after prior consultation, revisions can be carried out by our staff (up to a maximum invoice value of € 500,-). The number of characters (ch. in the table above) includes spaces. Text should be delivered as a Word document. Photo formats: JPEG, PNG, TIFF, PSD in 300 dpi resolution. Graphic elements should be delivered as vector documents.
<table>
<thead>
<tr>
<th>Issue No.</th>
<th>Print Material deadline</th>
<th>Publishing date</th>
<th>Themes</th>
</tr>
</thead>
</table>
| 1–2       | 27.01.2022            | 10.02.2022     | Software and IT | Industrial Parks  
Office Market Austria | Technical FM  
Federal Province Styria  
Häuslbauermesse 20.1.–23.1.22, Graz  
Tiroler Hausbau und Energie Messe 28.1.–30.1.2022, Innsbruck  
Bauern+Wohnen 10.2.–13.2.22, Salzburg  
Häuslbauermesse 18.2.–20.2.2022, Klagenfurt |
| 3         | 24.02.2022            | 10.03.2022     | Smoke Alarms | Facility Management – Lifts  
Real Estate Marketing  
Water Provision and Processing  
Federal Province Vienna  
Energiesparmesse 4.3.–6.3.2022, Wels  
WIM 2022, 19.3.–20.3.2022, Messe Wien  
mipim 15.3.–18.3.2022, Cannes |
| 4         | 30.03.2022            | 13.04.2022     | Education and Higher Education  
Office Equipment | Maintenance and Repair  
International Real Estate Business |
| 5         | 28.04.2022            | 12.05.2022     | Building Automation – Light and Sun Protection  
Residential Blocks | Properties and Sustainability  
Real Estate Financing  
Federal Province Carinthia  
TÜV AUSTRIA Aufzugstag May 2022  
Lift Day 4.5.2022 Austria Trend Hotel Savoyen Vienna |
| 6         | 25.05.2022            | 10.06.2022     | Software and IT  
Facility management – Green Cladding  
Digitalization | Hotel Real Estate  
Urban and District Development  
Federal Province Tyrol  
Bundestag Tirol 23.6.–24.6.2022  
6. ÖVI Makler-Dialog Mai 2022, in planning |
| 7–8       | 28.06.2022            | 12.07.2022     | Living near Water | Roof and Insulation  
Retail Properties | Real Estate Marketing  
Federal Province Vorarlberg  
Holz & Bau 31.8.–3.9.2022 in Klagenfurt |
| 9         | 30.08.2022            | 13.09.2022     | Software and IT | Shopping Centres  
Vermin Control  
Federal Province Salzburg  
Immozert Bewertungssymposium 15.9.2022, Wien |
| 10        | 28.09.2022            | 12.10.2022     | Facility Management – Winter Servicing  
Insurance Companies | Commercial Properties  
Fire and Water Damage  
Federal Province Upper Austria  
Expo Real 4.10.–6.10.2022, Messe München |
| 11        | 25.10.2022            | 10.11.2022     | Education and Higher Education  
Building Planning and Sustainability  
Bathroom and Sanitary | Real Estate Financing  
Federal Province Lower Austria  
Bauern+Wohnen 10.11.–13.11.2022, Wien  
5. ÖVI Stadtentwicklungstag 24.11.2022, Wien  
9. Österreichischer Verwaltertag 10.11–11.11.2022, Salzburg Congress |
| 12        | 29.11.2022            | 14.12.2022     | Sewage Maintenance and Repair  
Real Estate and Franchising | Lifts  
Annual Preview 2023  
Federal Province Burgenland  
27. Internationales HolzBau-Forum 2022 Congress und Messe Innsbruck |

Distribution up to 5 workdays after publication date.
Newsletter
Classic Advertising Formats

With our Newsletter you reach your target group! Optimized for mobile viewing, our Newsletter displays perfectly on any screen.

Make use of our Newsletter to convey legally conform messaging to your target group.

The recipients of our Newsletter have given us explicit permission to communicate with them by eMail. A high call-up rate speaks for the high quality of our address data base.

Publication Interval: 10 per year   Opening Rate: 40,7% (May 2021)   Recipients: 2 476 (August 2021)

Newsletter Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Fullbanner</td>
<td>€ 410,–</td>
</tr>
<tr>
<td>Reach the target group of your choice by inserting a classical advertisement.</td>
<td></td>
</tr>
<tr>
<td>Data Format: JPG</td>
<td></td>
</tr>
<tr>
<td>+ Mobile Banner</td>
<td></td>
</tr>
<tr>
<td>300 x 50 px</td>
<td></td>
</tr>
<tr>
<td>+ Content Ad</td>
<td>€ 410,–</td>
</tr>
<tr>
<td>also known as Medium Rectangle, positioned next to editorial content.</td>
<td></td>
</tr>
<tr>
<td>Data Format: JPG</td>
<td></td>
</tr>
<tr>
<td>+ Mobile Content Ad</td>
<td></td>
</tr>
<tr>
<td>300 x 250 px</td>
<td></td>
</tr>
</tbody>
</table>

Delivery of Online Material

Online Advertising Formats are regulated by IAB Standards for Advertising Material. Please note a minimum lead time of 5 working days when delivering the advertising material. Online Banners should not exceed 150 kb of data, Mobile Banners are limited to 80 kb. Please send your advertising data by eMail to anzeigenservice@wirtschaftsverlag.at

Invoicing

Newsletter prices valid per edition, subject to a surcharge of 20% VAT.

I will be happy to advise you.
Andrea Ipsmiller
Selbständige Handelsvertreterin
M +43 664 4220452
E andrea@ipsmiller.net
Newsletter

Individual Advertising Formats

Our Advertorial and Sitelink packages guarantee high digital connection to your target group. You reach all Newsletter readers and visitors to our Website, where your advertising material is positioned for one month.

**Sitelink**

The Sitelink consists of a short text and one visual element. It links readers from our Newsletter and our Website directly to your Landing Page.

€ 1 190,–

- Visual 230 x 170 px (JPG), Headline up to 50 characters, Text up to 190 ch
- Link Text
- + Link to your Landing Page

**Advertorial**

A click on the Teaser in the Newsletter or on our Homepage links your customer to a full view of your Advertorial, which is presented within an editorial environment.

€ 1 600,–

- Teaser: Visual 230 x 170 px (JPG), Headline up to 50 characters, Text up to 190 ch
- + Full View: max. 3 Visuals, Headline up to 100 ch, Text up to 1500 ch, optional further links

**Exclusive-Newsletter**

As an Exclusive Client you give your company the space it deserves. The Newsletter is designed for you as a prominently placed, full view medium for your marketing communication. It is linked to our readers via Advertorial or Sitelink. Our editorial staff provides suitable additional content in order to enhance readers’ attention and interest.

€ 2 010,–

- Sitelink
  - Visual 480 x 220 px (JPG), Headline up to 50 characters, Text up to 700 ch
  - Link Text
  - + Link to your Landing Page
- Advertorial
  - Teaser: Visual 480 x 220 px (JPG), Headline up to 50 characters, Text up to 700 ch
  - + Full View: max. 3 Visuals, Headline up to 100 characters, Text up to 1500 ch, optional further links

All character specifications are to be considered including spaces.
### Classic Advertising Formats

**Banner formats** are exposed in rotation with a maximum of three other clients. Also possible: the exclusive booking (20% surcharge) of the selected placement and regional targeting by country or province. The prices are based on a placement for one month. All prices are in Euros, subject to a surcharge of 20% VAT.

#### Display Advertising

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Rotation</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Billboard</strong></td>
<td>1024 x 250 px</td>
<td>300 x 50 px</td>
<td>€ 400,–</td>
</tr>
<tr>
<td><strong>Superbanner</strong></td>
<td>728 x 90 px</td>
<td>300 x 50 px</td>
<td>€ 300,–</td>
</tr>
<tr>
<td><strong>Fullbanner</strong></td>
<td>468 x 60 px</td>
<td>300 x 50 px</td>
<td>€ 200,–</td>
</tr>
<tr>
<td><strong>Content Banner</strong></td>
<td>300 x 100 px</td>
<td>300 x 250 px</td>
<td>€ 200,–</td>
</tr>
<tr>
<td><strong>Content Ad</strong></td>
<td>300 x 250 px</td>
<td>300 x 250 px</td>
<td>€ 300,–</td>
</tr>
<tr>
<td><strong>Video Content Ad</strong></td>
<td>300 x 250 px</td>
<td>300 x 250 px</td>
<td>€ 900,–</td>
</tr>
<tr>
<td><strong>Sidebar</strong></td>
<td>1:2 dynamic</td>
<td>320 x 480 px</td>
<td>€ 400,–</td>
</tr>
</tbody>
</table>

All prices subject to a surcharge of 20% VAT.
Online Advertising | oiz – www.oiz.at

### Individual Advertising Solutions

Apart from standard advertising formats, we can also offer you additional variations, enabling you to reach your clients exactly where their interests coincide with your offers.

Prices are valid for one month. All prices are in Euros, subject to a surcharge of 20% VAT.

#### Content Marketing

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Rotation</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sitelink</td>
<td>Copy, visual and link combination: 1 visual max. 230 x 170 px, headline max. 50 characters, copy max. 200 char., link to your web page, Sitelink 1 month on our Homepage.</td>
<td>Teaser (Pic + Text) + external link</td>
<td>€ 300,–</td>
</tr>
<tr>
<td>Advertorial</td>
<td>Promo Teaser &amp; Advertorial (max. 3 visuals, headline max. 100 char., copy max. 1,500 characters).</td>
<td>Teaser (Pic + Text) + internal link to Article</td>
<td>€ 400,–</td>
</tr>
<tr>
<td>Special Theme</td>
<td>Place, depending on time frame, from 1 to 6 Advertorials in an individually defined Special Theme.</td>
<td>Special Theme Teaser + internal link to Article</td>
<td>€ 1,100,–</td>
</tr>
</tbody>
</table>

#### Display Advertising

<table>
<thead>
<tr>
<th>Format</th>
<th>Größe</th>
<th>Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Ad</td>
<td>300 x 600 px + Mobile Understitial 320 x 480 px</td>
<td>€ 300,–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 px + Mobile Understitial 320 x 480 px</td>
<td>€ 300,–</td>
</tr>
<tr>
<td>L-Ad</td>
<td>Superbanner or Billboard + Sitebar or Half-page Ad or Skyscraper + Mobile Understitial 320 x 480 px</td>
<td>€ 520,–</td>
</tr>
</tbody>
</table>

All prices subject to a surcharge of 20% VAT.
Contact

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Data Protection
Please contact datenschutz@wirtschaftsverlag.at with queries on data protection.

General Terms & Business Conditions
All content is in accordance with the General Terms & Business Conditions (AGB) of the Wirtschaftsverlag GmbH, which can be consulted on www.wirtschaftsverlag.at/agb

Impressum

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I www.wirtschaftsverlag.at

Organ
Official Organ of the Association of Estate Agents and Trustees