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EDITORIAL POSITIONING

For 89 years, the **Österreichische Immobilien Zeitung** (OIZ, Austrian Real Estate Journal) has been the leading information medium for the Austrian real estate industry.

It provides sustained and first-hand information on the latest trends and developments from the world of real estate.

In addition to current reports, the magazine's extensive „Law & Service“ section offers profound legal commentaries, indices and price overviews geared to the requirements of the entire branch. The magazine's modern design ensures a great variety of topics, optimum readability and the best possible orientation.

READERS

Decision makers in the Austrian real estate industry.

The OIZ is sent to all members of the professional groups of real estate and asset trustees of the Austrian Federal Economic Chamber (WKO). The OIZ covers the core area of the real estate industry like no other medium.

Additional readers from industry-related professions: Architects, office operators, facility managers, financial service providers, investors, notaries, project developers, lawyers, apartment owners.



PRINT CIRCULATION

11.100

Copies

ISSUES PER YEAR

10

MAGAZINE FORMAT

210 x 275 mm

Print area: 174 x 225 mm


FOLLOW US



Stay informed about current developments in the industry!


SCHEDULE AND TOPICS 2025

AUSGABE 01-02

- Software & IT
- Business parks
- Office market Austria
- FM – climate-neutral building stock
- Prevention of money laundering
- Federal province of Salzburg 


AD DEADLINE 30.01.
 RELEASE DATE 13.02.

AUSGABE 03

- Cybersecurity
- FM – Fire safety
- Real estate marketing
- Water supply and -treatment
- Federal province of Upper Austria 

AD DEADLINE 27.02.
 RELEASE DATE 13.03.

AUSGABE 04

- Education and training
- Office equipment
- Decarbonization and renewable energy
- Facade construction
- Lease purchase
- Federal province of Tyrol 


AD DEADLINE 27.03.
 RELEASE DATE 10.04.

AUSGABE 05

- FM – light and sun protection
- Residential apartment buildings
- Financing
- Real estate & sustainability
- Real estate & law
- Real Estate Worldwide

AD DEADLINE 29.04.
 RELEASE DATE 14.05.


AUSGABE 06

- Software & IT
- FM – building insulation
- PropTechs
- Mobility concepts
- Urban district development
- Federal province of Vorarlberg 


XXXXXXXXXXXX
 XXXXXXXXXXXX

AD DEADLINE 28.05.
 RELEASE DATE 13.06.


AUSGABE 07-08

- Decarbonization
- FM – Access control
- Commercial real estate
- Real estate marketing
- Energy performance certificate
- Federal Province of Carinthia 


AUSGABE 09

- Software & IT
- Digital infrastructure
- Windows and doors
- Pest control
- Federal Province of Vienna 

AUSGABE 10

- FM – Winter service
- Insurance
- Commercial real estate
- Fire and water damage
- Federal Province of Lower Austria 

AUSGABE 11

- Training and further education
- Renewable energy & sustainability
- Bathroom and sanitary facilities
- Real estate financing
- Federal Province of Styria 

AUSGABE 12

- Sewer cleaning and renovation
- Real estate & franchising
- Roof extension and renovation
- Annual outlook for 2026
- Federal Province of Burgenland 

AD DEADLINE 26.06.
 RELEASE DATE 10.07.

AD DEADLINE 28.08.
 RELEASE DATE 11.09.

AD DEADLINE 25.09.
 RELEASE DATE 09.10.

AD DEADLINE 30.10.
 RELEASE DATE 13.11.

AD DEADLINE 27.11.
 RELEASE DATE 12.12.

PRINT PRICE LIST



PANORAMAPAGE

420 x 275 mm

€ 10.290,-



1/1 PAGE

210 x 275 mm 174 x 225 mm*

€ 6.490,-



1/2 PAGE

Portrait: 102 x 275 mm | 84 x 225 mm*
Landscape: 210 x 136 mm | 174 x 120 mm*

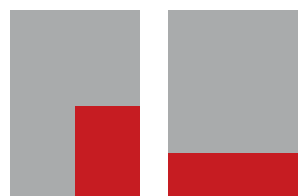
€ 4.040,-



1/3 PAGE

Portrait: 73 x 275 mm | 55 x 225 mm*
Landscape: 210 x 96 mm | 174 x 80 mm*

€ 3.420,-



1/4 PAGE

1-column: 102 x 136 mm | 84 x 120 mm*
4-columns: 210 x 76 mm | 174 x 60 mm*

€ 2.490,-



BUSINESS-BOX

55 x 55 mm

€ 1.310,-



COVER BAR or BAR IN THE IMPRINT

210 x 25 mm

€ 4.170,-

SPECIAL PLACEMENTS

U2, U3

€ 7.050,-

U4

€ 7.810,-

PRINT PRICE LIST



BEILAGEN

Supplements are provided by the customer and enclosed loosely.

Booking for total circulation
Weight 20 Grams max.

(Additional weight categories on request!)
Format max. 205 x 290 mm

€ 4.590,-*



BANDEROLE

The banderole encloses the magazine.
Printed advertising material provided by the customer, booking for total circulation.

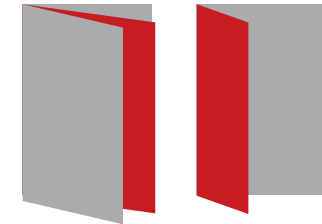
€ 6.170,-*



TIP-ON-CARD

Tip-on card is provided by the client.
Only in combination with a booked advertisement.
Booking for total circulation

€ 3.880,-*



BOUND IN/ GLUED IN INSERTS COVER FLAP

Price upon request!

*Upon request, we will gladly take over the production of your advertising material. There are almost no limits to your preferences, we will be delighted to assist you with the necessary advice.

Prices subject to a surcharge of 5% advertising tax (not applicable for printing/production costs) and a 20% VAT, valid as of 1.1.2025

ADVERTORIAL PUBLICATION

SPECIFICATIONS

Convey your brand message with an editorial look and feel. Introduce your company as a leading specialist, or present your product innovation in detail. Supply us with text and images, and we design your article in our specified layout. Upon request our editors will assist you with the creation of the text and selection of images (price upon request).

Digitale Bau-Zukunft mit Glasfaser

Als Zukunftsweisende bringt Glasfaser Innovationen in die Baubranche. Durch die steigende Nachfrage nach Internet- und Cloud-Diensten sowie die zunehmende Digitalisierung von Bauprojekten ist Glasfaser zu einem unverzichtbaren Bestandteil der Baubranche geworden. Die Glasfaser-Infrastruktur ist die Grundlage für die Digitalisierung von Bauprojekten und ermöglicht die Integration von intelligenten Bauteilen und Sensoren in die Bauprozesse.

In unserer zunehmend vernetzten Welt ist es für Architekten, Planer und Bauherren von entscheidender Bedeutung, über moderne digitale Technologien in der Baubranche zu verfügen. Glasfaser-Infrastruktur ist die Grundlage für die Digitalisierung von Bauprojekten und ermöglicht die Integration von intelligenten Bauteilen und Sensoren in die Bauprozesse.

Grundvoraussetzung stabiles Internet
Bei der Wahl einer Wohnung oder eines Arbeitsortes sind schnelles und zuverlässiges Internet von entscheidender Bedeutung. Glasfaser-Infrastruktur ist die Grundlage für die Digitalisierung von Bauprojekten und ermöglicht die Integration von intelligenten Bauteilen und Sensoren in die Bauprozesse.

Intelligentes Energiemanagement
Die OIZ bietet Ihnen die neuesten Informationen über die neuesten Technologien in der Baubranche. Durch die steigende Nachfrage nach Internet- und Cloud-Diensten sowie die zunehmende Digitalisierung von Bauprojekten ist Glasfaser zu einem unverzichtbaren Bestandteil der Baubranche geworden.

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2/1 SEITE

2-3 images
Headline ca. 30-35 characters
Header ca. 200-400 characters
Body text max. 6.000 characters

1/1 SEITE

1-2 images
Headline ca. 30-35 characters
Header ca. 200-400 characters
Body text max. 2.500 characters

Smartes Energiemanagement in Gebäuden

Technik, führender Anbieter für nachhaltiges Energiemanagement und Energielösungen im Immobilienmarkt. Smartes Energiemanagement in Gebäuden ermöglicht die Optimierung von Energieverbrauch und die Erreichung von Klimazielen. Durch die Integration von intelligenten Bauteilen und Sensoren in die Bauprozesse ist Glasfaser zu einem unverzichtbaren Bestandteil der Baubranche geworden.

Gebäudeassistenten ermöglichen die Steuerung von Licht, Heizung und Klimaanlage über eine zentrale Plattform. Durch die Integration von intelligenten Bauteilen und Sensoren in die Bauprozesse ist Glasfaser zu einem unverzichtbaren Bestandteil der Baubranche geworden.

Die OIZ bietet Ihnen die neuesten Informationen über die neuesten Technologien in der Baubranche. Durch die steigende Nachfrage nach Internet- und Cloud-Diensten sowie die zunehmende Digitalisierung von Bauprojekten ist Glasfaser zu einem unverzichtbaren Bestandteil der Baubranche geworden.

1/2 SEITE

1-2 images
Headline ca. 30-35 characters
Header max. 200 characters
Body text max. 1.700 characters



SUPERBANNER

728 x 90 px + Mobile 300 x 50 px, Position 1 or 2

SKYSCRAPER

120 x 600 px + Mobile 320 x 480 px, Position 3

CONTENT BANNER

300 x 100 px + Mobile 300 x 50 px, Position 2

CONTENT AD

300 x 250 px + Mobile 300 x 250 px, Position 2

File format: HTML 5, JPG, GIF, PNG

€ 370,-

BILLBOARD

1024 x 250 px + Mobile 300 x 50 px, Position 1

File format: HTML 5, JPG, GIF, PNG

SITEBAR, HALF PAGE AD

300 x 600 px + Mobile 300 x 600 px, file format: JPG, GIF, PNG
(dynamic max. 450 x 900 px, only in file format: HTML 5),
Position 3

VIDEO CONTENT AD

300 x 250 px + Mobile 300 x 250 px, Position 2
File format: HTML 5

€ 590,-

SITELINK

Teaser consisting of a short text, one Image and a link leading directly to your landing page
1 Image max. 440 x 280 px, Headline max. 50 characters, Text max. 190 characters, Position 2

ADVERTORIAL

Teaser und Article:
max. 3 Images à 1000 x 667 px (optimal),
Headline max. 100 characters, Text max.
1.500 characters, Position 2

Image format: JPG, PNG

€ 800,-

Prices apply for one month plus surcharge of 20% VAT, valid as of 1.1.2025. The banner formats are displayed in rotation with a maximum of three other advertisements on this placement. A permanent placement of the desired advertising space (for an additional 20%) is possible.

ONLINE PRICE LIST



newsletter reflects the high quality of our address data base. All our Newsletter recipients have given us explicit consent to communicate to them via E-mail.

EXKLUSIV-NEWSLETTER

Your individually designed newsletter brings your brand message to our subscribers in a striking way. Our editorial team provides further suitable content to boost reading interest. In addition, your advert will be placed on our online portal either as a Sitelink or Advertorial with a runtime of one month.

←
€ 2.320,-*

ADVERTORIAL

With one click on the teaser in the newsletter or on our homepage, your customer is taken to the full view of your advertorial, which is integrated into our editorial environment.

€ 1.840,-*



SITELINK

The sitelink comprises a short text and an image and links from the newsletter and from our homepage directly to your landing page.

€ 1.380,-*

FULLBANNER

468 x 60 px + Mobile 300 x 50 px

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 460,-*

ISSUE	RELEASE DATE
February	13.02.2025 27.02.2025
March	13.03.2025
April	10.04.2025
May	14.05.2025 28.05.2025
June	12.06.2025
July	10.07.2025
September	14.08.2025
October	11.09.2025 25.09.2025
November	09.10.2025
December	13.11.2025 27.11.2025
Dezember	11.12.2025

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL

15

Per year

RECIPIENTS

2.176

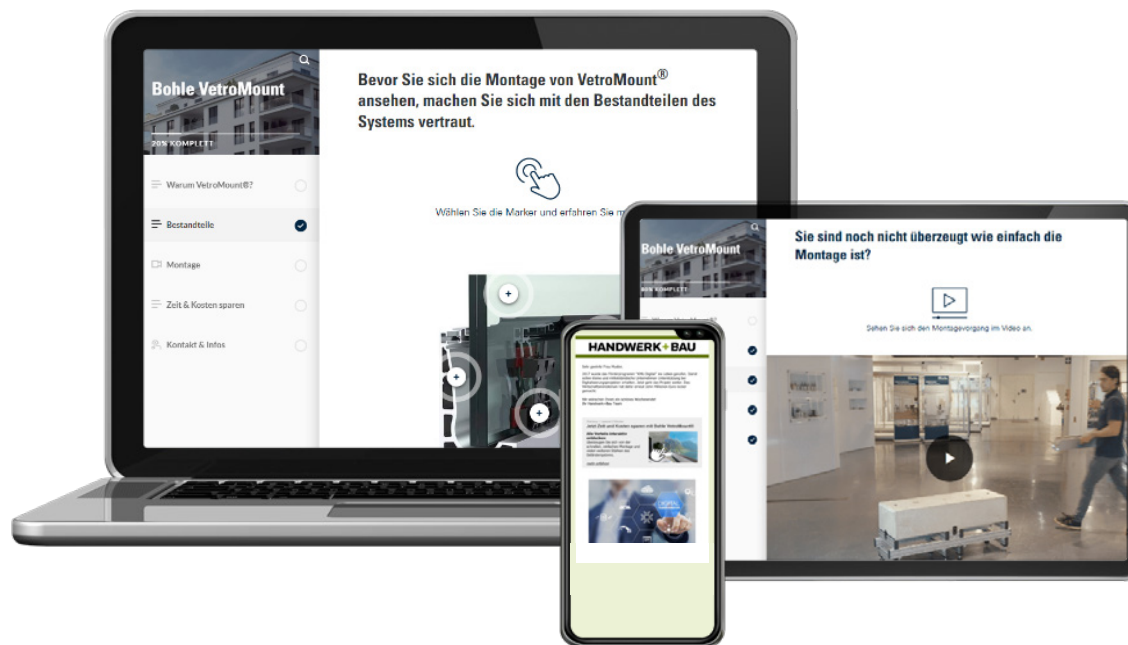
OPENING RATES

46,5 %

CLICK TO OPEN RATE

22,0 %

Average monthly value 2nd quarter 2024, Source: Eyepin



NEW NOW: ADVERTORIAL.INTERAKTIV

With our brand new **Advertorial.INTERAKTIV** package deal, you can easily communicate your most important USPs, well arranged on an individual, animated landing page. This guarantees that your customers will thoroughly engage with your products.

The package includes the creation, hosting and a digital advertising package!

Further information is available upon request.

€ 3.080,-

START DEMO!

<https://bit.ly/3H0MxC7>



DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to
anzeigenservice@wirtschaftsverlag.at

DATA FORMAT

- Print-optimised PDF files according to standard „PDF/X-4:2008“ with output intention.
- Colour profile for coated papers (sheet-fed offset): ISO Coated v2 (ECI)..
- Only use process colors CMYK (Euroscale). No spot colours (e.g. HKS, Pantone), RGB and indexed colours.
- Embed all fonts.
- Images in the document should have a resolution of 300 dpi/line images 1200 dpi.

DELIVERY OF PRINTED ADVERTISING MATERIAL

Friedrich Druck & Medien GmbH,
A-4020 Linz, Zamenhofstraße 43-45

Supplements must be received at the print house by the printing deadline.

DELIVERY OF ONLINE ADVERTISING MEDIA

The online advertising formats are based on the IAB standards for advertising media. Please allow a minimum period of 5 working days for the delivery of the advertising media. Online banners may not exceed a file size of 150 kb, mobile banners 80 kb.

Please send your advertising material by e-mail to
anzeigenservice@wirtschaftsverlag.at

PRINTING AND BINDING METHODS

Offset printing, staple binding. The publisher accepts no liability for tonal value deviations within the tolerance range.

ADVERTORIAL GUIDELINES

An advertorial is marked as a paid insertion in accordance with § 26 of the Media Act. One proofreading pass is included in the price. Should the documents supplied deviate significantly from the specifications, new documents will be requested and the additional expenses for the revision will be invoiced after prior consultation (max. EUR 500.00).

MEDIA DATA 2025

Subject to alterations, errors, printing and phrasing mistakes.

BANK DETAILS

Advertisements

Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions

Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Invoices are payable net within 30 days



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DISCLOSURE ACC. § 25 AUSTRIAN MEDIA LAW

The Österreichische Immobilien Zeitung is the official organ of the professional association and of all professional groups of real estate and property trustees, the association of generally sworn and court-certified experts for the real estate industry, the association „FIABCI-Austria“, the association „AIB Austria Immobilienmarkt“, the „Immobilienring Österreich“ association, the „Steirischer Immobilienring“ association and the „Österreichischer Verband der Immobilienwirtschaft“ association.

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